



MAIRA BELEN VASQUEZ

GRAPHIC DESIGNER &
COMMUNICATION SPECIALIST

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Pesaro Urbino, Italy

PROFILE

Web & Graphic Designer 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.

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WORK EXPERIENCE

Brand Identity Manager

Xtribe | 2021 • 2026

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 • 2026

Responsible for developing visual identities for various clients, from logo creation to overall brand image coordination. I design and build websites (WordPress, Shopify, HTML/CSS) with a strong focus on SEO and user experience. I implement tracking systems using GA4, Tag Manager, and Pixel. I create social media content (graphics, posts, videos, and motion graphics) and design offline materials such as books, brochures, and advertising campaigns.

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 | 01.2011 • 03.2012

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
University of Buenos Aires I 2004 - 2008
- Bachelor in Visual Arts
National University of Arts I 2004 - 2012
Thesis not defended

PROFESSIONAL TRAINING COURSES

Certified Full Stack Developer Curriculum
FreeCode Camp I In progress

Complete Web Developer: HTML, CSS, JS, jQuery, TypeScript, Vue, React, Firebase, Git and Github
Lourenço Gomes | Undemy I In progress

Front End Development Libraries
FreeCode Camp I 2025

Legacy Responsive Web Design V8
FreeCode Camp I 2025

UX Design Course
UX Box I 2023

Product Design Course
Uxdatabase I 2023

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

COMPETENZE

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|-------------------|-----------------|
| Brand Identity | Front-end Dev |
| Graphic Design | Comunicazione |
| Web Design | Problem solving |
| UI/UX Design | Teamworking |
| Social Management | Creativity |
| Social Content | Time management |

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|---------------|-------------|
| Illustrator | <div></div> |
| Photoshop | <div></div> |
| After Effects | <div></div> |
| Indesign | <div></div> |
| Premier Pro | <div></div> |
| Figma | <div></div> |
| HTML CSS JS | <div></div> |
| Bootstrap | <div></div> |
| React | <div></div> |
| Vue.js | <div></div> |
| Wordpress | <div></div> |
| Shopify | <div></div> |
| SEO | <div></div> |
| GA TagM Ads | <div></div> |

LANGUAGES

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