

# Karla Rosas

## GRAPHIC & WEB DESIGNER

### CONTACT:

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- @ [Portfolio \(Behance\)](#)
- 👤 [LinkedIn Profile](#)

### SKILLS:

- **Web & Tech:** WordPress, UI/UX Design, Wireframing, Prototyping, Responsive Design.
- **Design Tools:** Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects), Figma, Sketch, DaVinci Resolve.
- **Office & Productivity:** MS Office (Word, PowerPoint), Keynote, Google Workspace.
- **Specializations:** Packaging & Structural Design, Brand Identity, Visual Storytelling.

### EDUCATION:

#### Bachelor of Graphic Design and Visual Communication

UNAM (Mexico)  
Equivalency confirmed by WES as a four-year Canadian Bachelor's Degree  
ECA#: 7220037IMM

### LANGUAGES:

**English** - Professional Proficiency - CELPIP 7  
**Spanish** - Native

### SUMMARY:

Graphic & Web Designer with 12+ years creating impactful visual identities for brands and institutions across North America. Specialized in translating complex concepts into intuitive, accessible designs. Proven expertise leading design-driven projects for Canadian and international organizations. Passionate about sustainable design practices and meaningful collaboration with local businesses.

### EXPERIENCE

#### Graphic & UI/UX Designer (Freelance)

Vancouver, BC & Mexico | 2022 - Present

- Designed and adapted high-visibility visual assets for the 2024/2025 **Leo Awards**, Maintaining a cohesive brand identity for a premier live event through screen design, nominee showcase graphics, and video roll-ins.
- Digital Content Lead | **2 Rivers Remix:** Designing high-engagement social media assets, including postcards, photography, and video content to promote cultural events across digital platforms.
- Web & Brand Designer | **Solstice Image & Communications:** Leading the end-to-end web development and UI design for the agency's official site (solsticeimage.ca), ensuring a modern, responsive, and high-performance user interface.

#### Graphic & UI/UX Designer


Infotec (Mexico) | 2020 - 2022



- Developed design standards and comprehensive style guides for responsive websites and mobile applications (including the DIGIPRIS project).
- Assisted in user research, creating personas, wireframes, and prototypes to solve complex user needs in a governmental tech environment.
- Partnered with cross-functional teams (Marketing/Product) to define communication strategies and select optimal media for visual effects.

## CERTIFICATION:

Valid British Columbia  
Class 5 Driver's License.

**Karla Rosas**  
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## EXPERIENCE

### Graphic Designer

Presidency of Mexico | 2016 – 2019

- Managed pre-production of graphic elements for national communication campaigns, ensuring optimization for electronic and print media.
- Strategic Design: Leveraged extensive illustration banks to maintain strict brand consistency across various federal institutions.
- Visual Outreach: Developed targeted visual materials to meet specific institutional goals for a nationwide audience.

### Junior Graphic Designer

FGX Latin America | 2012 – 2016

- Created the graphic identity for new lines of eyewear, including logo design, marketing collateral, and "look and feel" proposals.
- Coordinated photoshoots and photo editing, contributing to successful go-to-market strategies and brand visibility.