



# EDGAR NOEL SALAS ORTEGA

Birthdate

39 YEARS OLD

Mexico City  
25 / 01 / 85

Title and Professional ID: 5898184

GRAPHIC DESIGNER, WEB | PRODUCT DESIGNER | UI DESIGNER & COMMUNITY MANAGEMENT

BOOK OR PORTFOLIO

[www.edgarnoeldesigner.com](http://www.edgarnoeldesigner.com) | [www.ekcadesign.com](http://www.ekcadesign.com)

Address: México

## Contact

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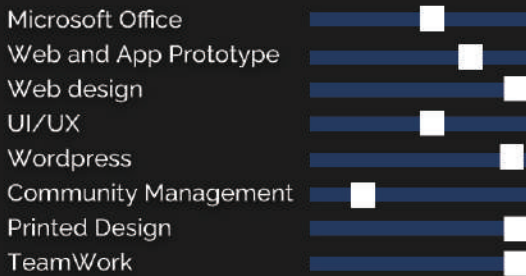
@edgar\_noel\_designer

/edgar-noel-salas-ortega-34447394

## Languages

English ● ● ● ● ●  
Spanish ● ● ● ● ●

## Skills



## Softwares

- \*Adobe CC 2024
- \*Project Manager
- \*Figma
- \*Word
- \*Sketch
- \*Power Point
- \*Corel Draw
- \*Email Marketing
- \*High Level

## Personality

- \*Patient
- \*Creative
- \*Optimistic
- \*Autodidact
- \*Communication
- \*Attention to Detail
- \*Sense of humor

## Hobbies

- PLAY ELECTRIC GUITAR AND BASS
- LETTERING AND CALLIGRAPHY
- EXERCISE
- MOVIES AND WATCH SERIES

## Job References

- Jose L. Escobar ( Open Unity)  
Tel: 55 3733.2396
- Noe Morales ( Aztec Printing)  
Tel: +1 347.591.5399
- Gregory Voyard ( GFX )  
Tel: +1.516.860.9212 NY

## Experience

November 2021 / Currently / Freelancer en ekcadesign.com | Home office

**Digital Marketing Project Manager and Client Expansion:** My strategic focus on digital marketing and printing allowed me to attract a larger number of clients interested in web design, digital marketing, and printing services. I coordinated a team of designers in different locations, optimizing task distribution to ensure efficient delivery times and outstanding visual quality. Additionally, I managed social media accounts for companies in New York, Maryland, and Mexico, and organized home deliveries of printed materials in collaboration with 4over company.

April 2021-November 2021 MD / 4ur Business & Brandon Alexander Foundation / Home Office

**Web Development and Corporate Branding Coordinator:** I designed and developed nine corporate websites, in addition to managing the creation of social media accounts (Facebook and Instagram) and their respective content. I also led the design of websites for external clients, as well as the creation of corporate identity manuals. Among my notable achievements is the development of a website for a foundation and a portal for an Auto Show, complemented by all the printed materials needed for their promotion.

February 2020-December 2020 / GFX THE PRINT SHOP NY

**Multichannel Graphic Designer:** As a Multichannel Graphic Designer, I led the creation of both print and digital products, including T-shirts, flyers, business cards, menus, and brochures. I also developed websites and designed promotional banners for Facebook and Instagram, offering a comprehensive visual communication solution for both digital and traditional media.

September 2019- / Home Office NY / Freelancer

**Graphic and Web Designer for Weekly Projects:** I took on the responsibility of designing and managing weekly print materials such as banners, business cards, and flyers. Simultaneously, I developed websites in WordPress and designed banners for social media platforms like Facebook and Instagram. My focus was on delivering visually appealing projects that reinforced our clients' brand identities.

March-June 2019 Monterrey / Tootle Soft Position: Graphic and Web Designer.

**Digital Advertising Developer and Corporate Branding:** During a temporary project, I led the development of advertising banners for Facebook, resulting in the creation of two new accounts with a high visual impact. Additionally, I designed and revamped a website that had not been updated in over eight years, and worked on the editing of internal company videos. These actions contributed to strengthening the corporate branding and improving the company's digital presence.

June 2016 -September 2018 New York USA / Aztec Printing Position: Graphic and Web Designer.

**Printed and Digital Design Production Manager:** In my role as the Printed and Digital Design Production Manager, I managed the entire design process for musical event campaigns, from concept creation to the final production and printing of materials such as flyers, posters, and screen-printed T-shirts. I handled file reception and verification, ensuring that formats, sizes, and margins were optimized for print output. Thanks to my ability to combine speed with high visual quality, I significantly increased the productivity and efficiency of the printing department.

2013-2015 México / OpenUnity Position: Web Designer.

Web Design, web interface design for Open Unity Clients, it was possible to complete Web page projects with

2011-2013 México / Coconut Web Design / TeCambioPor.com Position: Graphic and Web Designer. Design manager for the Web Page where he makes Web Interfaces, web design and user experiences. I worked with programmers, several web proposals focused on Wordpress were made with Mobil First concept.

2009-2010 México / Grupo Difusión Científica Position: Jr. Web Designer

## Educación

John Dani 2023 Curso: Duplica tus Ventas con Facebook ( Delawere , USA )

John Dani 2023 Curso: Producción Radical ( Delawere , USA )

John Dani 2022 Academia del Empresario Creativo ( Delawere , USA )

Domestika 2020 Introduction to "Human Centered Design"

Crehana 2020 Community Manager

Crehana 2018 Introduction to UI: Interface Design Techniques  
Lean Principles / Reuse Principles / Benchmark UI / Visual Information Architecture  
Intro to Atomic Design / Lean Colors / Intro to Sketch Symbols  
Component Benchmark / Usability Basics

Crehana 2018 Fundamentals of UX/UI Interface Design  
Mobil first / User Person / Sketching / Information architecture  
Wireframes / Testing / UI Testing Softwares: Marvel, Figma, Invision, Adobe XD

Domestika 2018 WordPress Customize Ecommerce with WordPress  
Woo Commerce instalation, Settings, Paids, Deliveries etc.

Mercy Center NY. English courses, first level and second level.  
2014-2015

FAD /UNAM Mx Degree in Design and Visual Communication  
2003 -2008 Title and Professional ID: 5898184