



## GABRIEL SALDÍVAR

Senior Visual Designer | UI/UX & Brand Strategy Specialist

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### Languages

**Spanish:** Native Language  
**English:** Upper-Intermediate B1  
**French:** Upper-Intermediate B1

### Portfolio

[www.gabrielsaldivar.com](http://www.gabrielsaldivar.com)



### Packages and Software

**Microsoft Office / iWork:** Advanced  
**Figma:** Advanced  
**Bootstrap Studio:** Advanced  
**Framer:** Advanced  
**Wordpress, Elementor:** Advanced  
**Webflow:** Advanced  
**Visual Studio Code:** Intermediate  
**Adobe: Photoshop, Illustrator, InDesign, XD, Dreamweaver, AfterEffects:** Advanced



## PROFESSIONAL PROFILE

I was born in Mexico City on August 29, 1989. I hold a Bachelor's degree in Advertising Design with a Specialization in Branding and a Master's degree in Communication and Advertising. With more than 12 years of experience transforming business visions into high-impact digital interfaces and visual identity systems.

I'm an expert in leading projects from start to finish, combining a sophisticated aesthetic (pixel-perfect) with scalable solutions. My approach integrates strategic branding thinking with UI/UX design functionality to deliver quality digital products.

### Languages & Tools

**HTML5:** Advanced  
**CSS3:** Advanced  
**Javascript:** Basic  
**Tailwind CSS:** Basic  
**Bootstrap:** Intermediate  
**React:** Basic  
**Git/GitHub:** Intermediate  
**NPM:** Intermediate



## EXPERIENCE & SKILLS

### SALDIVAR BRAND DESIGN 2012-Present Senior Lead Designer & Strategist

**End-to-End Project Leadership:** Comprehensive management of digital and branding projects for luxury, hospitality (restaurants / nightlife), and corporate services sectors.

**Strategic Consulting:** Direct client interaction to translate business needs into technical and visual requirements.

**UI/UX Design:** Creation of user-centered digital ecosystems, using advanced design and prototyping methodologies.

**Front-End Web Development:** Implementation of websites using modern frameworks (Bootstrap) and advanced CMS (WordPress / Elementor), ensuring total fidelity to the original design.



**Soft Skills:** Client management, decision-making based on business objectives, attention to detail, proactive self-management, complex problem solving, adaptability, and continuous learning.

### Hard Skills:

**UI Design:** Design Systems, Atomic Design, High-Fidelity Prototyping, Responsive Design, Micro-interactions.

**UX Strategy:** User Flows, Wireframing (Low/Mid fidelity), Information Architecture, Usability Testing.

**Front-End Development:** HTML5, CSS3 (Flexbox/Grid), Tailwind CSS, JavaScript, WordPress/Elementor, Git/GitHub.

**Visual & Brand:** Brand Identity, Typography Theory, Grid Systems, Image Editing, Vector Design.

**AI for Design:** Gemini, Midjourney, ChatGPT, Deepseek, etc.



## STUDIES & COURSES

### Full stack Web Development Bootcamp 2025-2026 TripleTen. In Progress

### UX Design Professional Certificate 2024-2025 Google/Coursera. Completed.

### Master's Degree in Senior Management in Communication and Advertising 2015-2016 Centro Universitario de Comunicación. Final GPA: 9.7.

### Specialization in Branding 2014-2015 Centro Universitario de Comunicación. Final GPA: 9.7. Best GPA in the class and Academic Excellence.

### Bachelor's Degree in Advertising Design 2010-2014 Centro Universitario de Comunicación. Final GPA: 9.8. Best GPA in the class and Academic Excellence.

### Professional Photography Diploma 2008-2010 Escuela Activa de Fotografía Campus Coyacán-Del Valle. Final GPA: 9.0.

### International Business Degree 2007-2009 Tecnológico de Monterrey Campus CCM (Incompleted: 5 semesters).

