tatis®

CREATIVE DESIGNER.

I'm Tatis.

AITANA HERNÁNDEZ RIVERA

BRAND IDENTITY / EMAIL / ADS / MOTION

LET'S TALK

EMAIL
tatisdisena@gmail.com

PHONE
+52 55 5136 1400

BASED IN
Mexico City · Fully remote

PORTFOLIO
soytatis.com

DESIGN SKILLS

Brand identity & art direction
Email marketing design
Performance advertising
Motion graphics & video
UX/UI design
Typography & layout

TOOLS

Photoshop · Illustrator · InDesign
After Effects · Premiere Pro
Figma · HTML · CSS
AI tools · Klaviyo
Google Drive · Discord

LANGUAGES

Spanish
Native

English
Professional / bilingual

CERTIFICATIONS

Front-end Developer
EBAC · 2023

CSS for Web Pages
Skillsoft · 2023

HTML Fundamentals
Skillsoft · 2023

Typographical Fundamentals
Universidad La Salle · 2021

PROFILE

Creative designer delivering brand identity, email marketing, performance advertising and cross-channel campaigns for LATAM and global markets. I combine strategic creative thinking with hands-on execution, from concept to final asset. Experienced in cross-functional teams and managing multiple projects. Bilingual in Spanish and English.

EXPERIENCE

Post Production Graphic Designer
Onda — Apr 2025 - Present

Responsive email campaigns and performance-driven digital ads.
Video post-production, from editing through final delivery.
Packaging aligned with brand guidelines and market needs.
UX/UI wireframes and prototypes for digital experiences.

Multimedia Graphic Designer
Leaper 360 — Feb 2024 - Apr 2025

Ads, decks and social content for large-scale brand campaigns.
Visual identity systems across brand touchpoints.
Creative coordination for events and integrated campaigns.

Marketing Designer
ManpowerGroup SSC — Feb 2023 - Feb 2024

HTML email campaigns for audiences across 4 LATAM countries.
Marketing collateral and executive presentations for regional teams.
Design best-practice sessions to improve regional workflows.

Junior Designer
Cybba — Aug 2022 - Feb 2023

Conversion-focused email campaigns, pop-ups and landing pages.
Contributed to Spotify Mexico's "Caso 63" brand activation.

Junior Designer
DVA Agro — May 2021 - May 2023

Social campaigns and marketing assets for agriculture clients.
Print and digital materials for trade exhibitions and events.

EDUCATION

Brand & Experience Design Workshop

Universidad EAFIT & Walt Disney World · Feb-May 2026
Brand strategy, experience design & storytelling

Bachelor's in Graphic and Digital Design
Universidad La Salle, Mexico City · 2022