

JOANA COHEN WELCH

GRAPHIC / WEB DESIGNER

PROFILE

NACIONALITY

Mexican

Proactive professional with a passion for working in multidisciplinary teams. I have proven to have a great capacity to adapt and respond to assigned responsibilities and tasks. I am passionate about Graphic and Web design and finding new ways to impact my customers. I excel at advertising design, especially web design and branding creation.

LANGUAGES

Spanish 100%

English 85%

Hebrew 40%

SKILLS

Web sites Creation,
Design and Development
Programs:
Photoshop
Illustrator
Indesign
Elementor
After effects
Final cut
Figma
Sketch
Word, power point, excel
Platforms:
WordPress
Shopify
Social and advertising
Community Manager
Video:
Creation and editing
Photography

CONTACT

☎ 0445555075374

✉ joanacohen16w@gmail.com

🌐 joanacohen.com

📷 joanacoh

PROFESSIONAL EXPERIENCE

FREELANCE DESIGNER

Sept. 2014 – Today

Conceptualization and execution of branding and social media (post, adds, banners, email marketing etc.) projects, design of client presentations, created and customized web pages or prints such as brochures, posters, business cards or billboards.

JEDWIN MEDIA. DESIGNER

Nov. 2020 – Mar. 2022

Digital and graphic design for the different clients and brands. Designed web and prints materials for the different customers of the firm, such as ads, brochures, branding, logos, landing pages, web banners, logos, graphics among others.

LABFELLOWS. DESIGNER

Aug. 2019 – Nov. 2020

Digital and graphic design for the different company brands. Created the web site and graphics for its brand and designed advertising material for their offices and events.

LIGHTMARKET. ENTREPRENEUR

2017 -Today

GRUPO EXPANSIÓN. WEB DESIGNER

Sept. 2016- Oct. 2017

Coordination and weekly planning of design projects for the Costumer Revenue area. Responsible for the concept and strategy of the advertising campaigns for all the company's magazines, digital marketing and graphic materials such as print ads, brochures, html, landing pages, web banners, logos, graphics among others.

ARRECHEDERA CLAVEROL AGENCY. DESIGNER

Feb. 2016- Jul. 2016

Designed Graphic and Digital Advertising for brands such as: IZZI, INE, Samsonite and Bridgestone. Managed advertising campaigns from its initial concept and idea to the creation of the graphics

SONY MEXICO. DESIGNER

Jun. 2015- Feb. 2016

Designed POP materials Department and other stores, edited videos, created brochures and developed the mailings for all Sony's electronics.

DIGITAL INSIGHT. DESIGNER AND COMMUNITY MANAGER

Jan. 2014- Dec. 2014

Creation of events and activations. Managed the social media, created copy and content, designed web and prints for the different customers of the firm

EDUCATION

INTENSIVE COURSES IN THE CENTRO UNIVERSITY IN MEXICO

2016 - UXD: User experience and Information Architecture

INTENSIVE COURSES IN THE CENTRO UNIVERSITY IN MEXICO

2016 - Creativity and design for Digital Platforms

IBERO UNIVERSITY

Interactive Design

VANARTS (VANCOUVER INSTITUTE OF MEDIA ARTS)

2D/3D Character animation

UNIVERSITY OF BARCELONA. FINE ARTS

Semester abroad