



Daniela Pérez Hernández

Designer / Illustrator / Artist

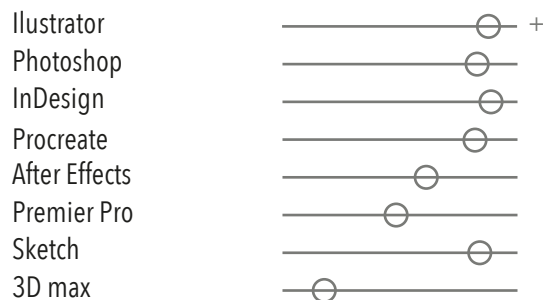
I've always had a great love and skill for the arts, and design, ranging from graphic, editorial, to web, while equally balanced with knowledge of traditional art, digital illustration, video editing and photography.

I love creating beautiful designs and compositions with characters and places that are part of a bigger story.

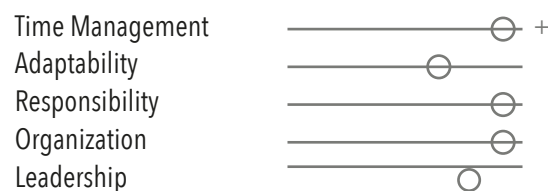
As an artist and illustrator I love how an idea can develop and grow to such a magnitude that it can touch someone's emotional and mental state. This is also why I have a strong focus on the creation and expansion of concepts that deepen our connection with ourselves, people and nature.

Beyond my skillsets, my outlook on life and ability to adapt in workspaces of various paces, is what makes me a valuable asset to any team that I'm on.

TECHNICAL SKILLS



SOFT SKILLS



LANGUAGES



ACADEMIC TRAINING

- 2013 - 18** Bachelor's Degree: Integral Design
ITESO *Guadalajara, Mexico*
- 2016** Minor: Trendwatching
Fontys University *The Netherlands*
- 2014 - 17** Art workshop
Tana Gaxiola *Guadalajara, Mexico*
@tanagaxiola
- 2020 - 20** Concept Art Diploma
MST Concept Design School *Mexico city*
- 2025 - 25** Illustration Mentorship
Jan - Mar
It's Me Learning *On-line*

PROFESSIONAL EXPERIENCE

● Active

- 2017 - 18** Materioteca ITESO (PAP)
Graphic manuals, social media content creation.
- 2018 - 19** Seart / Activarte
Plastic Arts teacher
- **2015** Work as a Freelancer
Packaging design, stationary, logos, illustration brand identity, acrylic paintings, photography.
- 2018 - 21** CLIVO *Startup, app/bot of emotional intelligence*
Co-Founder - Product Manager and Designer:
App, web, graphic, editorial, social media.
- 2020 - 21** Aurigam growth consulting *part-time*
Packaging design, stationary, renders, illustration.
- 2020 - 24** Tathágata (beauty products) *part-time*
Packaging design, brand identity, social media photography, video editing.
- **2022** A2 Capacitación *full-time*
2D Animation and design, video and sound recording, editing, character design.
- **2024** IFMA OC *Freelance*
Editorial Design, social media, photo editing.

OTHER ACHIEVEMENTS

- 2018** Awarded 2nd Place
on the "Concurso Jóvenes pintores de Jalisco"
<https://www.informador.mx/cultura/Con-pintura-joven-en-las-venas-20180327-0151.html>

PERSONAL INTERESTS

Skill level

