

Cesar Miranda

Industrial and Graphic Designer

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Education

MSc. Business with Entrepreneurship

Northumbria University
2024-2025

BA Industrial Design

UANL
2012-2017

Profile

I am a Graphic Designer with a strong background in UX/UI Design and Branding. I am problem-solving oriented, allowing me to find effective solutions for the challenges your company faces. My expertise in creating strong graphic compositions is backed by years of experience across various design roles.

In addition, I have hands-on experience in signage design and packaging, applying design systems across physical and digital touchpoints. Working as a freelancer, I have channeled my creativity and passion into delivering branding, packaging, signage and social media solutions to clients across America and Europe.

Work Experience

Sally Beauty Fulham | August 2024 - January 2025 **Content Designer**

Helped to increase in-store sales through upselling and cross-selling, delivered high-impact customer experiences creating social media content for Instagram to support local store visibility.

Sally Beauty | May 2021 - Apr 2024 **Graphic Designer**

Contributed to the design of email marketing campaigns and landing page mockups, applying UX and UI principles to improve structure, clarity and user flow. Supported improved engagement through visual layouts, GIFs and animations. Also worked on packaging design for branded product kits, proposing graphics and materials for proprietary product lines.

SUPER Agency | January 2019 - May 2024 **Senior Industrial Designer**

Created 3D assets for music festivals and various global brands. Collaborated with clients such as Avene, KIA, L'Oreal, Nissin. Rendered 3D spaces like scenarios, merchandise stores, and photo opportunities. Played a key role in winning an average of 75% of pitches for the agency.

Pragma Firm | March 2019 - March 2020 **Senior Graphic Designer**

Led the Design Department, managing a team of four graphic designers and overseeing six brand accounts. Boosted lead generation for the Tequila Don Julio brand by improving their website's user experience and interface. Designed UX/UI for five websites and two mobile apps, and directed the creation of three brand identities.

Expomex | April 2017 - November 2017 **Jr. Industrial Designer**

Signage and wayfinding design for commercial spaces. Developed pictograms, signage proposals, material specifications, technical drawings, and layout plans. Awarded in internal competitions for Punto Valle, a leading shopping centre in Northeast Mexico.