

# Luis Alvarez

SEPTEMBER 25th, 1985

+52 1 442 124 0418

[hey@atole.mx](mailto:hey@atole.mx)

BA in Graphic Design with 10+ years of international experience, specialized in brand design and consultancy, communication and advertising. Co-founder of a branding and digital agency.

## Work Experience

### Freelance Brand Designer & Consultant

Mexico City, MX - San Diego, USA, January 2019 - to date  
Diverse ongoing branding, print and on/offline advertising projects.

### TheFork.Co — Art Director & Co-Founder

Querétaro, MX, November 2013 to January 2019  
Conceptualization of brand identities.  
Full execution of branding projects.  
Art and design direction, development and execution of advertising strategies.

### El Gastronauta — Designer, Content Creator & Co-Founder

Querétaro, MX, July 2012 - November 2013  
Online advertising platform for restaurants and bars.  
It evolved into TheFork.Co, a full branding agency.

### Gas Publicidad — Lead Graphic Designer

Querétaro, MX, January 2008 - December 2010  
Developing graphics for local and national advertisement campaigns.  
Leading design interns.

### Art.Lebedev Studio — Design Intern

Moscow, RU, August - November 2009  
Support design teams on various branding projects.

### SCHAWK! de México — Graphic Designer

Querétaro, MX, September 2007 - August 2008  
Adaptation of graphics for food products of several brands.  
Graphic Design for Internal Communication.

## Education

### Graphic Design — BA

Universidad del Valle de México  
Querétaro, MX, 2003-2007

### Digital Marketing — Diploma

Universidad Anáhuac Campus Querétaro  
Querétaro, MX, November 2013 - July 2014

### Experimental Design — Diploma

COMPLIT, Escuela de Creativos  
Barcelona, April - May 2009

### Advertising — Diploma

Universidad Europea de Madrid.  
Madrid, February - July 2007

## Skills

### Management

- Relationship building with stakeholders
- Team building, management and mentoring
- Creative thinking stimulation
- Tight deadline meeting

### Creative

- Concept creation
- Graphic translation from concept
- Holistic branding
- Art Direction
- Brand Strategy
- Advertising
- Copywriting
- Editorial Design

### Software

Mac OS, Adobe Creative Suite (*Illustrator, Photoshop, Indesign*), Microsoft Office.

### Language

Spanish. *Native Speaker.*  
English. *Advanced (C1).*

[LinkedIn](#)

[Facebook](#)

[Instagram](#)

[work.atole.mx](http://work.atole.mx)