



# MAIRA BELEN VASQUEZ

GRAPHIC DESIGNER &  
COMMUNICATION SPECIALIST

## CONTACT



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mbvart.com



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Pesaro Urbino, Italy

## PROFILE

*Graphic designer and Communication Specialist* with more than 8 years of experience in branding, visual communication, UI/UX design, and digital marketing, developed across public, private, and international contexts. I have collaborated with institutions, NGOs, and companies, working on visual identities, digital strategies, graphic design & social content management. Currently, I serve as Brand Identity Manager at Xtribe and Art Director & Web designer at Satisfy, focusing on branding, UX/UI, front-end development, and graphic design. I combine creativity with strategic vision to deliver digital solutions that strengthen brand identity and presence.



Maira Belen Vasquez

## WORK EXPERIENCE

### Brand Identity Manager

Xtribe | 2021 • Present

Brand Identity & UX/UI Manager with experience in overseeing and evolving corporate branding across all touchpoints. I led the design of the new Xtribe App (UI/UX), defining a scalable Design System and coordinating cross-functional teams. I work on UX/UI design for web and mobile apps, also contributing to front-end web development, and I create visual content for advertising and social media, including graphics, illustrations, motion design, and video.

### Art Director & Web designer

Satisfy | 2020 • Present

Developed brand identities from logo creation to full visual systems.

Designed and built websites (WordPress, Shopify, HTML/CSS, Bootstrap) and managed existing platforms.

Created social media content (graphics, videos, motion) aligned with marketing strategies.

Designed print and offline media (books, brochures, ads, billboards) to ensure brand consistency.

### Brand Identity, Graphic & Web design

Freelance | 2019 • Present

Developed brand identities from logo creation to full visual systems.

Designed and built websites (WordPress, Shopify, HTML/CSS, Bootstrap) and maintained existing platforms.

Produced social media content (graphics, videos, motion) and designed print materials (books, brochures).

Some clients: Campo Estivo Mattabel • Farmacia Nuova Vallorosi • Social Hero Empoli • Caccia Cosmetics • Psicologa Giulia Del Pivo • Academia Bora • Cimi • Gin Mate • Happy Bijoux • LaPallaRotonda • Chiaruggi 1982 • REDii • Moo Cantina London • Alma y Cuerpo • Psicologa Giulia Del Pivo • Ashtanga Yoga Hogar • Jesuit Refugee Service • Paticeria Brotini • Scientific Happy Hour • Villa Mallenchini

### Communications manager

REDii | 05.2019 • 05.2020

Developed and managed communication, social, and web marketing strategy, redesigning institutional logo and brand identity.

Built and maintained bilingual websites (English/Spanish – HTML, CSS, JS) and managed social media and mailing campaigns.

Created graphic and multimedia content and tracked digital performance via Google Analytics and Mailchimp.

### Communications Officer

CEED UNASUR | 06.2012 • 05.2019

Led institutional communications and digital strategy to support organizational goals. Designed and implemented communication campaigns, events, and partnerships with governments, NGOs, and media across LAC. Managed website and multilingual content (Spanish, English, Portuguese), editorial publications, and production of graphic/multimedia materials. Drafted speeches, press releases, reports, presentations and newsletters, managed social media channels (Facebook, Twitter, YouTube, LinkedIn), and tracked digital KPIs with Google Analytics.

### Political Consultant

National Defense School, MINDEF | 06.2012 • 05.2019

Provided technical and substantive support in the implementation of educational policies, preparing reports, presentations, and policy recommendations in the fields of education and research. Drafted official documents, press releases, and website content, while writing, editing, and proofreading speeches and institutional materials. Organized international conferences, seminars, and workshops with senior government officials, in coordination with media outlets across multiple countries.

Political Consultant

National Directorate of Planning, PSA I 01.2011 • 03.2012

Served as a member of the design team for Argentina's Integrated Airport Security System, ensuring compliance with international security and human resources standards. Provided technical and substantive support in the implementation of various public security policies.

Political Consultant

Ministry of Defense, Argentina I 03.2008 – 05.2010

Organized international conferences, seminars, and workshops in coordination with governments, NGOs, and media agencies across Latin America and the Caribbean. Appointed member of the National Defense White Paper 2010 Committee (Res. No. 06/2010) and the Committee for the Reformulation of the National Military Doctrine (Res. No. 11/2008).

EDUCATION

- Master's degree, Communication and Political Marketing  
International University of la Rioja I 2019 - 2020
- Expert in Project Management  
National Tecnological University I 2019
- Master in International Relations  
University of Buenos Aires I 2009 - 2010
- Bachelor's degree, Political Science and Government  
University of Buenos Aires I 2004 - 2008
- Bachelor in Visual Arts  
National University of Arts I 2004 - 2012  
*Approvato al 90% / incomplete.*

PROFESSIONAL TRAINING COURSES

- SEO & SEM Strategy  
Ninja Unconventional Business School I 2020
- SEO, Google Analytics & Digital Marketing tools  
International University of la Rioja I 2019
- Humanitarian communications: key challenges  
University of Geneva I 2019
- Teaching with Information and Communication Technologies  
Universidad de la Patagonia Austral I 2014

LANGUAGES

- Spanish • Native
- English • Fluent
- Italian • Fluent
- Portuguese • Conversational

SKILLS

- Comunicacion
- Brand Identity & Graphic Design
- UI/UX design
- Web Design
- Social managment
- Social Content
- Problem solving
- Gestione del tempo
- Creatività
- Teamworking

Illustrator	<div></div>
Photoshop	<div></div>
After Effects	<div></div>
Indesign	<div></div>
Premier Pro	<div></div>
Figma	<div></div>
UI/UX design	<div></div>
Google Analytics	<div></div>
Tag Manager	<div></div>
Wordpress	<div></div>
Shopify	<div></div>
HTML CSS Bootstrap	<div></div>
SEO	<div></div>

VOLUNTEERING

	09.2019 - 12.2019 Editorial design and development of video presentation for the international consultancy on refugees in Thailand, Myanmar and Indonesia. Livelihoods standars.
	12.2016 - 10.2018 Translation website content, Portuguese-Spanish & Spanish-Portuguese.
	05.2016 Translation of the Cambodia 2015 Report on the conditions of imprisonment from English into Spanish.
	04.2016 Mapping Chapter to IT global strategy, IT Strategy 2020, "Together against Corruption". Translation of documents from English to Spanish.
	03.2015 - 04.2015 Support the Online Regional Consultation for Latin America and the Caribbean for the World Humanitarian Summit.