

Mónica Paredes Gómez

Account director

I am a strategic leader in communication, branding and digital project management, with more than 15 years of experience leading multidisciplinary teams in design, sustainability, marketing and web development. My approach combines creativity, analytical thinking and agile management to create strategies that generate impact on brands, users and businesses.

Throughout my career, I’ve evolved from a digital designer to a project manager consolidating my expertise in UX/UI, corporate identity, storytelling and internal and external communication campaigns. I have a strong commitment to innovation, sustainability and process optimization, ensuring that each initiative meets the client’s objectives and provides strategic value.

I am motivated by driving brands through effective communication solutions, user-centric experiences and narratives that connect. and narratives that connect.

EXPERIENCE

Communication
Corporate Identity
Marketing
Graphic Design
Information Architecture
Content Management
Project Management
Web and App
Interface Design

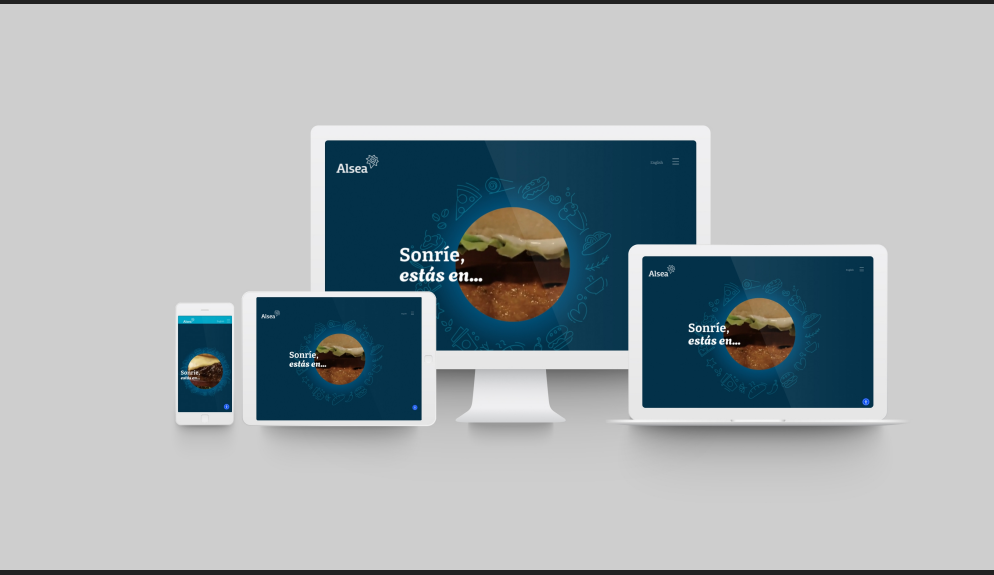
E-MAIL

paredesg.monica@gmail.com

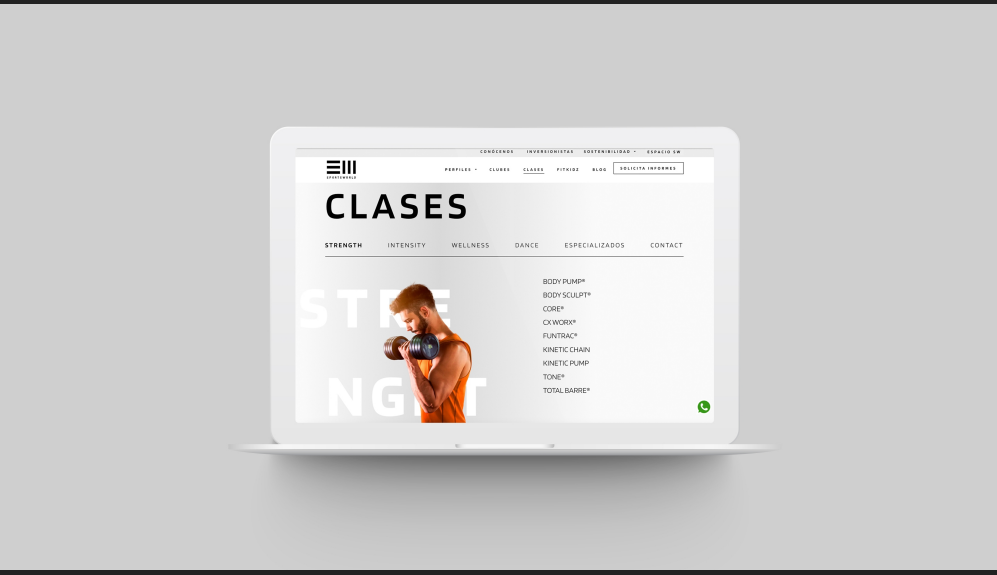
PHONE

55 2909 3760

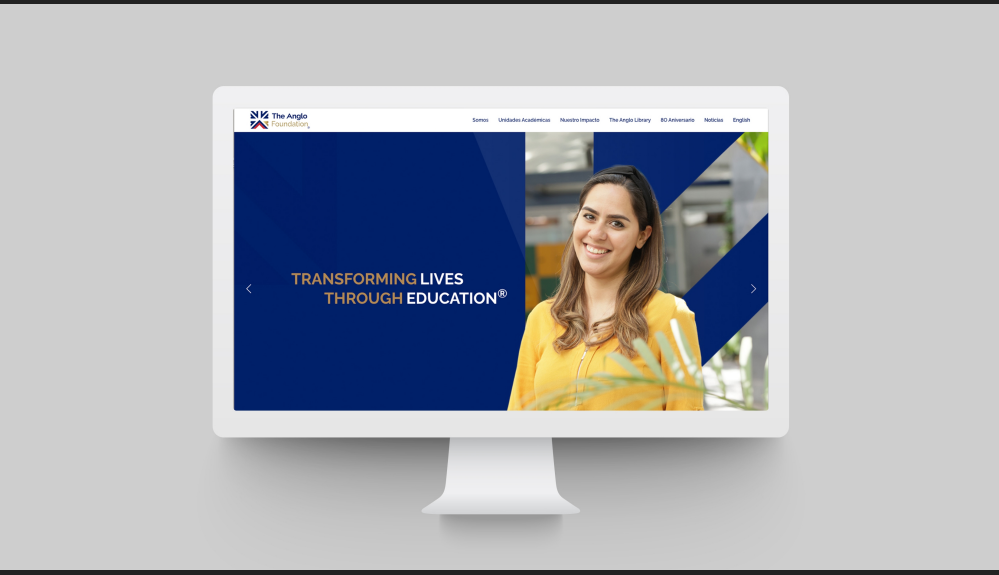
PORTFOLIO



Alsea - website



Sports World - website



The Anglo Foundation - website



Grupo Bimbo - campaign



Sports World - annual report



KUO - annual report



Genera - annual report



Alsea - annual report



Grupo Bimbo - annual report



Grupo Bimbo - annual report



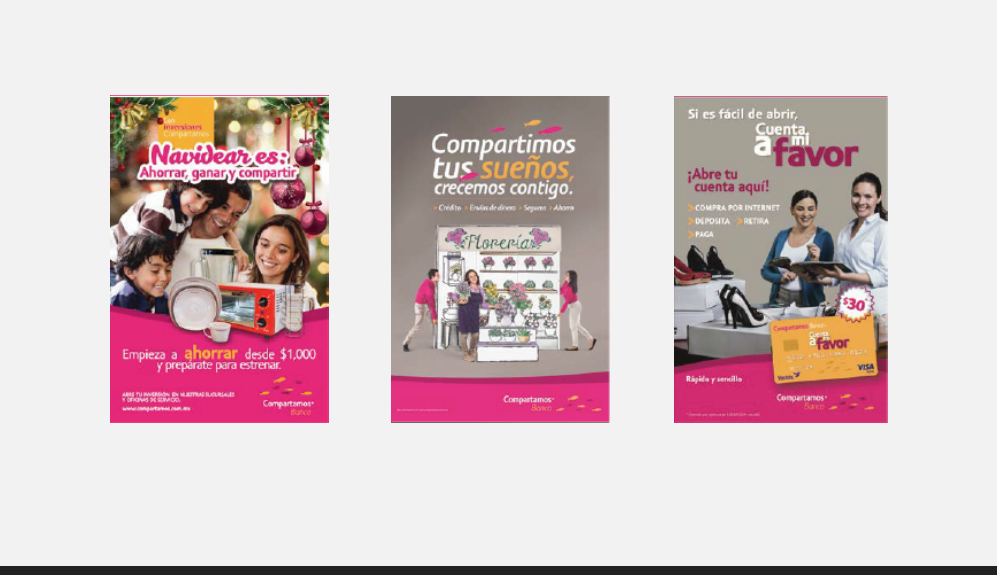
Finaccess - annual report



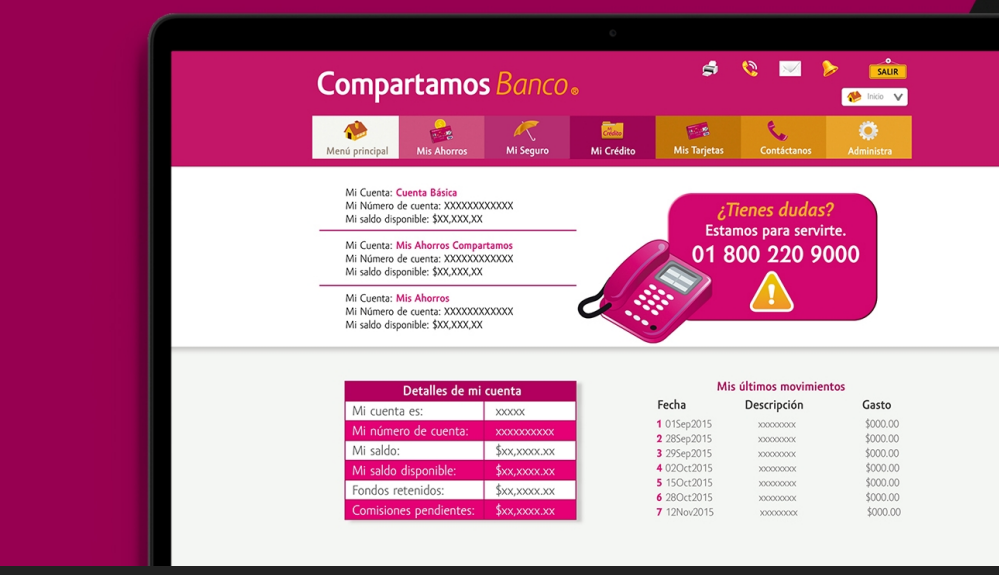
Alsea - annual report



Va x mi cuenta - website



Compartamos Banco - campaign



Compartamos Banco - digital



Genera - branding



Alsea

Corporate website

INDUSTRY

Food and Beverage

TECHNOLOGY

HTML5, CSS3, JAVASCRIPT, BOOTSTRAP, PHP, LARAVEL 5, MYSQL

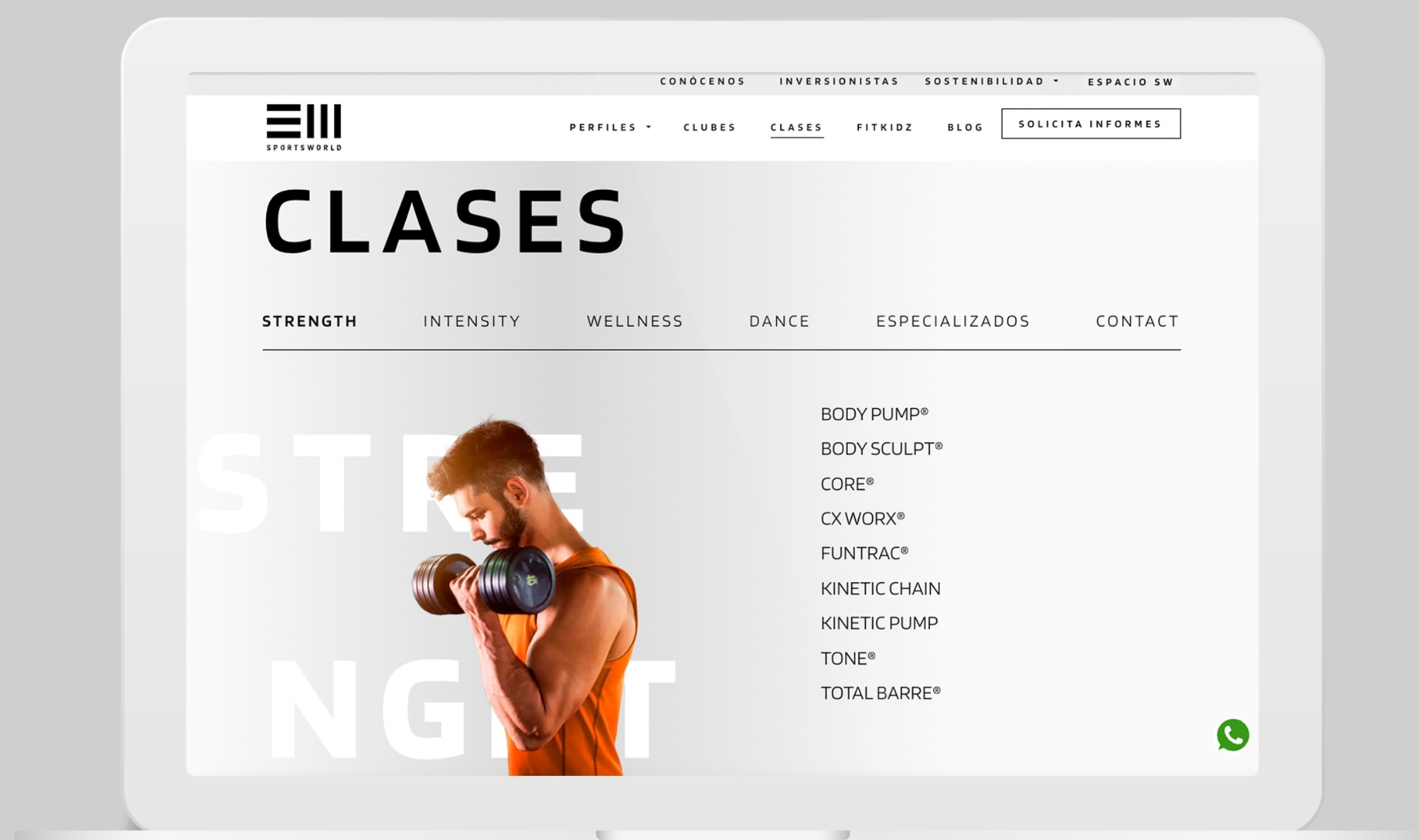
WEBSITE

alsea.net



Analysis, information
architecture, content, UX/UI,
development, optimization





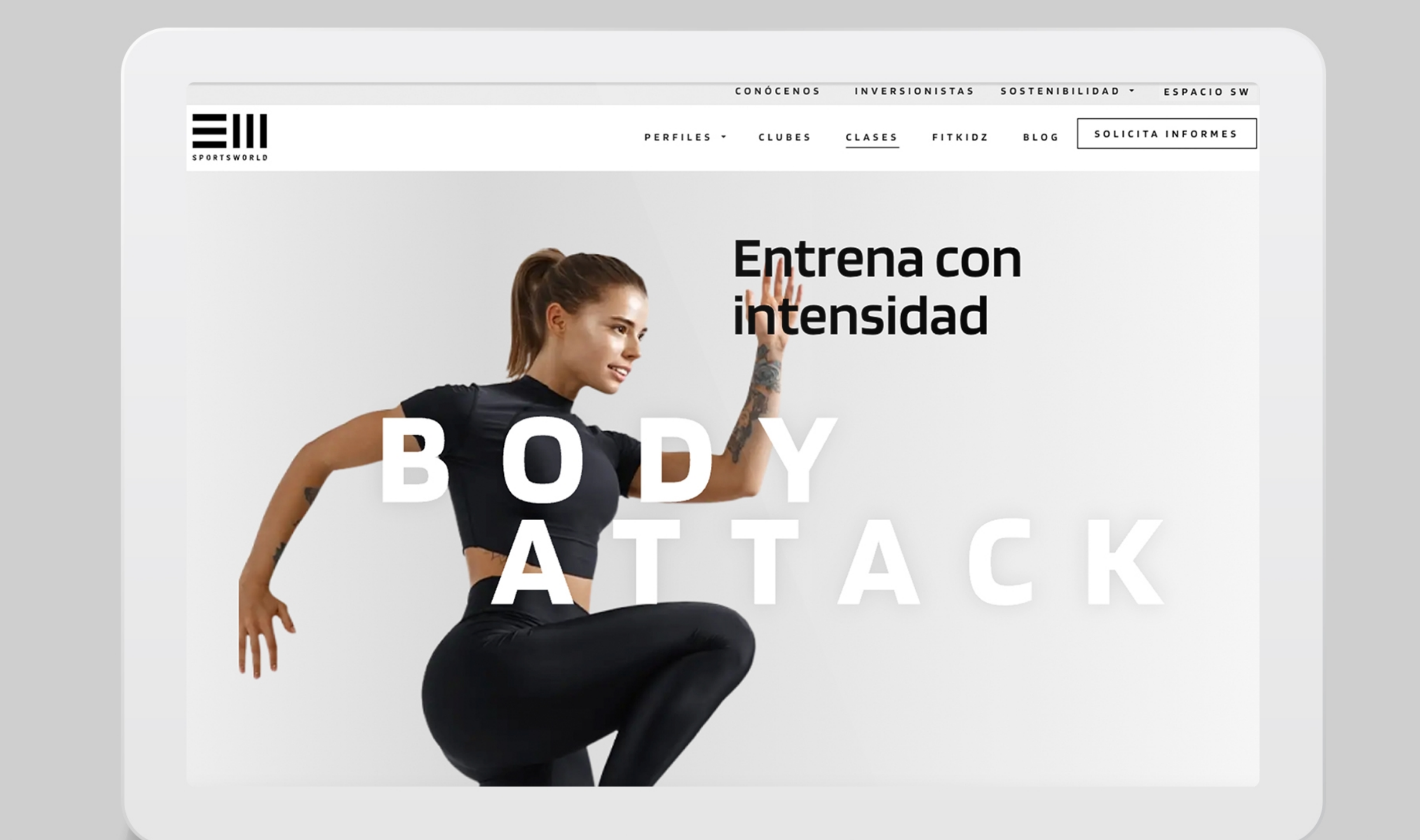
Sports World

Corporate website

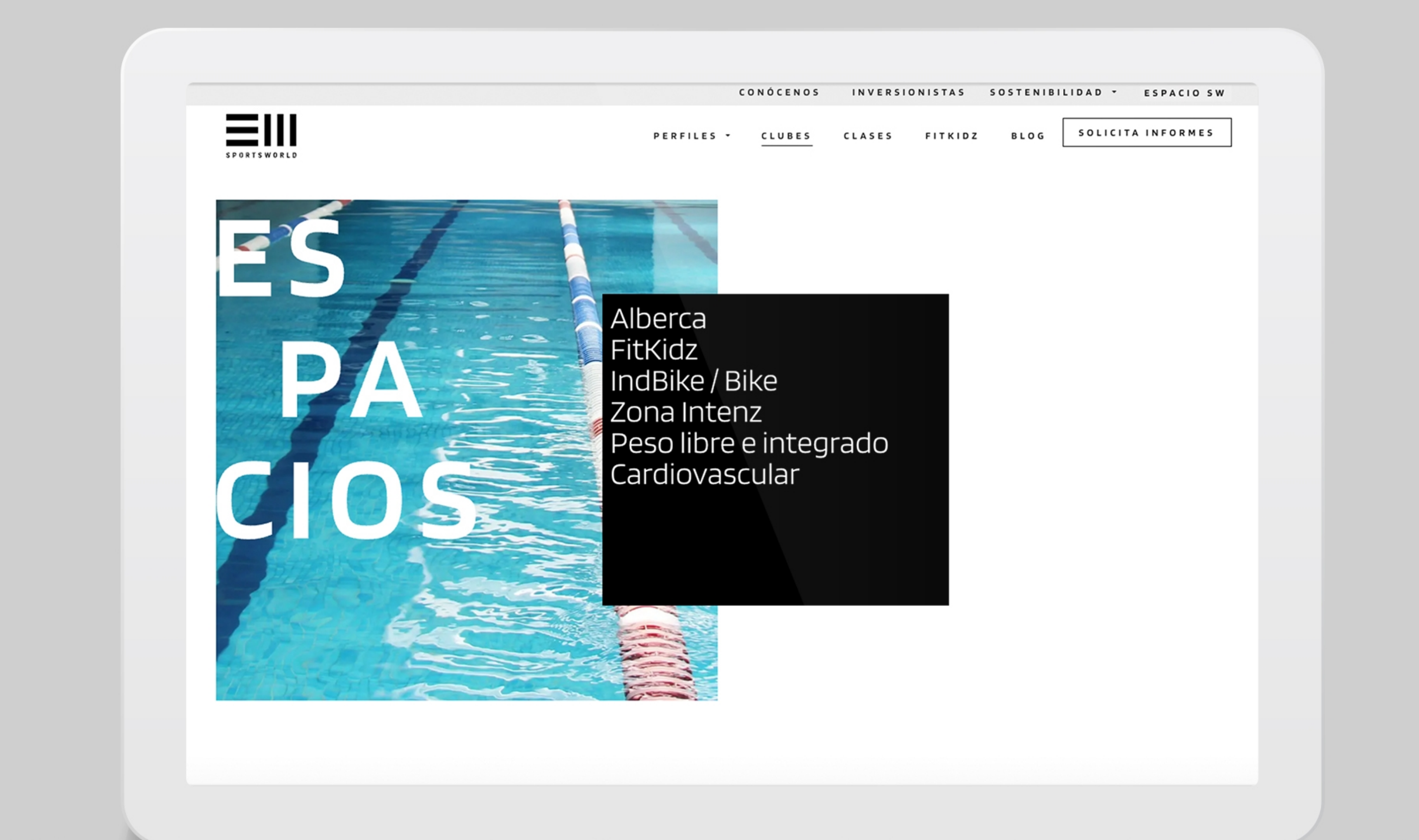
INDUSTRY
Services

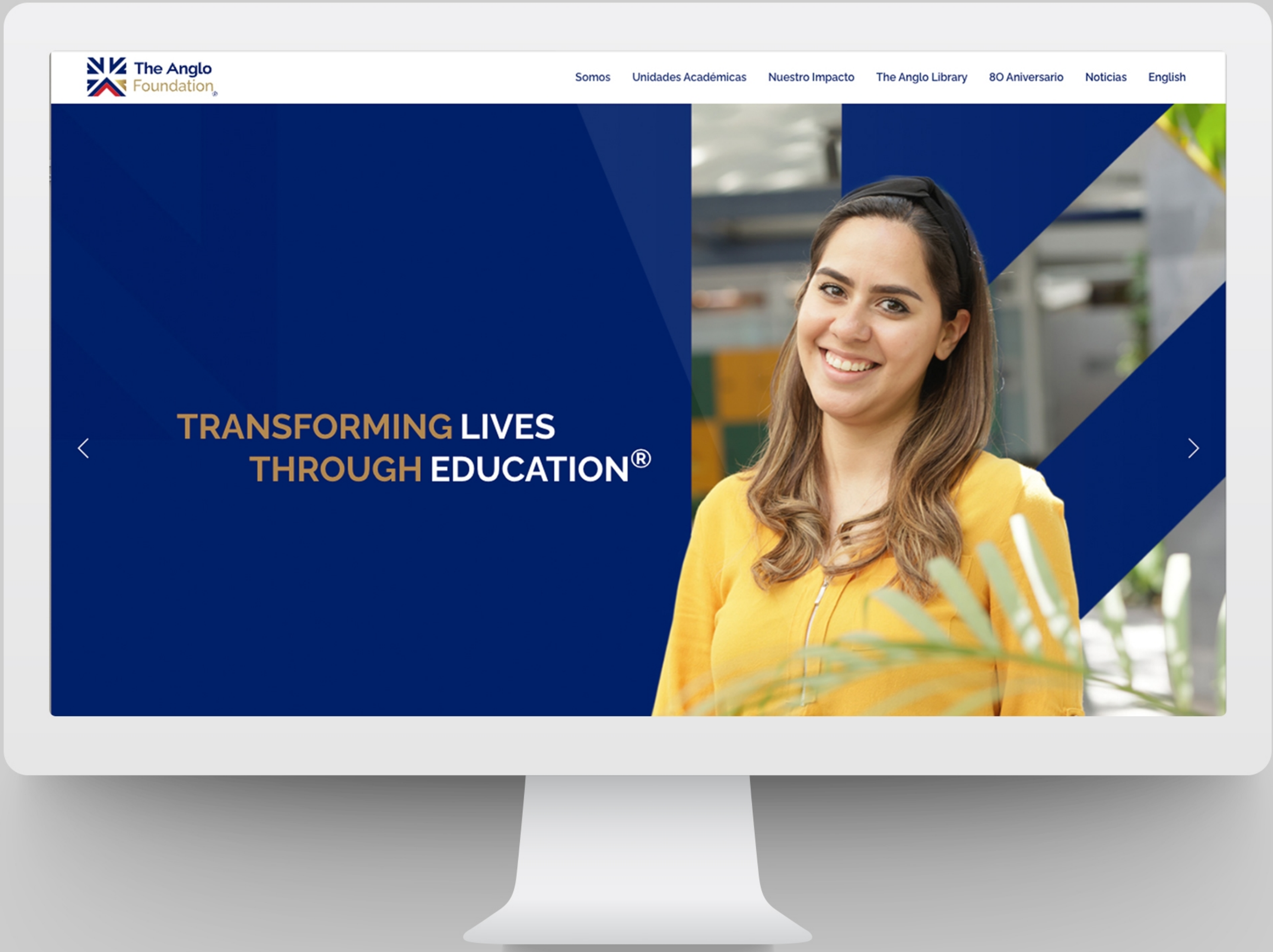
TECHNOLOGY
HTML5, CSS3, JAVASCRIPT, BOOTSTRAP,
PHP, LARAVEL 5, MYSQL

WEBSITE
sportsworld.com.mx



Analysis, information
architecture, content, UX/UI,
development, optimization





The Anglo Foundation

Corporate website

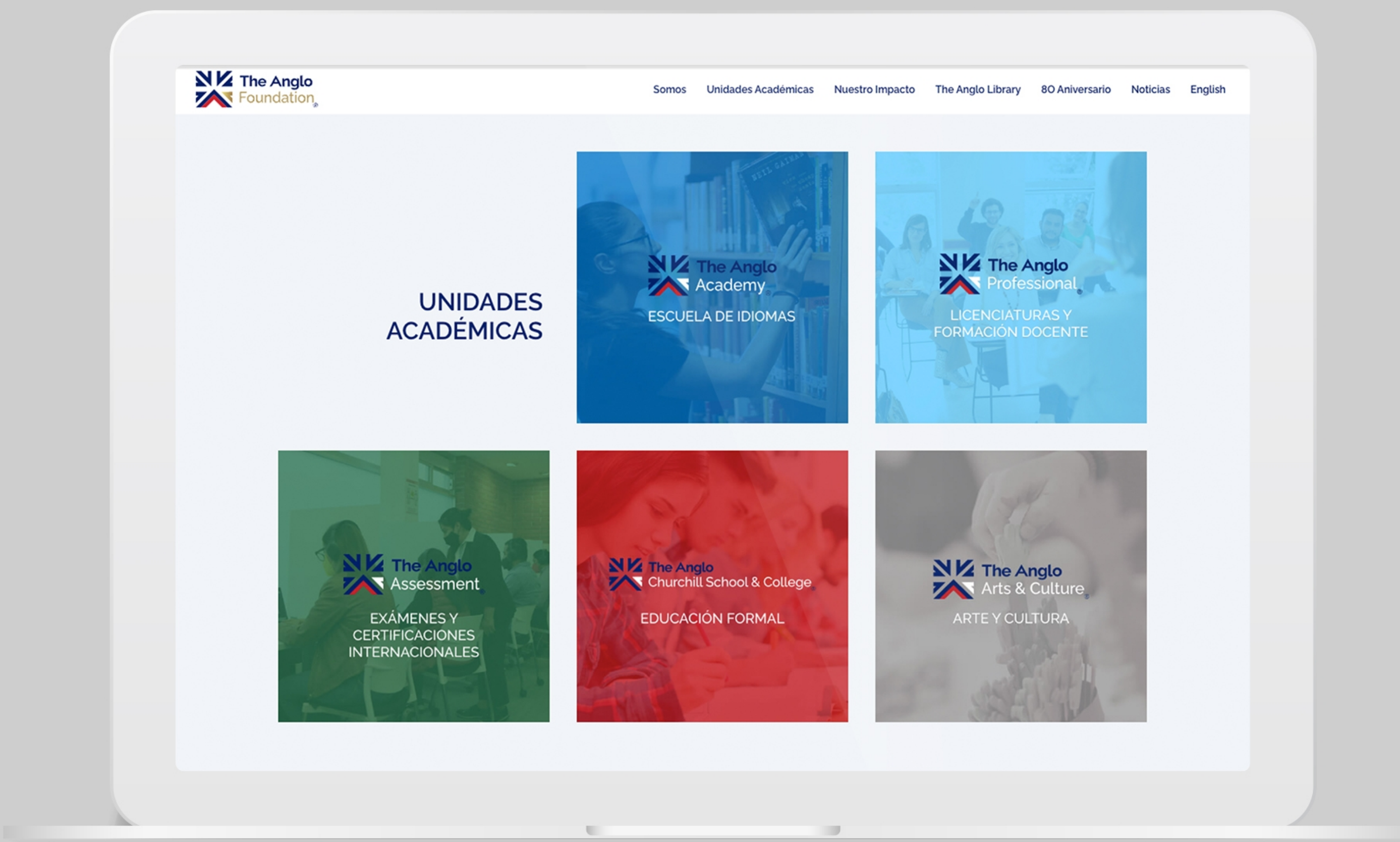
INDUSTRY
Education

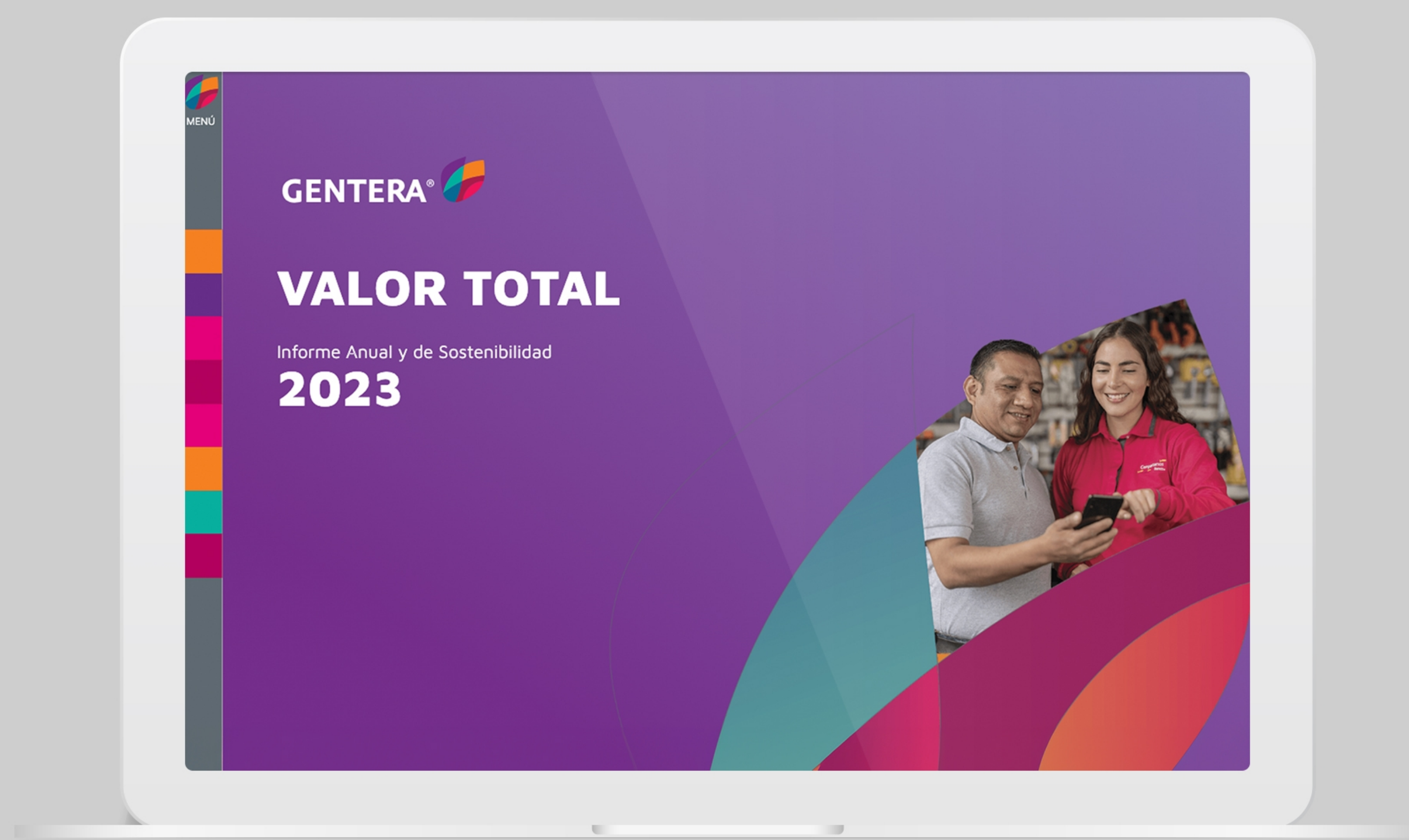
TECHNOLOGY
HTML5, CSS3, JAVASCRIPT, BOOTSTRAP, PHP, LARAVEL 5, MYSQL

WEBSITE
theanglofoundation.org.mx



Analysis, information
architecture, content, UX/UI,
development, optimization





Gentera

Annual report

INDUSTRY

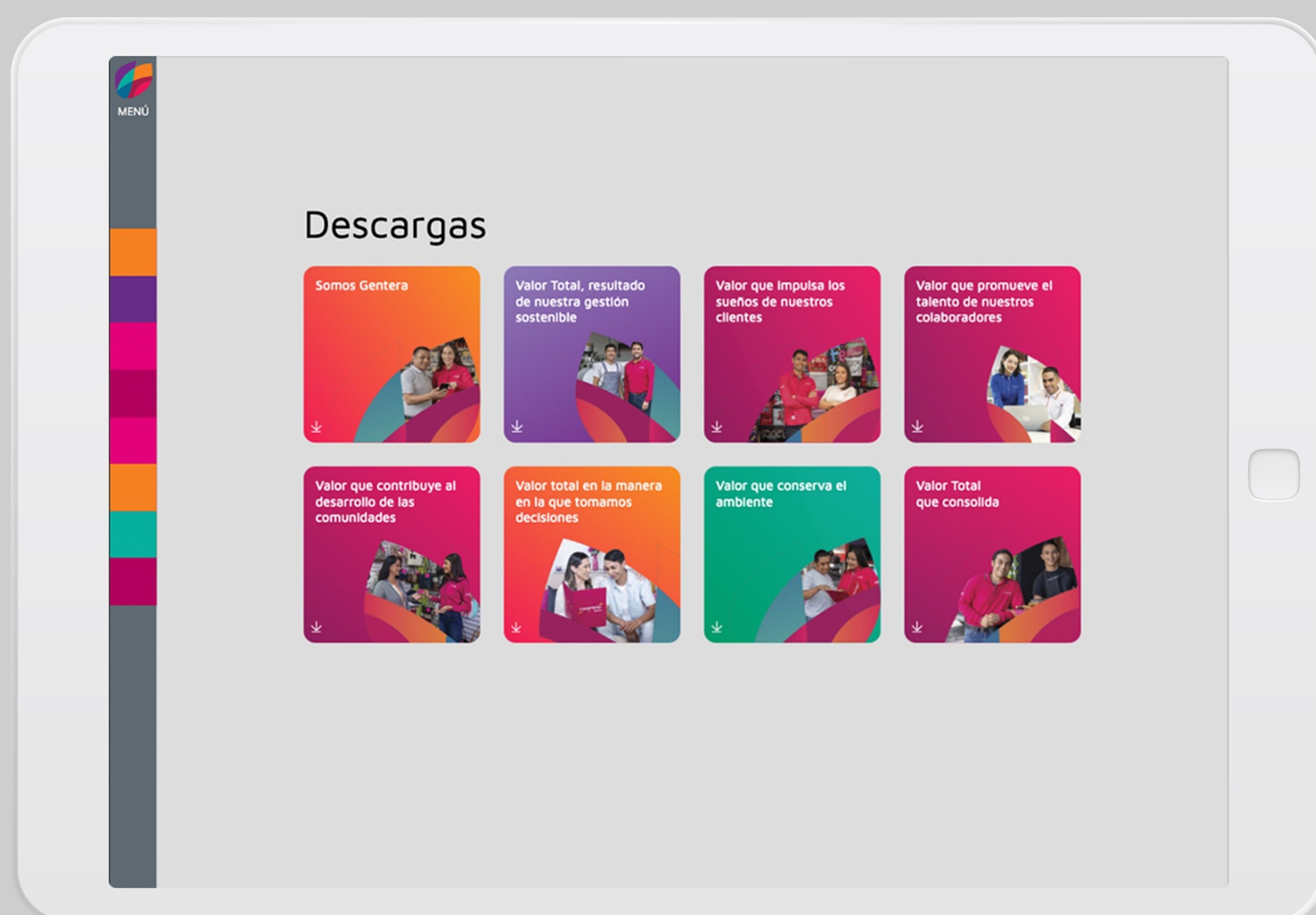
Finance

PROJECT

Printed report and microsite design

WEBSITE

gentera.com.mx/Gentera/themes/media/informe2023



Digital and graphic project coordination





Finaccess

Annual report

INDUSTRY

Finance

PROJECT

Printed report design



Coordination of graphic project





KUO

Annual report

INDUSTRY
Consumer / Chemicals / Automotive

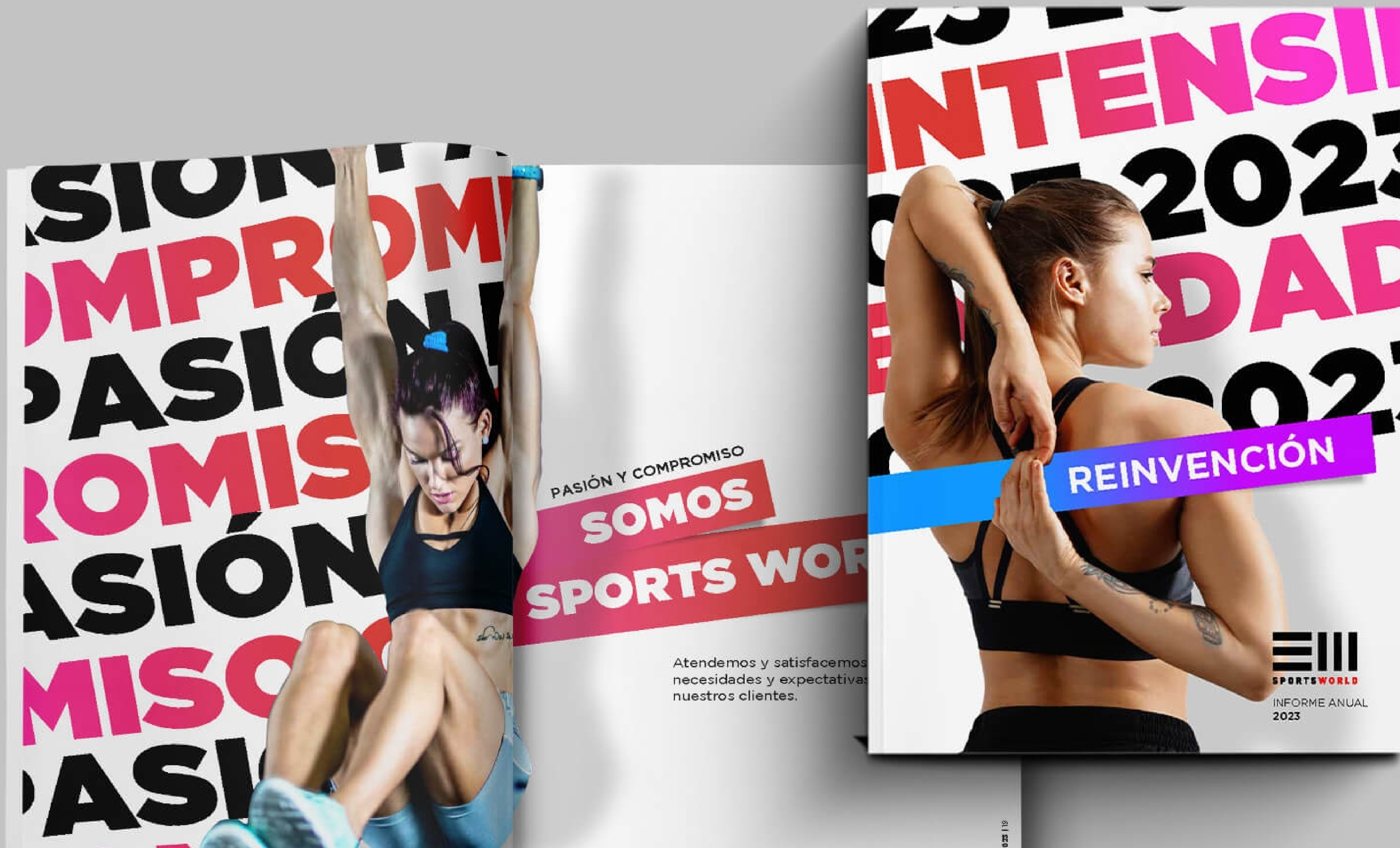
PROJECT
Print report and website design

WEBSITE
kuo.com.mx/informe-anual/2023/es



Digital and graphic project coordination





Sports World

Informe anual

INDUSTRY

Services

PROJECT

Printed report design

WEBSITE

sportsworld.com.mx



Digital and graphic project coordination





Alsea

Annual report

INDUSTRY

Food and Beverage

PROJECT

Printed report and microsite design

WEBSITE

alsea.net/informe-anual/2022/en/index.html



Coordination of financial and sustainability content, graphic and digital project.





Grupo Bimbo

Annual report

INDUSTRY

Food

PROJECT

Printed report and microsite design

WEBSITE

bimbo.xdesign.mx/informe-anual/2022/es



Coordination of financial and sustainability content, graphic and digital project.





Grupo Bimbo

Annual report

INDUSTRY
Food

PROJECT
Printed report and microsite design

WEBSITE
<https://bimbo.xdesign.mx/informe-anual>



Coordination of financial and sustainability content, graphic and digital project.





Alsea

Annual report

INDUSTRY

Food and Beverage

PROJECT

Printed report and microsite design

WEBSITE

alsea.net/informe-anual/2018/es/home/index.html



Coordination of financial and sustainability content, graphic and digital project.





Va x mi cuenta

Corporate website

INDUSTRY
Foundation

TECHNOLOGY
HTML5, CSS3, JAVASCRIPT, BOOTSTRAP,
PHP, LARAVEL 5, MYSQL

WEBSITE
vapormicuenta.org



Analysis, information
architecture, content, UX/UI,
development, optimization





Grupo Bimbo

Internal global communication campaign

INDUSTRY
Food

TECHNOLOGY
Creative concepts, design of graphic materials
and global implementation manual



Communication strategy, content generation, graphic design coordination





Compartamos Banco

Online banking and app

INDUSTRY
Finance

PROJECT
Interface design for Compartamos Net and Compartamos Mobile

WEBSITE
compartamosnet.com.mx



Coordination of the design of the first online banking interface and application





Compartamos Banco

Marketing

INDUSTRY

Finance

PROJECT

Coordination of campaigns and communication materials



Coordination of content and design of communication campaigns for the bank's products, credit, insurance, savings, transaction points and digital channels





Gentera

Branding

INDUSTRY

Finance

PROJECT

Management of identity manuals for Gentera's brands alignment and implementation of Gentera's of identity

Cenefas

Crecer el logotipo dejando 1.5 x de distancia como área de protección

Compartamos Banco

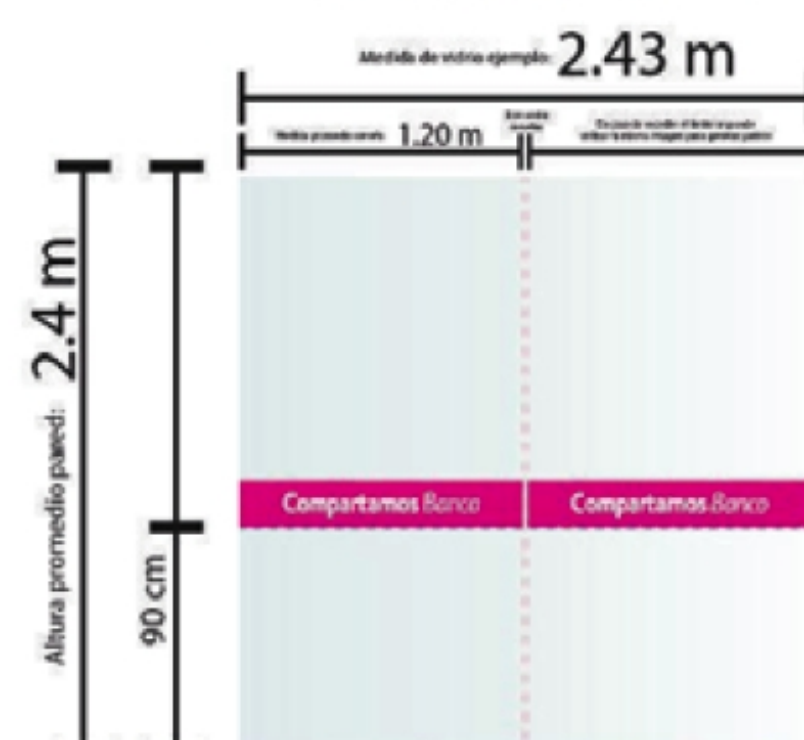
Colorcar la cenefa dentro de la sucursal (atrás del vidrio)

Horario

Lunes a Viernes de
9:00 a 18:30 hrs.
Sábado de
9:00 a 13:00 hrs.

Horario 28X21.5 cm

Cenefa modelo 1



Bienvenido

Bienvenido 28X21.5 cm

Coordination of identity
manual creation, alignment
and implementation in three
countries





AIG Seguros

Redes Sociales

CLIENTE
AIG SEGUROS

INDUSTRIA
ASEGURADORA



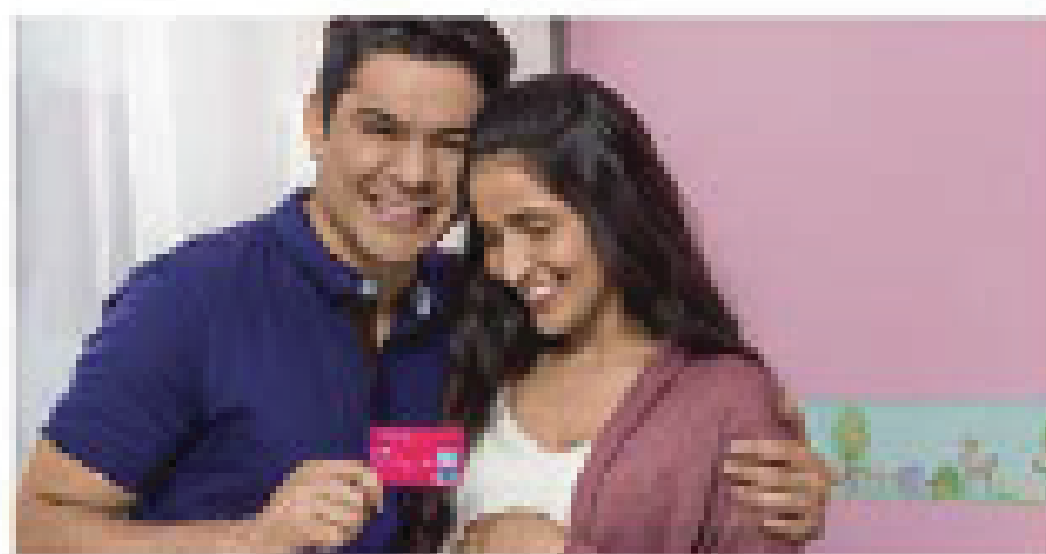
Ahorrar lo hace posible
ahorrarlohacerealidad.com



Abre tu cuenta de ahorro y descubre cómo lograr todas tus metas.



Ahorrar lo hace posible
ahorrarlohacerealidad.com



Abre tu cuenta de ahorro y descubre cómo lograr todas tus metas.



Integramed

Website corporativo

CLIENTE
INTEGRAMED

INDUSTRIA
SALUD

TECNOLOGÍA
HTML5, CSS3, JAVASCRIPT, BOOSTRAP, PHP, LARAVEL 5, MYSQL

WEBSITE
INTEGRAMED.MX/

