



ADRIANADUARTE.CA
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HELLO • HOLA

I'm Adriana, a Senior Brand & Marketing Designer focused on making complex ideas and products clear through brand systems that scale.

With a background in architecture, I bring structure, systems thinking, and strong visual storytelling to brand identity, long-form, copy-heavy content, and high-impact marketing work.

EXPERIENCE

SR. VISUAL DESIGNER, ROOFR

Oct 2023 - Present | Visual Designer - 2022-2023

- Own and evolve Roofr's marketing design system, ensuring scalable, consistent visual standards across brand and growth.
- Lead visual direction for product marketing and 5+ strategic partnership campaigns, supporting revenue growth and product adoption.
- Design and deliver 20+ high-impact landing pages using modular layouts and reusable components to support rapid campaigns.
- Translate complex SaaS concepts into clear, compelling visual narratives across web, social, and sales enablement.
- Integrate AI-assisted and 3D workflows to accelerate iteration and improve creative output.
- Own design ops and asset governance in Figma and Notion, improving collaboration, version control, and efficiency.

DIGITAL DESIGNER, ORGANIKA

June 2022 - Oct 2022

- Revamped Amazon's creative content for Organika's Canada & USA stores, including A+ content, side images, banners, display ads, and more.
- Created cohesive templates for 300+ products.

GRAPHIC DESIGNER, CORPORATE FINANCE INSTITUTE

Sep 2020 - Mar 2022

- Led brand design as the sole in-house designer during a high-growth phase, establishing a cohesive and scalable visual identity.
- Developed CFI's visual identity system, including 50+ illustrations, components, layout structures, and reusable assets. Directed and executed the Macabacus brand refresh following acquisition.
- Created 1,000+ custom icons, forming the foundation of CFI's visual system across product, marketing, and education.
- Designed copy-heavy B2B/B2C assets, including ebooks, brochures, ads, and promotional materials.
- Revamped the YouTube channel with 400+ thumbnails, contributing to growth to 200K+ subscribers.

CRAFT

Core Skills

- Brand Identity & Visual Systems
- Product Marketing Design
- Layout & Editorial Design
- Creative Direction & Visual Storytelling
- Presentation & Template Design
- Campaign & Social Design
- Design Ops & Asset Systems
- Cross-Functional Collaboration

Tools

- Figma
- Adobe Creative Suite
- AI-assisted workflows
- Microsoft Office Suite

Languages

- Spanish – Native
- English – Fluent
- French – Basic

EDUCATION

Graphic Design, Associate Certificate

BCIT, 2019 - 2020

Vancouver, Canada
with distinction

Architecture Degree

Universidad Iberoamericana,
2014-2019

Mexico City, Mexico
with honours