



Aida Zelegna

UI DESIGN, ART & CREATIVY DIRECTION



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About me

I am a responsible, meticulous and ambitious person, I like to give the very best at my work, because I really enjoy what I do. My specialty is communicating through visual images, art direction, creative direction and photography. In projects my interest goes from the idea to the elaboration of the final product, thanks to this I've been able to work in various sectors. I am fortunate to have worked with different profiles such as designers, creatives, copywriters, web developers, film directors, theater producers and to be involved in the music festival production, which have allowed me to learn more about each industry contributing with fresh ideas in each different area.

Education

FACULTAD DE ARTES Y DISEÑO, UNAM Design and Visual Communication Bachelor | Graduating in 2023 Audiovisual Production and Multimedia Design Speciality

UNIVERSITY OF CALIFORNIA BERKELEY Scholarship Program
Trecamp | June - July 2015 Development of entrepreneurial skills.

WORKSHOPS

Banking Regulations Diploma, 2022.
Art Direction, Octavio Martínez, Summer 2019.
Cinematographic Production Diploma, Arte 7, Spring 2016.
Introduction to 3D Design, Aarón Martínez, Summer 2014.

Work Experience

DINN | ACTINVER
Product Experience Manager | November 2022 - Currently
Lead Product Designer | Mayo 2022 - November 2022

VYVO | INPERSONA
Product Designer | October 2022 - April 2023

ARRENDA
VP Product | January 2022 - Mayo 2022

SOMOS
Head of Design | July 2021 - January 2022

HITCH
Art Director | Product Designer | October 2020 - July 2021

VETTA
Art Director | Product Designer | July 2019 - February 2021

ORANGE PRODUCERS (Work per projects)
Art Direction | July 2018 - July 2019

HOMIE.MX
Head of Art | August 2017 - July 2018

AUDITORIO NACIONAL
Social Service | February 2017 - August 2017
Graphic Design, Press Photography, Video production and editing

ARCA.TV | GRUPO TELEVISIVA
Multimedia Designer | August 2016 - January 2017

YAMBLET | SOPITAS.COM (Work per projects)
Multimedia Designer | Project Lead | August 2015 - August 2016

PETSY.MX
Jr. Designer | May 2014 - June 2015

Volunteering

BLOG POST Ulama Labs | February 2017
"Interfaces gráficas para el usuario" <http://bit.ly/2l9lmKS>

SPEAKER AT Anita Borg's Party 2015
Organized by Google Student Ambassadors UNAM.

MENTOR AT HACK UNAM 2016
Organized by UNAM Mobile. Sponsored by Microsoft.

TALLERES IMPARTIDOS EN ALDEA DIGITAL 2015
"Designing Mobile Apps" inside of the UNAM Mobile activities.

Awards

- 1ST PLACE** Hackathon Grupo Modelo | March 2016.
- 2ND PLACE** Startup Weekend Toluca | March 2015.
- 4TH PLACE** HACK CDMX 2015.

Interests



Tools

Microsoft & Google: Word, Excel, Power Point.

Adobe Creative Cloud: Photoshop, Illustrator, Indesign, After Effects & Premiere.

Others: HTML 5, CSS3, Sketch, Invision, Mailchimp, Brackets, Cinema 4D, Vray, Fotografía y Filmación en cámaras DSLR.

Foreign Languages

- ENGLISH ☆☆☆☆☆☆☆
- FRENCH ☆☆☆☆☆☆☆

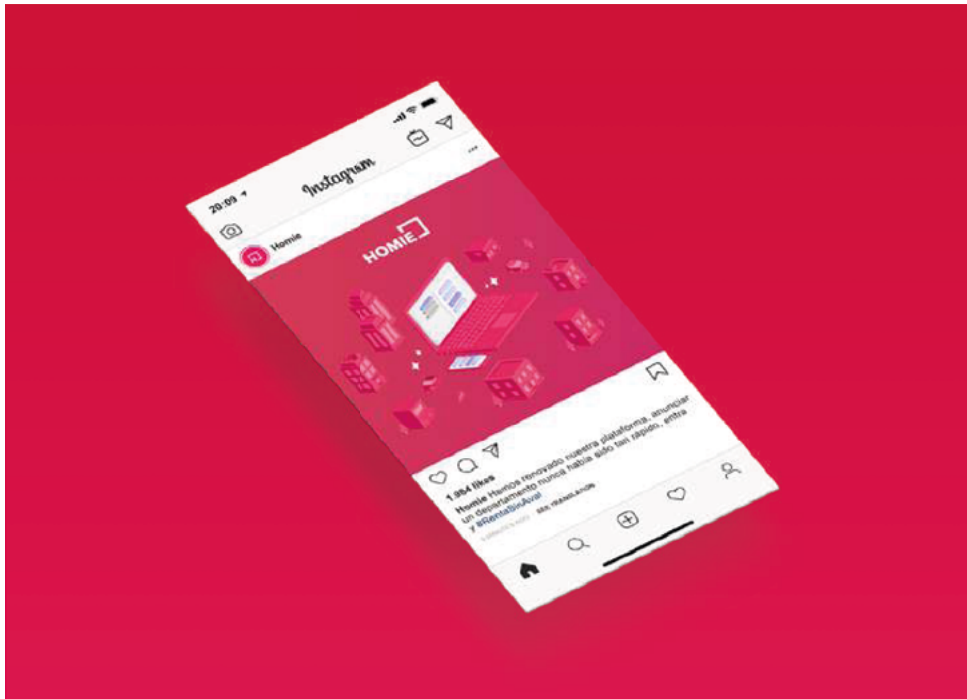
ART DIRECTION

The art direction field is very wide. I have developed more skills in the graphic design area, most of the projects that I have had in charge have been with brands that use a the digital communication channel, whether in product, brand, campaigns and communication trough social networks.



Homie

Although graphic design has no rules, for me its unification is very important, especially if it is about brands, there are some that don't have the position of the greats of the industry and that kind of companies need help to scale in a consistent and reliable way in their visual communication. I worked with the Homie brand for a year. Homie is a web application that allows you to rent the apartment of your dreams, in less than 24 hours and without the need for an endorsement. From 2017 to 2018, Homie grew exponentially. It was nominated with 30 other companies to be the business promise in 2017 by Forbes.



Charge

Head of Art

Activities

- Branding redesign
- Documentation and management of graphic materials
- Arts for Marketing campaigns
- Iconography design for the product and the brand
- UX X / UI design (website, app, emails, sms, mkt landings)
- Web layout
- Creation of a design system based on atomic design

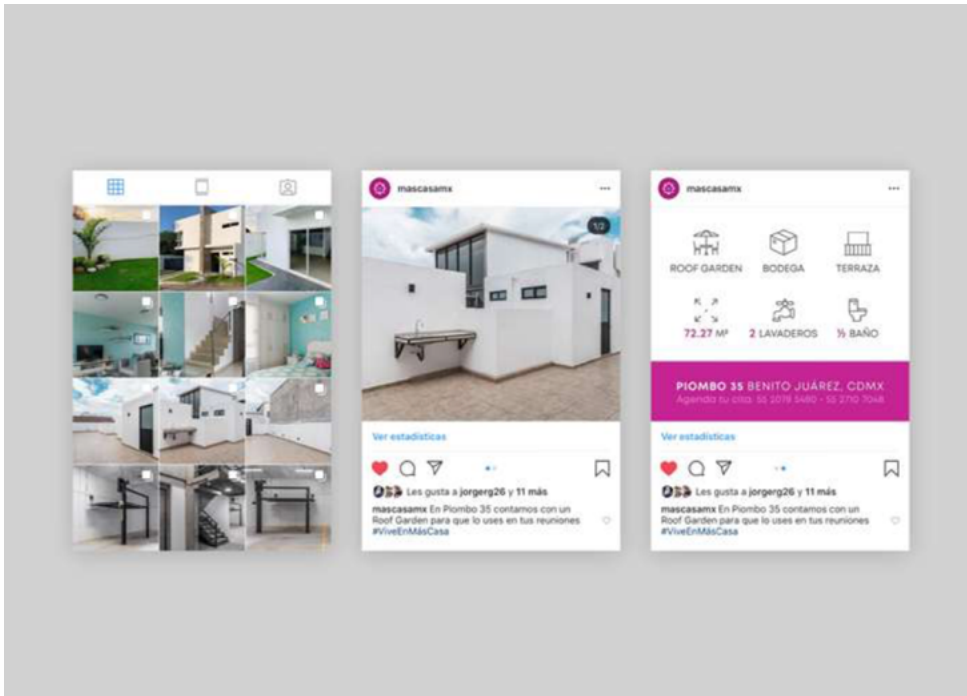
Years

2017 - 2018



Más Casa

Thanks to the activities developed in Homie, I was able to work on the ideation, design and communication of a recently created brand. Más Casa was born in 2018, however they did not think of a visual strategy until mid-2019. The challenge here is that there are many companies that are dedicated to the real estate sector, since it is one of the oldest, so an investigation was carried out to be able to Finding an element that would help differentiate the brand from the rest of the real estate companies, then we worked from the design of the colors and shapes, to the design of the experience that the different clients had.



Charge

Brand Consulting

Activities

- Brand build (values, goals, communication)
- Brand look and feel
- Logo design and its applications
- Documentation and management of graphic materials
- Real estate promotion templates
- Communication of the brand in social networks
- Design of different operation formats

Year

2019



Boxtasis

Boxtasis was born in 2018 with the intention of being the first market place in Latin America to sell subscription boxes. When the project came into my hands, I detected several problems, among them that their communication was aimed at entrepreneurs and not at their consumer public and this was a bit more complex because they did not even have their target defined. Then, first, we worked with written communication, with the tone and voice of the brand and the look and feel, later with brand applications. Once everything was defined, small digital campaigns began to be created to publicize the products of the market place.



Charge

Brand Consulting

Activities

- Brand building (values, goals, communication)
- Look and feel of the brand
- Branding to print media
- Documentation and management of graphic materials
- Communication of the brand in social networks

Year

2019



Volvo Buses. Driving quality of life



Volvo Buses México

Volvo is a globally recognized brand, so during the time I was working with this brand, campaigns and communication were promoted on social networks that helped transmit the company's values: quality, safety and care for the environment. The main objective was to bring the brand to more people, especially to individuals from transport companies to increase Volvo sales, because it is a difficult sector, weekly and informative campaigns were promoted, and with the team we created a community for buses lovers. The Art Direction guidelines were created in Sweden, graphic materials such as photographs and illustrations also came from there, so I just had to follow and adapt the brand to the Mexican context.

Charge

Art Direction

Activities

- Documentation and management of graphic materials
- Arts for Marketing campaigns

Year

2018 - 2019



Volvo Buses. Driving quality of life





Yo Fausto Film

Yo Fausto is a film by Julio Bertelhy, starring Christian Vazquez and Amparo Barcia that premiered in 2019 at the San Diego International Film Festival and which has been part of the official selection of the Catalunya Festival and the Cairo Festival. On this occasion, Julio, the director, contacted me to give the graphic identity to his film, unlike brands, work in the film industry is more artistic because through the poster and typography you have to communicate what it is about his first debut. This film would reach Mexican cinemas in the spring of 2020, but due to the covid its premiere was delayed.

Activities

Art Direction, Editorial Department

Actividades

- Construction of the identity of the film
- Development of poster for promotion in cinemas
- Applications to different promotional materials for the film
- Documentation and management of graphic materials

Year

2018



CREATIVE DIRECTION

I have always liked telling stories, imagining and proposing ideas in projects with brands, artists and companies is one of my favorite activities, since it starts from a blank page, until a great idea materialized.



Tornaluna Launch

Vanessa Zamora is an independent singer-songwriter, who has performed at music festivals such as the Austin City Limits in Texas and television shows such as Despierta América. When I got to the project to launch their second album, Tornaluna, everything happened very quickly, I had to develop a launch strategy in social networks and propose graphic materials to promote the album, from street prints, merch, to instagram stories. My job was to give continuity to the art direction that had all the identity of the album, which was intervened by: Everything was developed in less than a month to be able to have everything ready before the tour began.



Charge

Art and Creativity Direction

Activities

- Planning for album cover unveiling
- Content planning for album promotion
- Applications to different promotional materials for the album
- Documentation and management of graphic materials

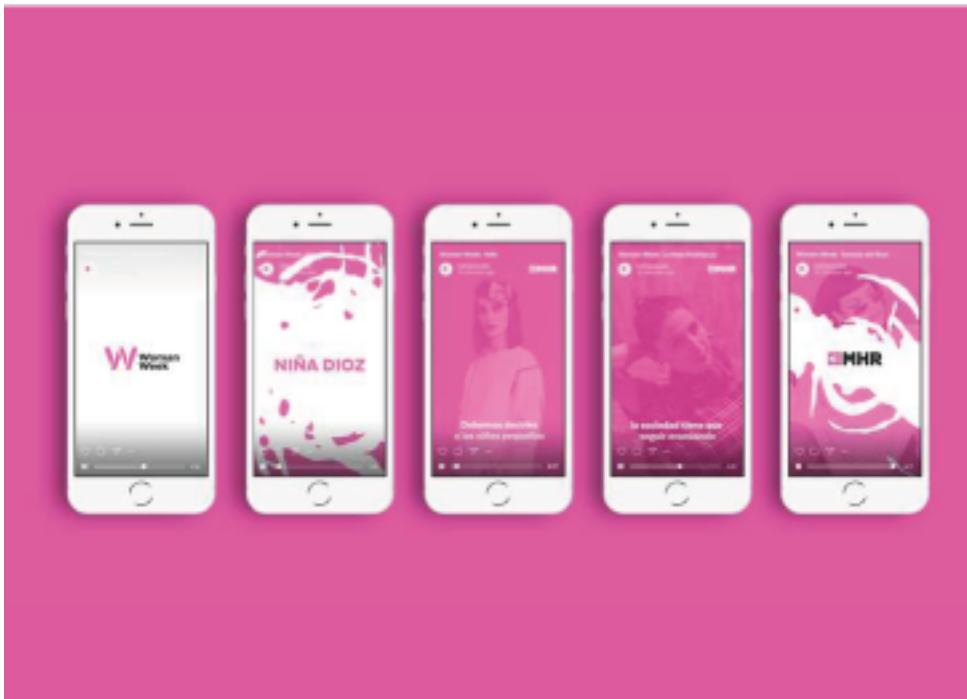
Year

2018



Woman Week

Like all digital communication media, Me Makes Ruido has an editorial line that, depending on the time of year, has some special supplements. In October 2018, a compilation of interviews with five women from different countries who had a current musical project was planned and carried out. These interviews touched on issues such as the inclusion of women in the music industry and their position regarding the feminist movement. . As part of the Me Hace Ruido team, I was invited to be part of the planning and execution of Woman Week, which became a special edition printed compilation and a series of five videos for Instagram TV where the artists gave their points. view with your own voice.



Charge

Art and Creativity Direction

Activities

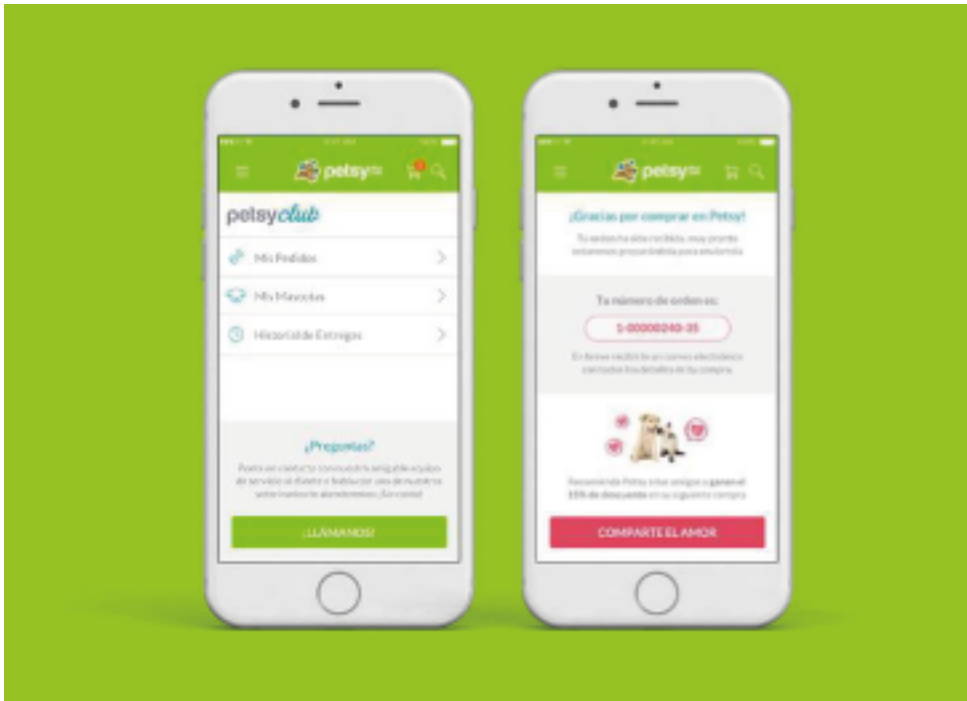
- Branding application to clips for instagram TV
- Animation and design of wipes and titles
- Video edition

Year

2018

DIGITAL PRODUCTS

Thanks to my early approach to computers, I was able to create websites, social media templates, and small programs for personal entertainment. All this allowed me to develop skills such as programming, user interface design, and navigation and user experience design, before I knew that they were called that way or that there were methodologies to create digital products.



Petsy

Petsy is an ecommerce specialized in pet products based in Mexico. The challenge for the design of the visual identity of the store was to take up everything that had already been done and that customers had already identified to make adjustments that would help to effectively communicate the brand's value propositions: Quality of service, offering an experience excellent purchase from start to finish, veterinary consultation by phone and via chat for website customers, convenience, free and fast shipping, in some areas delivery up to 2 hours is offered.



Charge

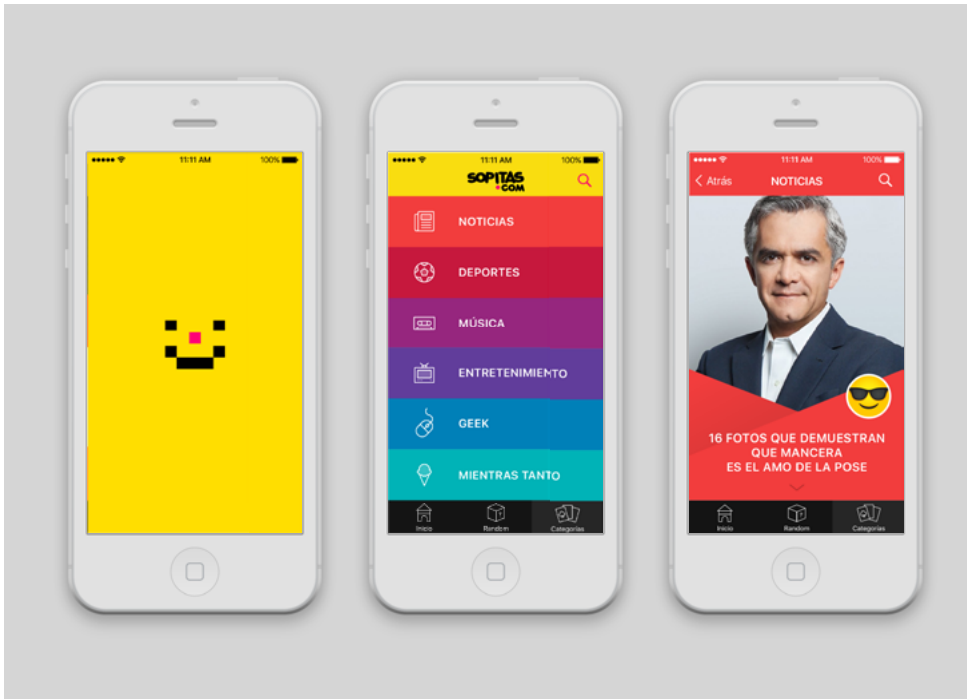
Jr. Designer

Activities

- Graphic design of banners for the website
- Graphic design for the newsletter arts
- Graphic design for digital advertising campaigns
- Graphic design for print advertising campaigns
- Support in digital product
- Adaptation of the web version to the mobile version
- Code layouts in HTML5 and CSS3

Years

2014 - 2015



Sopitas

Sopitas.com is a site founded in 2005 by Francisco Alanís with the intention of offering an alternative channel of information, it converges between music, sports, entertainment, technology, science, humanities, political and social movements with a personality that has conquered a whole generation that had been forgotten by the traditional media. It is also the most visited independent site in Mexico. I arrived in the middle of the project when most of the website had been built, however there were still design details to fix. Something that I am very proud of is having given each section of the website a chromatic identity, which is preserved to this day.



Charge

Project Lead, UX & UI Designer

Activities

- I design all the user interface.
- I did the app user experience design and all the visual design
- I also defined the graphic line of the website / blog, which it remains nowadays
- Taking photos and gifs for the content of the CC15 notes
- UX & UI for the Sopitas.com mobile application (iOS and Android)
- Correction of some elements of the UI to the Sopitas.com site

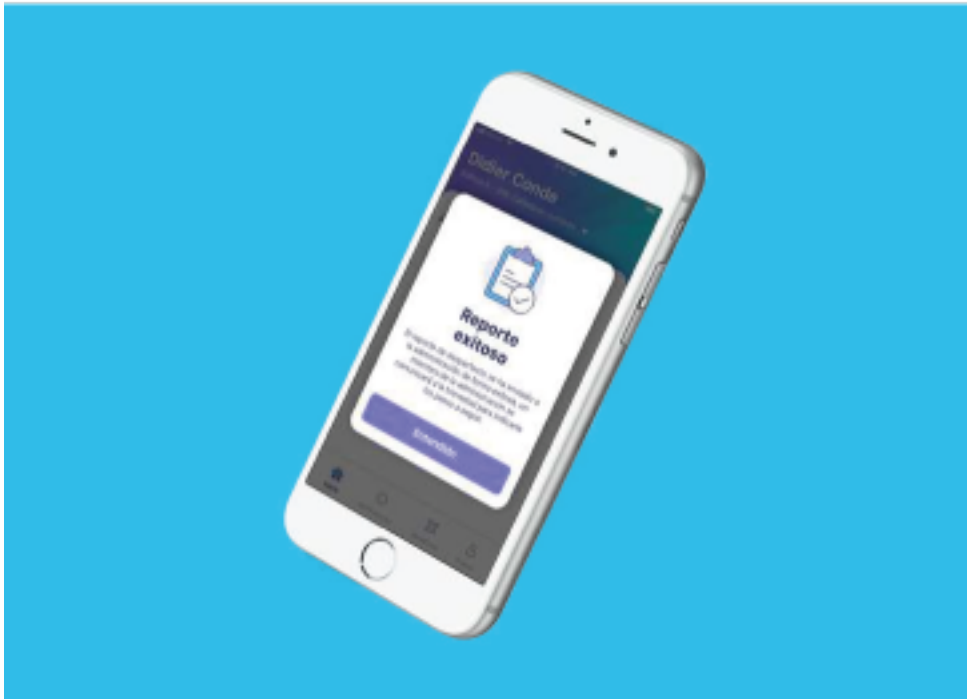
Year

2015



Joum

Joum is an app, designed for people who live in condominiums and / or apartments, it solves daily problems that a condominium habitant has to deal with. Although there are currently condominium administrators and apps, the usability of these tools is not attractive for users, the area of opportunity for this application was to make it totally intuitive and surpass the competition in the visual part, the result was very positive in the tests with users. The application was built in 2 months for Grupo Copri and is still under development. Its launch is scheduled for October 2020.



Charge

UI Designer and some UXD activities

Activities

- Logo design and its applications
- Research and user interviews
- Implementation of agile methodologies for resolution
- I design all the user interface.
- I worked on the platform's UXD with the Vetta UX team
- I finally did by myself all the visual design
- Creation of a design system based on atomic design
- I also defined the graphic line of the product

Year

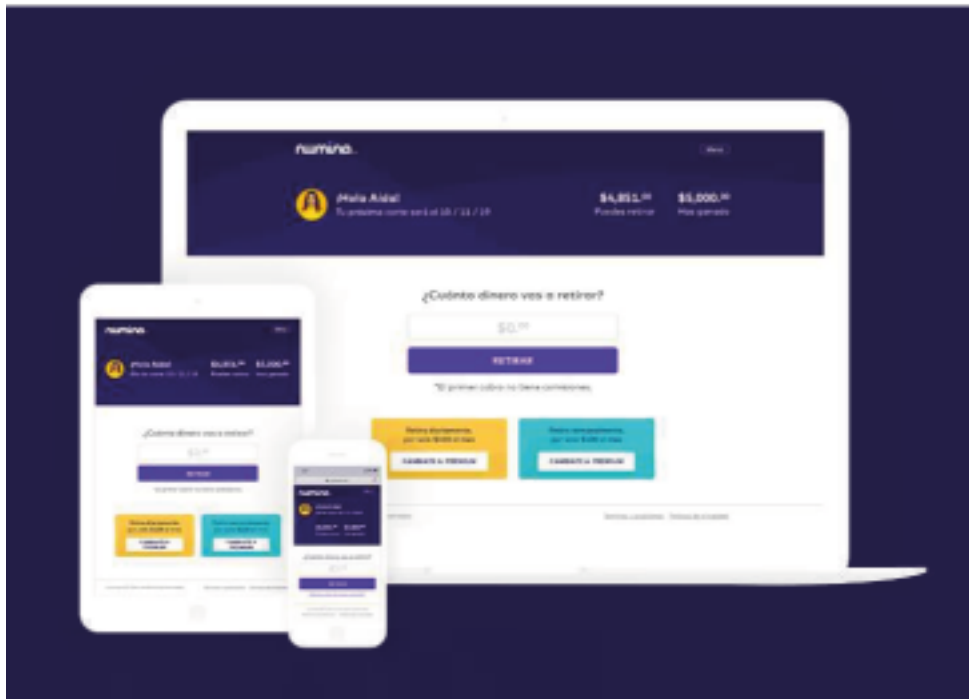
2019



Numina

It is the app, that streamlines the payment of your payroll without having to wait until the fortnight or the end of the month, since you can withdraw your money before those dates. To arrive at this solution, we worked for 3 months, from the idea to the final product, including business models, construction of the brand and the platform, user stories were made and the market and the viability of said project were investigated. It was a workteam with many people, but I was in charge of directing all the visual and graphic design part.

Enjoy your money the same day it is earned.



Charge

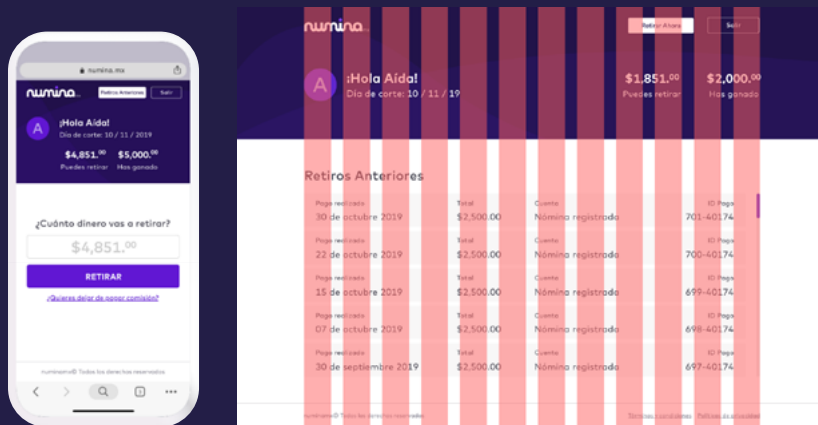
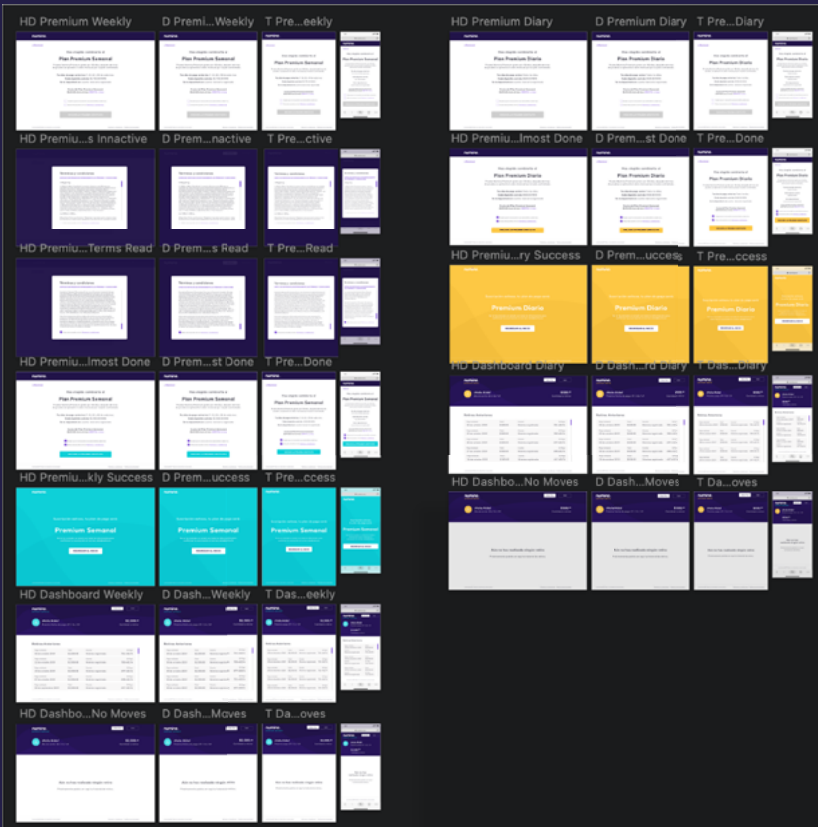
Art Direction, UI Designer

Activities

- Brand building (values, goals, communication)
- Brand creation (look and feel)
- Logo design and its applications
- Documentation and management of graphic materials
- UX & UI design (app and emails)
- Web layout for the website HTML & CSS
- Creation of a design system based on atomic design

Year

2019



Numina UID

Numina is a Santander and Innohub product developed in Vetta.

“With Numina your collaborators can withdraw their salary already worked, when they need it, without having to wait for payroll.”

Copy was taken from the website www.numina.mx

Charge

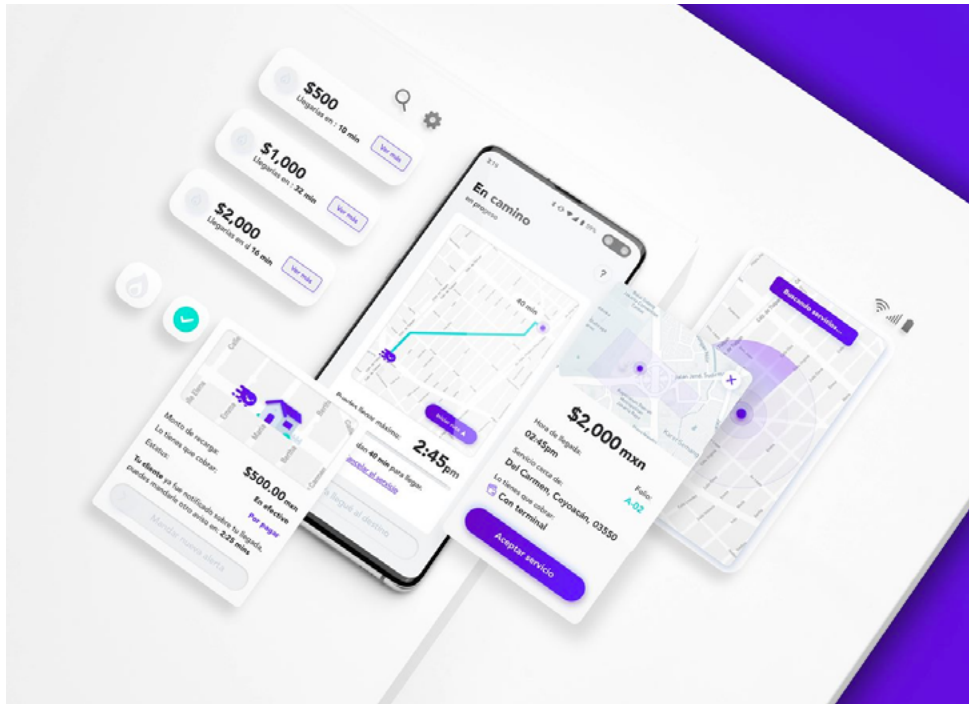
Art Direction, UI Designer and some UXD activities

Activities

- I design all the user interface
- I began working on the platform’s user experience design with the Vetta UX team and I finally did by myself all the visual design
- I also defined the graphic line of the brand with the visual team

Year

2019



Okboy User App & Gas Workers App

“Forget about mistreatment and delays, okboy works only with the best delivery men of the best brands. Schedule your service today. Download our app available for Android and IOS.”

Okboy (beta version) is the app that allows you to order LP gas from the best gas distributors in Mexico City and Guadalajara.

Copy was taken from the website www.okboy.app



Charge

Art Direction, UI Designer and some UXD activities

Activities

- I worked with the Product Owner which is also the User Experience designer at okboy
- I did all the User Interface Design of the apps (Android and iOS)
- I also did the brand design and some marketing ads that are now in their social media accounts

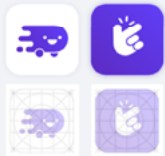
Year

2020

Default Components

App Icon iOS

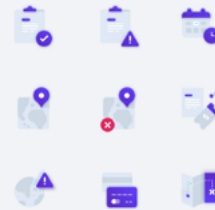
Las líneas de diseño de iOS nos hablan de elegancia y sistemas íntimos. Tanto para el caso de la app del papero como la app de usuario, el design de los colores nos habla de un gran abanico de reglas.



Illustrations & Icons

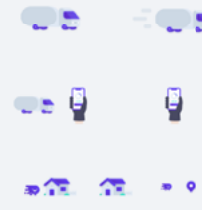
Information and status

Las ilustraciones de información y notificación del sistema, suelen estar en modo de un ícono, donde se ve el estado de manera gráfica al mensaje que se le quiere dar para que la pueda entender mejor.



On the way

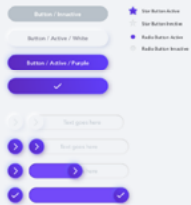
Antes del camino del servicio por el mapa, el usuario puede ver cómo avanzará el servicio, a través de íconos de movimiento que muestran el movimiento del pedaleo de Gas LP.



Atoms

Buttons

Dentro del sistema de diseño de estos botones hay diferentes tipos de botones, pero que cumplen su función y sirven para usarlos en la aplicación. El primero son los botones normales, después el botón de radio y el toggle button.



Decision Buttons

Clasifica de botones son los que nos permiten tomar decisiones antes de avanzar en algún paso de la app, se clasifican en los de cancelar o no a depender de la decisión que tome el usuario como por ejemplo el botón de cancelar y el botón de pagar el servicio.



Labels & Messages Bar

La forma de mostrar una barra de mensajes depende de un color, este depende del tipo de mensaje que se le da al usuario. En cuanto a los estados de estos, también se puede indicar información específica, habrá dos tipos de mensajes por un color, en este caso el mensaje y el mensaje.



Molecules

Appointment cards

Las tarjetas de citas de los usuarios que se muestran dentro de la app, se muestran en forma de tarjetas que se muestran en la app.

Nombre	Fecha	Estado
Juan	15/05/2020	Completado
Maria	16/05/2020	Pendiente
Carlos	17/05/2020	Completado
Ana	18/05/2020	Pendiente
Diego	19/05/2020	Completado

Tracking cards

Para poder mostrar el estado de los usuarios que se muestran dentro de la app, se muestran en forma de tarjetas que se muestran en la app.



On the way cards

Para poder mostrar el estado de los usuarios que se muestran dentro de la app, se muestran en forma de tarjetas que se muestran en la app.



Okboy Design System

“Forget about mistreatment and delays, okboy works only with the best delivery men of the best brands. Schedule your service today.

Download our app available for Android and IOS.”

Okboy (beta version) is the app that allows you to order LP gas from the best gas distributors in Mexico City and Guadalajara.

Copy was taken from the website www.okboy.app

Charge

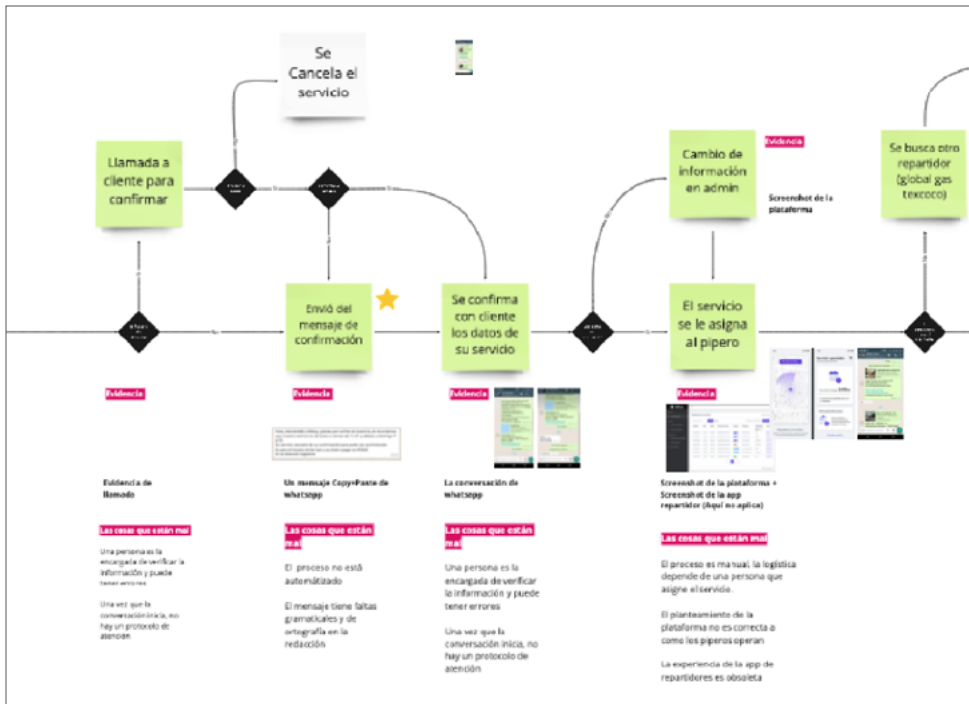
Art Direction, UI Designer

Activities

- I did the whole design system.

Year

2020



Okboy Customer Service Staff Journey

“Forget about mistreatment and delays, okboy works only with the best delivery men of the best brands. Schedule your service today. Download our app available for Android and IOS.”

Okboy (beta version) is the app that allows you to order LP gas from the best gas distributors in Mexico City and Guadalajara.

Copy was taken from the website www.okboy.app



Charge

UXD Activities

Activities

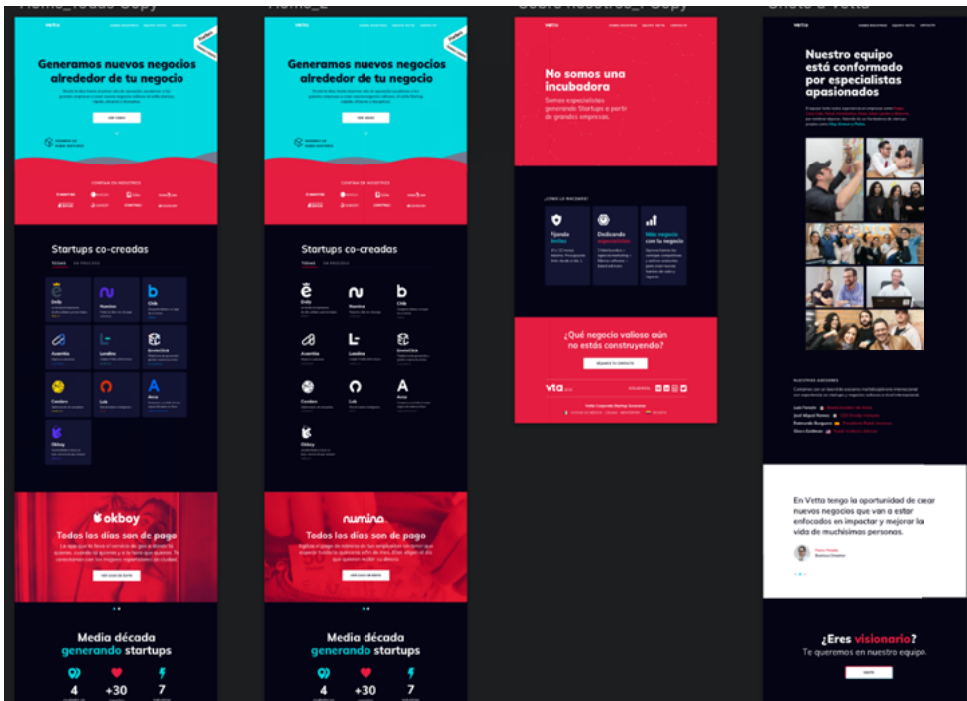
- With the Product Owner I mapped all the process and tasks that a Customer Service person has to do when a gas order arrives.

Year
2020



Vetta Website

Vetta is a corporate venture builder based in Mexico City.



Charge

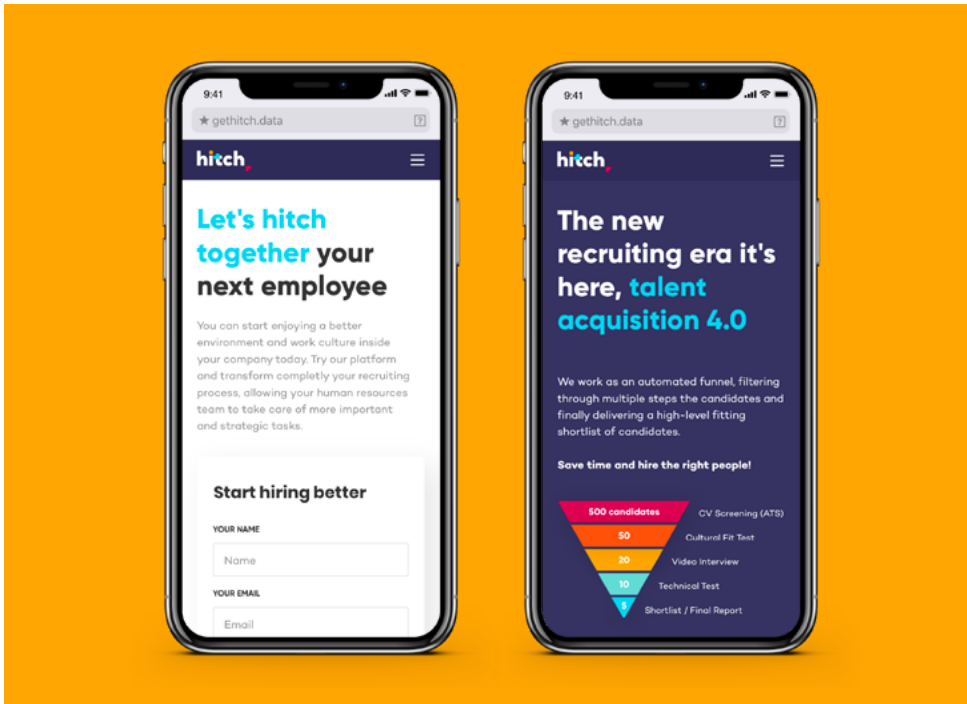
Art Direction, UX & UI Designer

Activities

- This project was a team work with all the Vetta graphic designers and UI designers.
- What I did here, was defined some screens of the UID.
- Also I did all the code, using a bootstrap grid template.
- I did it in html, css and a little bit of js.

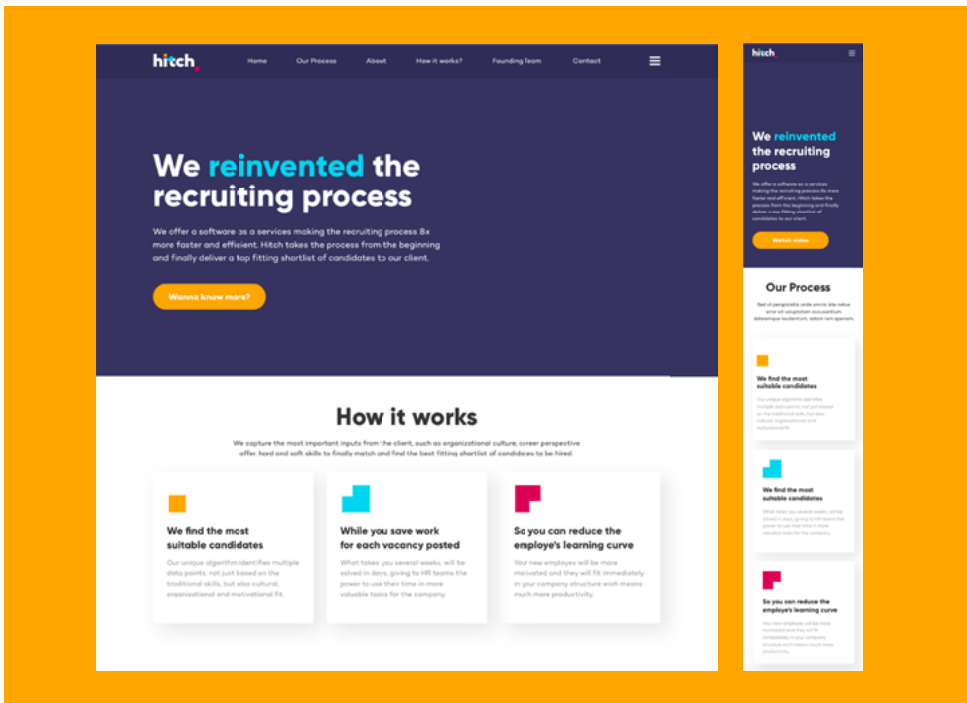
Year

2020



Hitch Website

Hitch offers a software that makes the recruiting process 8x more faster and efficient, taking the process from the beginning and finally delivering a top fitting shortlist of candidates to the company client.



Charge

Art Direction, UX & UI Designer

Activities

- I am currently working on Saturdays in this project with some friends I knew at Homie.
- I am designing this landing page, cause they want to applicate for Y Combinator, Winter 2021 funding cycle. Whic will take place from January to March 2021.

Year

2020

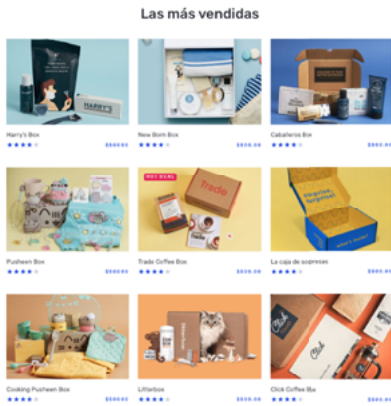


Este 10 de Mayo haz feliz a mamá

Queremos consentir a mamá, así que creamos una caja especialmente para ella.

COMPRAR AHORA

COMO LO VISTE EN



Adquiere una suscripción por el tiempo que tu elijas



Suscríbete o compra una sola vez algún producto dentro de Boxtasis. El regalo al que te suscribes envía tu pedido a tu domicilio. Recibe productos cada mes durante el tiempo que dure tu suscripción.



Boxtasis Website Redesign

Boxtasis is a marketplace where you can purchase subscriptions to boxes of your favorite products available throughout Mexico.

Charge

Art Direction, UX & UI Designer

Activities

- I redesign all the user interface
- I began working on the platform's user experience design with the Boxtasis team to solve all the navigation issues.
- I finally did by myself all the visual design.
- I also redefined the branding.

Year

2020



Homie's Design System

From 2017 to 2018 I had to align the graphic brand with the product brand, 'cause they both worked in very separate ways, one of the achievements I have at the company was to introduce the design system, based on the atomic design and airbnb studies.



Charge

Art Direction, UI Designer

Activities

- I did the whole design system.

Year

2018

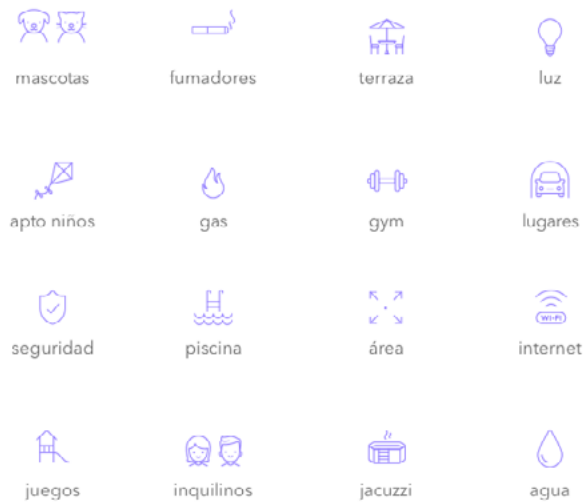
2. Iconografía / Iconography
2017-1

Iconografía / Iconography



Homie's Iconography

Part of the UID and Design System was to incorporate some elements like icons.



Charge

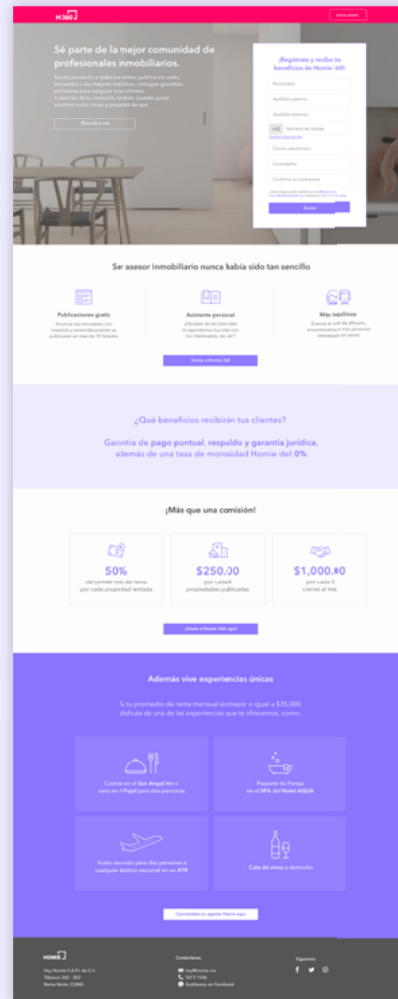
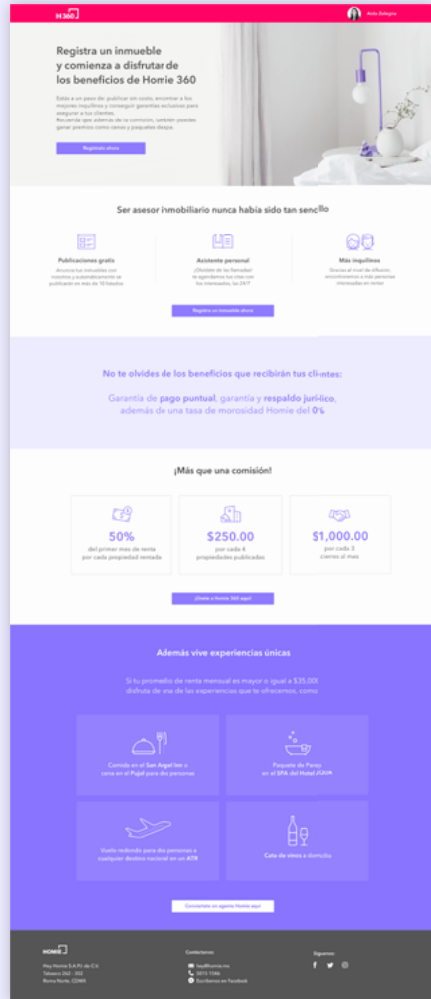
Art Direction

Activities

- I redesigned the entire email system between tenant and landlord
- I also made some marketing emails for other startups, because of commercial alliances

Year

2018



Homie 360

Homie 360, is a Homie subproduct which is designed to facilitate the work of real estate agents, as they can benefit from the experience of Homie, the startup that innovated the rental market in Mexico City.

Charge

Art Direction, UX & UI Designer

Activities

- I worked with product team in order to developed this subproduct
- I did the user interface and all the visual elements, like buttons, icons, etc.

Year

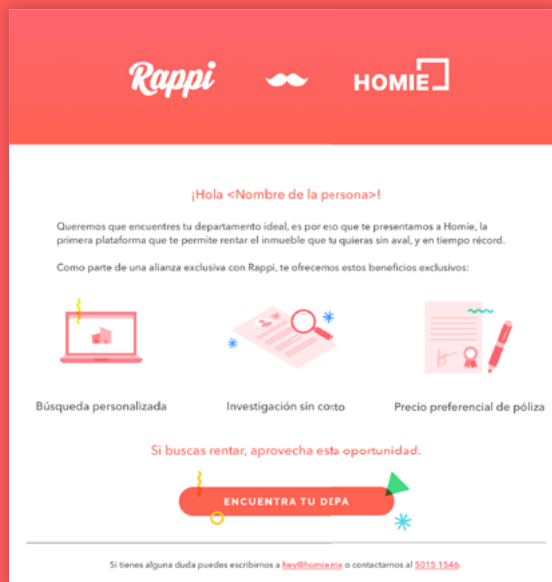
2017



Homie's Email System

“Without the need for a credit history or endorsement, the Mexican startup Homie facilitates the rental of real estate thanks to an algorithm developed by the company. In less than 48 hours, this technology determines if a subject is trustworthy or not based on the processing of documents such as proof of income and work history”

Isaac Flores, Reforma



Charge

Art Direction, UX & UI Designer

Activities

- I redesigned the entire email system between tenant and landlord at homie
- I also made some marketing emails for other startups, because of commercial alliances
- All the illustration were made by me

Year

2017

PHOTOGRAPHY

What at first was a hobby from my first years of life, became a skill that has led me to work on one of my passions, which is taking photographs, most of the genres that I have explored are advertising photography of products and musical photojournalism: concerts, festivals and artist portraits.



Boxtasis

Another challenge for Boxtasis was to improve the image of the products that are on the platform, because if you don't have attractive photos of your product, it's very difficult to have high numbers on sales, it's important to take care of the appearance physical products, their desirability and aesthetics. In order to speed up the production of images, I separated the shootings into two areas, the first corresponded to simple product photographs on a white background and the second category were creative photographs or for advertising campaigns on social networks, in these pre-production played a very important role. Since it was not only about portraying the products, we also had to bring them to life and portray the essence of each one.



Charge

Brand Consulting: Photography Services

Activities

- Planning and creative direction of photographic shots
- Art direction in photographic shots
- Construction of sets and lighting
- Creative photography for advertising
- Serial photography for web catalog

Year

2019





Más Casa

One of the biggest areas of opportunity that exist in real estate is taking pictures, since the experience of a good image is not the same as that of a simulation, unless it is hyper-realistic. Nowadays 3D renderings have displaced architectural photography services, as these can be even more expensive than computer models. Part of the consulting work with a new brand is to help it grow with all the tools that it has available, so I offered to transform their spaces into attractive and warm images that invite you to live in Más Casa.



Charge

Brand Consulting: Photography Services

Activities

- Taking pictures indoors, outdoors
- Basic photo editing and retouching

Year

2019



Auditorio Nacional

Of all the institutions in which social service can be carried out, I chose to work for 6 months for the Auditorio Nacional, since it's one of the most important show venues in the country and before entering I was sure that what I would learn there was going to serve in the future. In addition, I have always liked cultural activities, such as concerts and theater, but being able to portray these events for the historical archive of the "Coloso de Reforma" it was a great opportunity for professional and personal growth, my work in this institution also appeared in the most relevant print and digital media in the country.

Charge

Social Service

Activities

- Compilation and analysis of information for the historical archive
- Coverage of various events with the media
- Retouching and photo editing
- Support in press registration
- Graphic design

Year

2017





Me Hace Ruido

In 2012 I started taking pictures at concerts of bands not very well known, over time my shots stopped being amateur photographs and my work was recommended by the people I knew, four years later Me Makes Noise contacted me to take pictures on the Corona Capital of 2016 and since then I have worked for said music blog. Thanks to this opportunity, I have been able to travel to different parts of the world, I have covered events both in the United States and Europe as well as most of the national festivals and I have met and interacted with many artists that I admire and respect.

Charge

Photojournalist, Photographer

Highlights

- The Casbah, San Diego 2019
- Primavera Sound, Barcelona 2018
- Parahoy, Miami 2018
- Art & Friends, Nashville 2018
- Live Out , Monterrey 2018
- Coordinada, Guadalajara 2017
- Corona Capital, Ciudad de México / 2016, 2017

Years

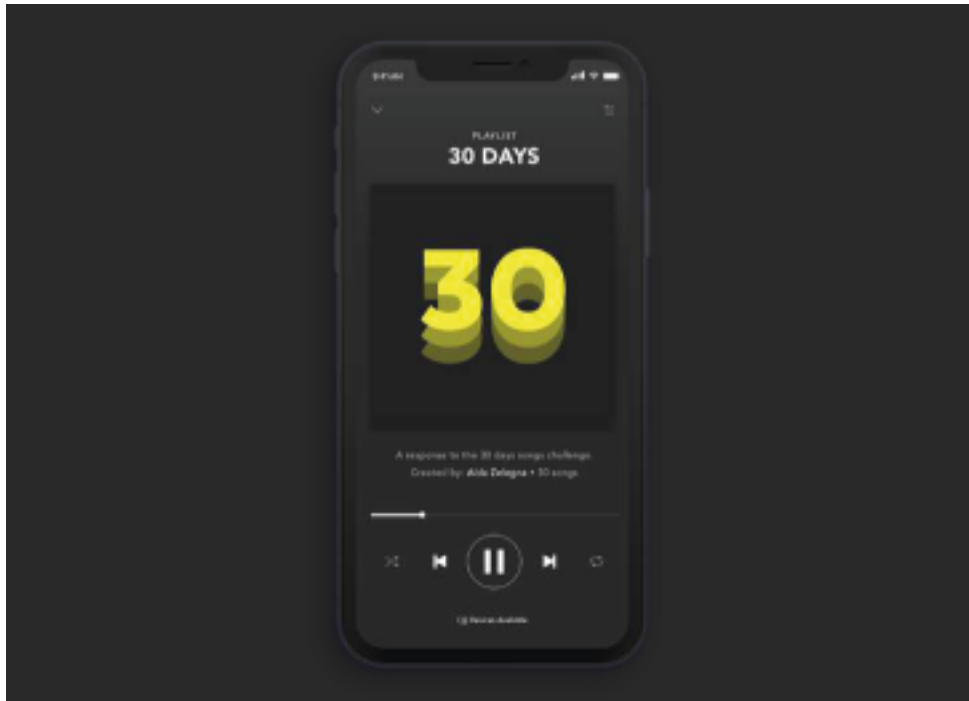
2016 - Actuality





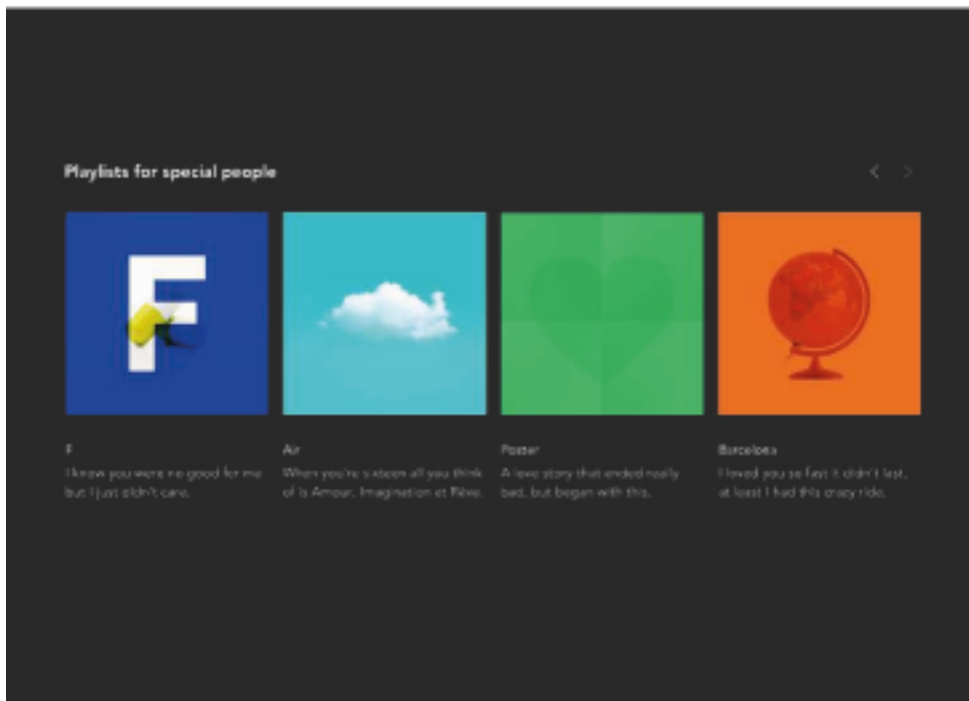
PERSONAL PROJECTS

I have never considered myself an artist because I studied visual communication and I have always helped brands or people to communicate through visual messages that can help their positioning, however as a human and creative being, I have developed my own projects where I can convey my own messages, better known as art.



Playlist Covers

I have always thought that there are two types of people in the world, some are those who don't care about the order of their music library, as long as they have all the songs necessary for their survival and those who do care about the order of this one, if you are this type of person, you know what I mean. All the covers, the year, the producers and composers, the country, the album number, etc. whether physical or digital, your library must all be in a row. Unfortunately (or fortunately) there is a way of listening to songs where there are no covers unless you make them or download them from the internet, yes, the playlists. That is why my purpose in 2018 was to create a cover designed especially for each playlist I made and like any creative process, each art has a justification, related to the songs or the meaning of the playlist.

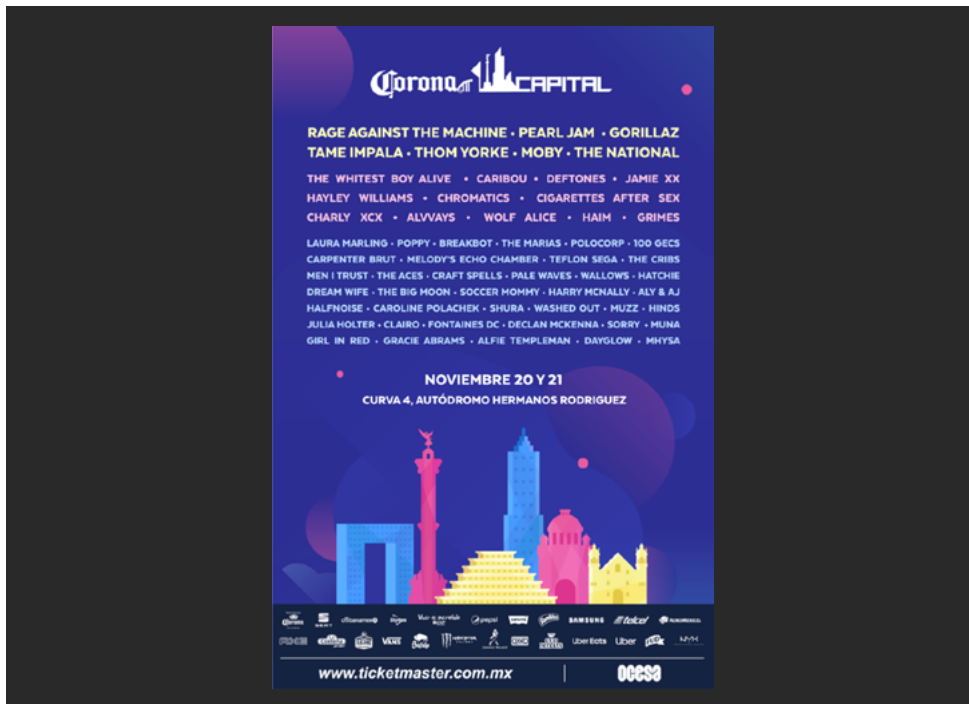


Project Area

Art & Creativity Direction

Years

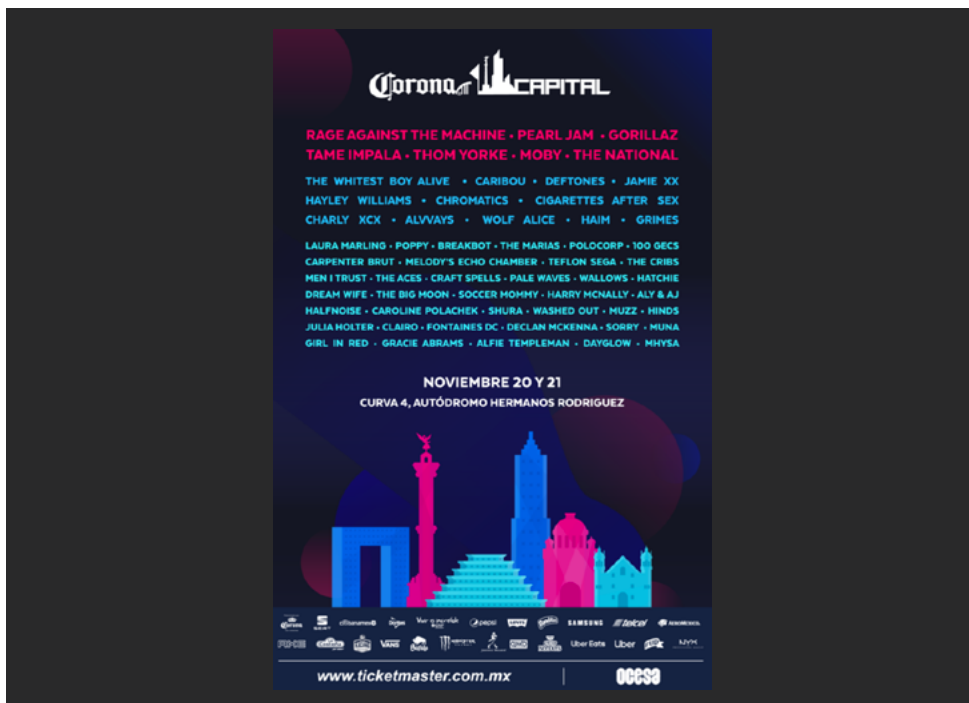
2018 - Actuality



Corona Capital 2020: Poster

To make this work look more real, I took on the task of making a fictitious line up, including bands and artists that could have attended Mexico this year, based on the posters for Primavera Sound 2021 and this year's Coachella, which for Certainly it has not yet been announced if it will be postponed, together with the possible tours that the bands that this year or at the end of the previous one would have released new albums. Before starting with the design or the sketches, I used a grid that has been seen in past editions and that consists of centering the logo in the upper part of the poster, below it is usually the traditional illustration or the line up, which to differentiate the bands are always separated by some typographic element.

I worked on two ideas, one based on the sunset and the other at night.

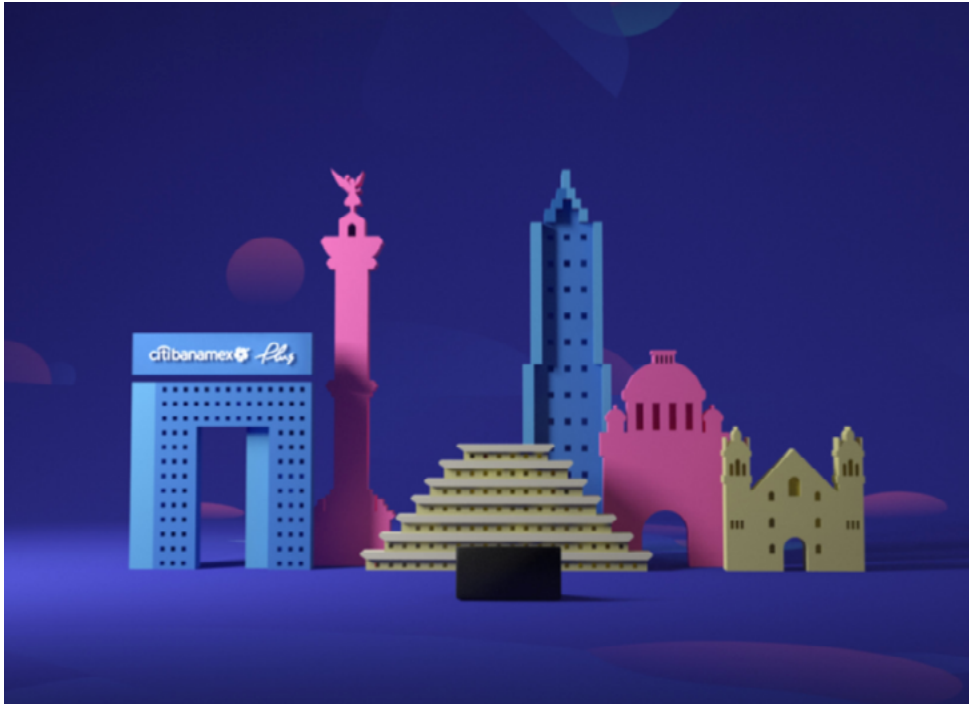


Project Area

Art & Creativity Direction

Year

2020



Corona Capital 2020: Stands

Some photo opportunities and stands are very simple, others have an incredible production, but there has been nothing as monumental as the famous arch at the entrance of the Corona Capital, this time I decided to choose to exploit the entire design of the poster, because in other festivals The graphics have lost a lot, to date there has been no Corona Capital in which the poster is part of a physical reference within the festival, except for last year's edition where there was a whole museum, but unfortunately the museum lasted only two days and just as it was put together it was dismantled, and it was inside a square building that could only be accessed after a half hour wait, so why not better have a part of the identity of the festival on a large scale and like reference for all attendees, exalting graphic design for the first time.



Project Area

Art & Creativity Direction

Year

2020

¡THANKS!

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