

ALEJANDROTOSTADO

creative direction _ graphic _ motion graphics _ UX/UI designer

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About

Design and product leader with 20+ years of experience driving multidisciplinary creative teams, UX strategy, and digital product design across web, mobile, and interactive platforms. Proven ability to optimize processes, shape design vision, and lead high-performing teams in delivering user-centered solutions aligned with business objectives. Passionate about mentorship, collaboration, and creating intuitive experiences that simplify complex workflows.

Selected Achievements:

- **Process Optimization:** Streamlined design and multimedia workflows, fostering improved efficiency and quality, achieving company goals working collaboratively across departments to close sales up to 2.5M, 2 years in a row, delivering high-quality products in a short period of time. Following optimized workflows and design principles.
- **Team Leadership:** Built and mentored design teams from the ground up, leading groups of 12+ members to deliver successful projects for international clients, emphasizing collaboration and performance improvement.
- **Strategic Collaboration:** Partnered with sales and product teams to develop effective product sets that supported sales growth.
- **Lifelong Learning:** 15+ years of university teaching and online mentoring in the design and UX/UI professional field. Mentoring professionals to build skills in the industry based on best practices.

Additional Information:

- Skilled in UX/UI principles and industry best practices.
- Strong communication, collaboration, and problem-solving skills.
- Adaptable and eager to learn new technologies and software.

Languages Spanish Native | English Fluent

Education

Creative IA Specialist, Curso Santander IA del Futuro 2024
BEDU/Santander Open Academy
Remote, México June- Sept 2024

Graphic Designer Degree
Universidad del Noroeste
Hermosillo, Sonora, Mexico 1995 - 1998

Business Administration MD (partial)
Universidad del Valle de México
Hermosillo, Sonora, Mexico 2005 - 2006

Software skills

| | | | |
|-----------------------------------------------------------------|---------------------------------|------------------------|------------------------------|
| Adobe Suite Photoshop Illustrator After Effects | Premiere InDesign Animate | Figma | SiteCore Platform |
| | | Jira/Monday.com | Blender 3D (beginner) |

SKILLS

- team management** [building and leading high-performance teams](#)
- design-UX/UI** [art direction, design, wireframing/layout](#)
- video/animation** [motion graphics and video editing](#)
- creative AI specialist** [generative AI specialist, concept and visual](#)
- front end** [HTML/CSS/PHP basic knowledge](#)

Core Competencies

Leadership & Strategy

- Team building & coaching
- Design vision & UX strategy
- Cross-functional collaboration

Product & UX Design

- Human-Centered Design & Design Thinking
- Wireframing & Prototyping (Figma, Adobe XD)
- Interaction & Information Architecture

Execution & Delivery

- Process Optimization & Workflow Design
- Agile & iterative design practices
- UX research integration

Experience

Evolvemedia LLC.

2012-Now

Director of Creative Services and Corporate Brand Strategy
Activities: Design and Production Team Manager, Design and Multimedia Process Development
Partnered closely with development teams to ensure consistency between design specifications and front-end implementation.
Art Direction, Design (pre and post sales departments)
Motion Graphics and Video Editor

CareerFoundry

2017-Now

UI Design Mentor/Tutor
Activities: Guide students on UX fundamentals, design thinking, prototyping methods, and portfolio development.
Teach design principles that translate into real-world product outcomes.
Provide structured feedback to emerging designers to elevate craft and professional growth.

SrToast / freelance project

2014-Now

Design, Motion Graphics and Video
Freelance projects
Activities: Project manager, design and motion graphic video editor, front end development.

Sonora State Government

2009-2012

Head of department, design, and web development for Sonora State Executive Office, MX.
Activities: Leading Design and front end Projects.
Managed design department and coordinated cross-disciplinary teams for public web projects.
Defined UI/UX standards for state services digital platforms, improving user clarity and navigation efficiency.