



## C. Edurne Gamboa Godínez.

### Graphic Design Degree.

"I have over 20 years of experience in designing. My work is based on empathy and observing the client and their users. I aim to create impeccable design solutions that effectively convey compelling messages."

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Paseos del Bosque; 53297;  
Naucalpan de Juárez,  
Estado de México.

### Specialist in:

Editorial design, web design, digital strategy planning, social media content development, corporate identity or branding, printing methods, advertising, educational materials, traditional and digital illustration, content writing, budget management, among others.

### Academy Career

- **2018 – To date** International Executive Master in Web Programming / Esneca Business School
- **1995-2000** Graphic Design Degree / Universidad del Valle de México
- **1993 Diploma in Semiology of Photography / Universidad Anáhuac.**

### Tools and Skills

Photoshop, Illustrator, InDesign, Inglés, Dreamweaver, HTML5 / CSS3, PHP, Microsoft Office, Premiere, y After Effects

### All my links:

To visit all my social media, website, and portfolio, click on this text or go to:  
<https://www.flowcode.com/page/edurnegamboa>

### Experiencia Laboral

#### INSTITUTO TEPEYAC (school) Design and Print Coordinator.

June 2004 - 2008 / June 2011 - August 2018  
Staff in charge: 3 designers and 1 photographer.

#### Achievements:

- I provided design solutions that drove excellence, recognition, and brand affection.
- I collaborated in creating effective branding experiences, such as large-scale events and the development of their own magazine.
- I designed, illustrated, coordinated, and supervised other designers to produce between 40 and 70 annual workbooks that showcased and defined the educational model. These workbooks are currently part of the school supplies, generating excellent profits for the school.

#### BUCEPHALUS SPORTS ELITE (magazine) Creative Direction and Graphic Design.

March 2008 - May 2011  
Staff in charge: 3

#### Achievements:

- In the company of a great team, all experts in their field, we created the first Mexican luxury magazine dedicated to the equestrian lifestyle.
- In addition to being responsible for all editorial design - both covers and interiors - I laid out the content and coordinated the operational flow to ensure that each page of the magazine was always delivered on time.
- We conducted advertorials with brands such as "Carolina Herrera," Louis Vuitton, L'Oreal, Bvlgari, Viagen, and several horse breeders.
- We also created brand experiences such as the "Copa Bucephalus" and the "The Great" recognition in coordination with Buchanan's Red Seal.

### Freelance

Agosto 2018 -

**I have done:** Several brand identities and logos, websites, online stores, coaching companies, personal brands, print and digital magazines, social media management, printed and digital brochures, among others.

**Among my main clients:** schools, business owners, notaries public, public servants, candy stores, and coaching companies.