

Daniela Barajas

Marketing Communications Designer | Brand & Campaign Specialist | AI Visual Design

Creative Marketing Designer with 12+ years of experience building brands through strategic design and campaigns. I specialize in translating brand strategy into clear, engaging visual narratives across digital and physical platforms.

Recently, I've been integrating AI tools to streamline production—generating on-brand variations, optimizing assets for multiple channels, and improving workflow efficiency.

I'm passionate about blending brand consistency with creative exploration. Outside of design, I find inspiration in museums, watercolor painting, photography, cinema, fashion, and explore parks and forests with my cat.

Experience

Marketing Communications Designer

Navy Federal Credit Union | Washington D.C. area | 2022 - 2026

Design marketing assets, presentations, and communication materials supporting brand messaging and digital campaigns while ensuring consistency with corporate brand standards. Navy Federal's back-to-school campaign design on July 2025 announcement ranking as the credit union #1 for customer experience.

Marketing & Graphic Design Specialist

Lessard Design | Washington DC area | 2020-2021

Created social media campaigns, presentations, and marketing collateral contributing to a 15% increase in client acquisition.

Senior Community & Digital Manager

Dunkin' Mexico | 2018 - 2019

Managed digital community engagement and social media design, increasing audience growth by 20%.

Multimedia Design & Production Specialist

EGADE Business School | Mexico | 2016 - 2018

Produced multimedia marketing assets, presentations, and digital campaign materials supporting institutional marketing initiatives. Events and photo production.

E-commerce Design Product Manager

Office Depot Mexico | 2014 - 2016

Managed design assets for 20K+ products across e-commerce platforms in Latin America and supported campaigns that increased online sales by 20%.

360 Designer

Walmart Supercenter Mexico | 2013-2014

Designed marketing presentations and campaign visuals for international retail strategy meetings and regional marketing initiatives across Mexico and Central America.

Designer

Ogilvy Mexico | 2012 - 2013

Created digital and print materials for international advertising campaigns including American Express.

Contact

Mexico

+ 52 56 2203 5278

daniela.barajas@icloud.com

LinkedIn

linkedin.com/in/danielabarajasdesign

Portfolio

danielabarajas.me

Education

Bachelor's Degree in Graphic Design

Universidad del Valle de México

UX Design Professional Certificate

Google

Creative Reboot Diploma Advertising & Design

Miami Ad School

Associate Cinematography Diploma

AMCI

Certifications

Adobe Certified Professional Marketing Design

Adobe

Adobe Firefly Essential Training

Coursera

Integrating Generative AI into the Creative Process

LinkedIn Learning

After Effects Motion Design

School of Motion

Core Skills

AI Implementation -Firefly
Brand Identity & Visual Systems
Marketing Campaign Design
Creative Strategy & Visual Storytelling
Digital Campaigns & Social Media
Corporate Presentations
Pitch Decks
Editorial & Print Design
Motion Graphics & Video Editing
Mentoring
Production Design
Photo and Video

Tools

Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere, Lightroom, XD), Final Cut, Keynote, Microsoft Office, Firefly, Agile, Workfront, Infogram, Salesforce, Figma, Google Analytics, Canva.