



Hola! I'm Israel Vergara

As a remote creative, I'm dedicated to designing meaningful experiences that connect with audiences.

Contact

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[LinkedIn](#)[Portfolio](#)

Marketing Skills

- IDENTITY & BRANDING ● ● ● ● ●
- WEB DESIGN ● ● ● ● ●
- WEB DEVELOPEMENT ● ● ● ● ●
- DIGITAL ART ● ● ● ● ●
- EDITORIAL ● ● ● ● ●
- SOCIAL MEDIA ADS ● ● ● ● ●
- INTERACTION DESIGN ● ● ● ● ●
- MOTION GRAPHICS ● ● ● ● ●
- VIDEO EDITING ● ● ● ● ●
- DATA VISUALIZATION ● ● ● ● ●
- STORYTELLING ● ● ● ● ●
- SPANISH TRANSLATION ● ● ● ● ●

Software Skills

- ADOBE PHOTOSHOP ● ● ● ● ●
- ADOBE ILLUSTRATOR ● ● ● ● ●
- ADOBE INDESIGN ● ● ● ● ●
- ADOBE PREMIERE ● ● ● ● ●
- ADOBE AFTER EFFECTS ● ● ● ● ●
- FIGMA ● ● ● ● ●
- SKETCH UP ● ● ● ● ●
- WORDPRESS ● ● ● ● ●

With 15 years of experience, I'm a data-driven and results-oriented professional who uses his design and marketing skills as powerful tools to solve complex problems and help achieve my client's goals.

I'm a passionate skilled team player with a unique blend of creativity, technical expertise, project management skills, and a never-ending curiosity. My strong communication and interpersonal skills enable me to work effectively with team members at all levels, contributing to a positive and productive work environment.

Experience

OCT. 2021 - PRESENT • MARKETING GRAPHIC DESIGNER

[PAYACTIV](#) - CA, USA, CONTRACTOR, REMOTE POSITION.

As part of the Creative Team, I produced powerful B2B and B2C collateral across multiple mediums, including print, digital, event materials, and social media assets. I also collaborated with my Creative Director to develop the company's new brand book and implemented best practices for cross-team collaboration on our daily website operations.

NOV. 2020 - DEC. 2022 • BRANDING ARTIST & WEB SPECIALIST

[CIRCADENCE](#) - CO, USA, CONTRACTOR, REMOTE POSITION.

As part of a cross-functional team, I developed and maintained the company website while also working closely with product, marketing, and sales teams. I ensured the website aligned with our brand identity and go-to-market strategy.

DEC. 2017 - NOV 2020 • MARKETING & SALES BRANDING ARTIST

[CIRCADENCE](#) - CO, USA, CONTRACTOR, REMOTE POSITION.

As part of the Creative Team, I created impactful B2B and B2C collateral across various mediums, including flyers, brochures, white papers, banners, ads, animations, event signs, icons, landing pages, and UI pieces. I also developed the company brand book.

2013 - DEC. 2017 / FOUNDER AND CREATIVE DIRECTOR

[BAND OF DESIGNERS](#) - Q. Roo, MX.

I led and developed integral projects. I managed my creative team and collaborated with clients and other company teams. I created and closely supervised every detail related to the projects I was involved in.

2011 - 2013 / FREELANCE GRAPHIC DESIGNER [ISRO VERGARA](#) - MEXICO, Q. ROO.

2009 - 2011 / GRAPHIC DESIGNER [NEW WORLD MONKEYS](#) - MEXICO, PUEBLA.

2007 - 2008 / TRAINEE GRAPHIC DESIGNER PLAN B - MEXICO, PUEBLA.

Education

- USER EXPERIENCE RESEARCH & DESIGN SPECIALIZATION
2020 / MIT / COURSERA
- INBOUND MARKETING CERTIFICATION
2019 / HUBSPOT ACADEMY
- BACHELOR'S DEGREE IN INFORMATION DESIGN
2005 - 2009 / UDLAP / PUEBLA, MX
- ART DIRECTION PROGRAM
2006 - 2007 / UDP / SANTIAGO, CHILE
- STRATEGIC ADVERTISING STUDIES
2009 - 2010 / SIMULADOR DE VUELO / MEXICO CITY