

NORMA AGUILAR

- DESIGN THINKING •
- BRAND STRATEGY • CREATIVE CONSULTANCE •
- DIGITAL MARKETING • DIGITAL CONTENT MARKETING •





I am a creative designer with an MSc. in Marketing Management and I believe in unicorns...
I have an immense passion for communications, digital media, and storytelling.

Brands and innovation are not only important to me but an inspiration for what I do. The combination of creativity and business have given me the opportunity of analyzing, making tangible, and managing innovative projects.

I worked as a creative director and brand developer for Benaw Products in Mexico, where I was responsible for the visual identity, communication, and product lines. I implemented consistent design guidelines across the company ensuring that the brand, marketing, and production guardrails were met. I have collaborated with many brands across a variety of projects including participation in the Google Online Marketing Challenge 2016. In 2017, based in France, I worked as a digital communications leader for the international division at Aldes, an industrial company. I was responsible for the digital integration and cohesion of the European subsidiaries. Collaborating with international colleagues, I develop a digital lead management plan, focused on content marketing.

Throughout my career, I worked as a creative consultant across a variety of interesting projects developing corporate identities, digital publishing, product photography and web interfaces with experience in digital marketing and social media campaigns.

• LET'S CREATE SOME MAGIC! •




Visit a **website**

Watch the **videos**



Take a look at the **app**



AVEC ALDES,
TESTEZ LA QUALITÉ
DE L'AIR EXTÉRIEUR



Gardez une longueur d'avance
sur la pollution extérieure
grâce aux données de prédiction !

> EN SAVOIR PLUS

Aldes | International Division

Digital marketing and communications. Responsibilities include:

- Digital integration and cohesion of subsidiary branding.
- Content Marketing strategies.
- Development of a digital Lead Management plan.
- Web development CMS (Wordpress) for each subsidiary
- Performance, audit & monitoring: SEO, SEM, SMM.



MATRAZ CAFÉ

Developed a **brand** that communicates simplicity, convenience, trust and friendship to customers. Matraz sells delicious freshly roasted coffee, offers consulting for coffee bars and promote the coffee culture in Mexico. Mobility and events to reach people were used, along with a coffee expendio to promote the local trade fair.

- Brand creation: Naming, identity, interior design for the coffee shop and personality.
- Produced visual material including product photography for **social media**.
- Created a digital marketing campaign for brand awareness and customer engagement.



MATRAZ

BUENOS AIRES 2679 - COL. PROVIDENCIA - GDL

 / MATRAZCAFE

 / MATRAZCAFE



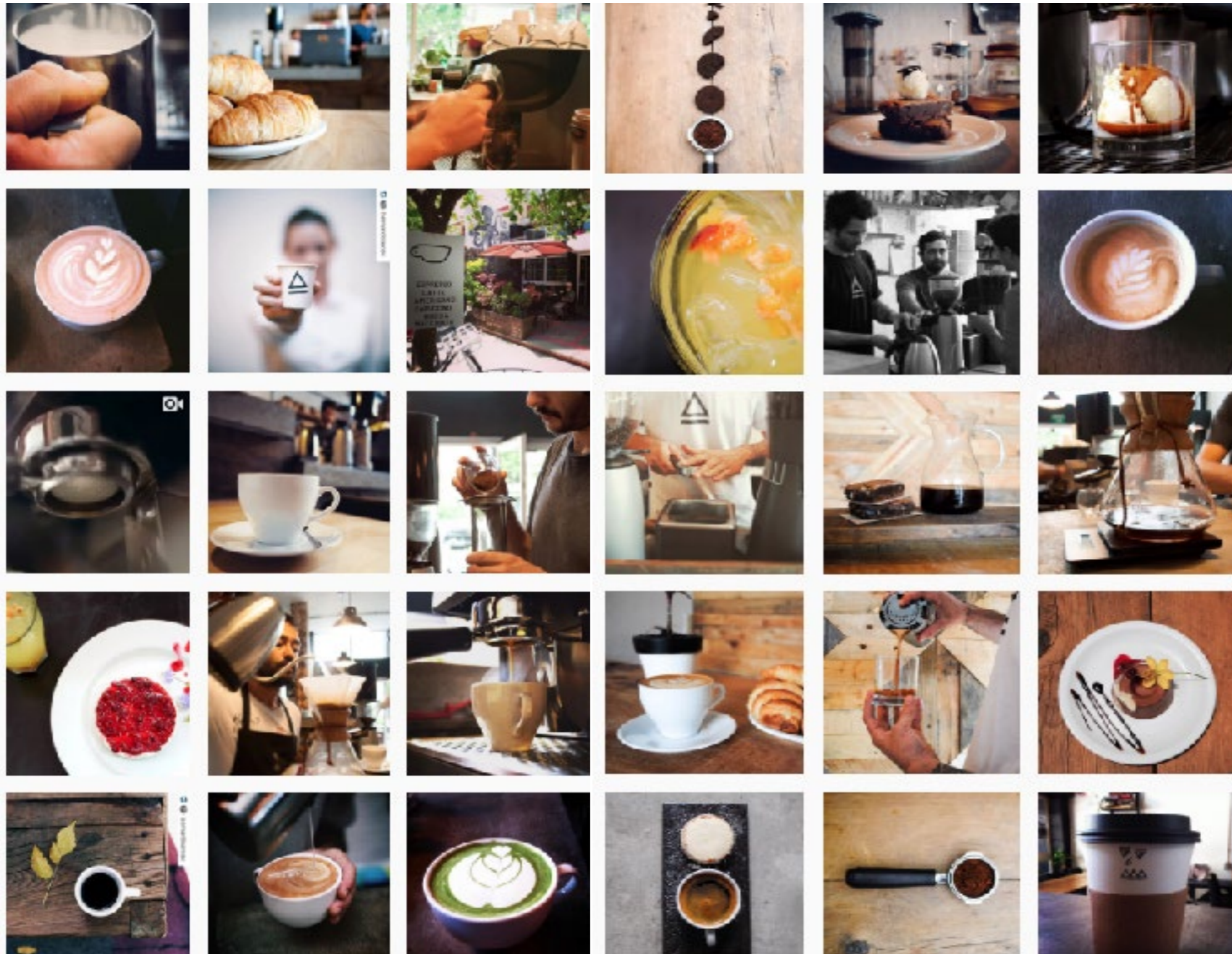
matrazcafe

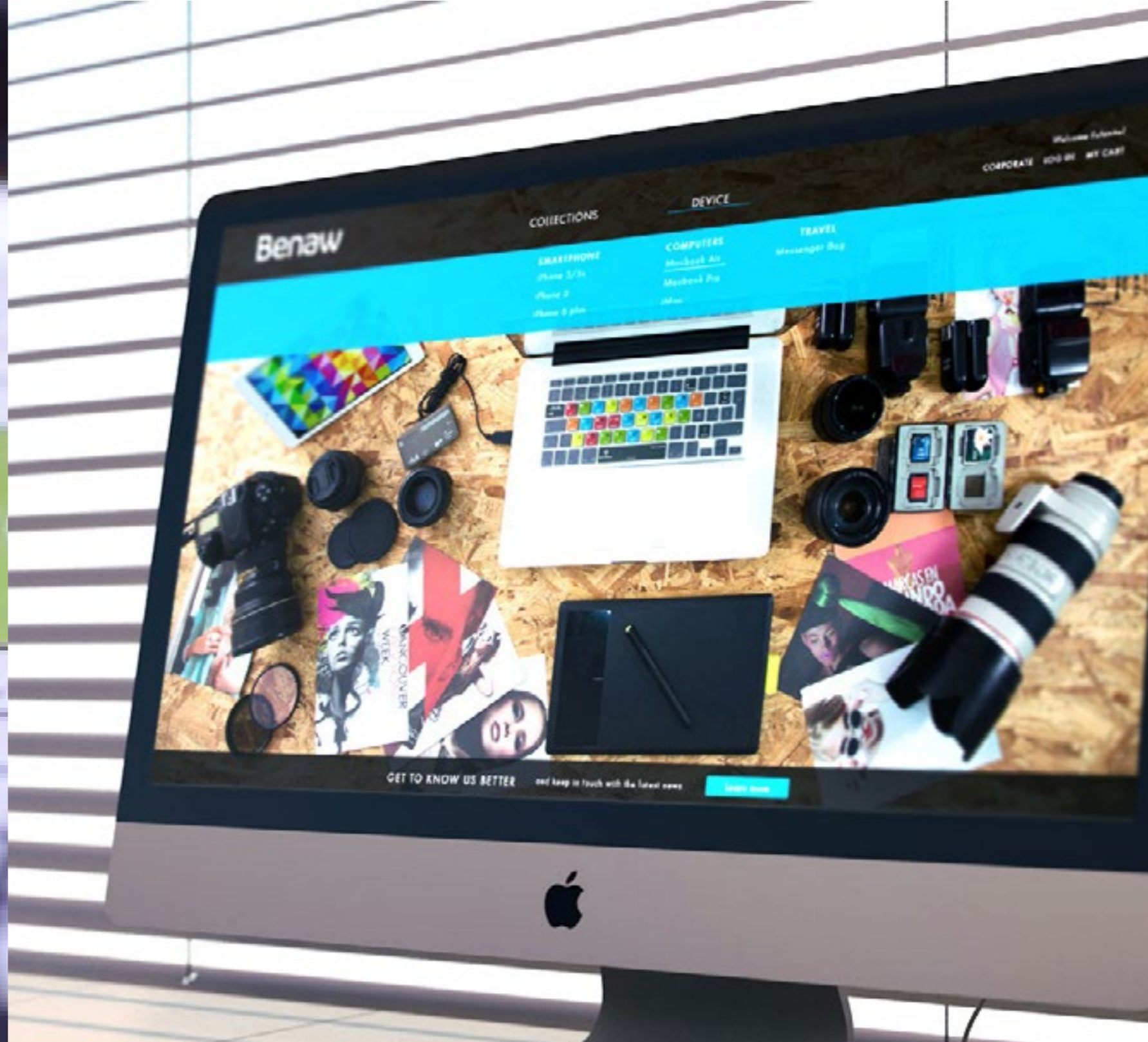
Siguiendo



240 publicaciones 2.534 seguidores 907 seguidos

Matraz Café Buenos Aires #2679 Col. Providencia, Guadalajara, Mexico. 📧
matrazcafe@gmail.com Mezcla de cafetería, expendio y movilidad.





Benaw Products / iCover

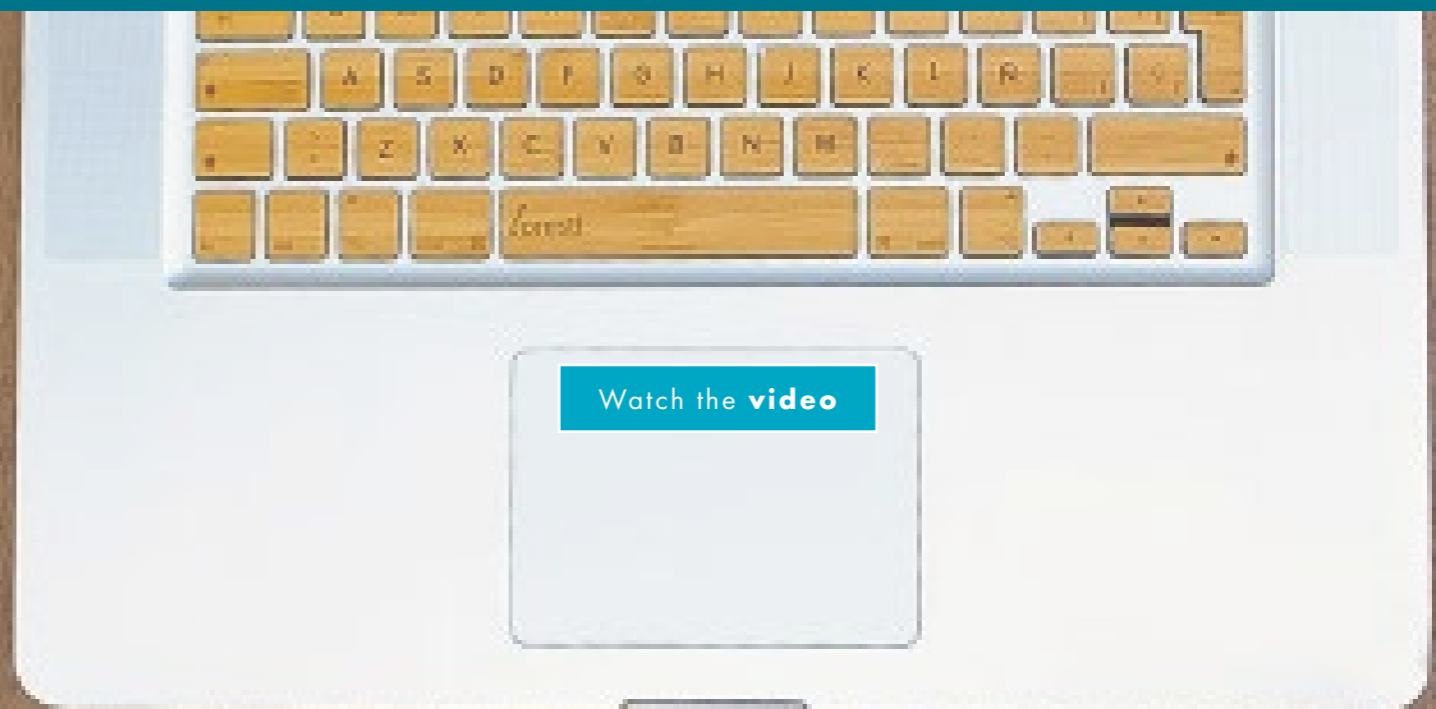
- Lead the design department with a team of 4 designers and external partners.
- Developed 3 different product lines, resulting in international retail expansion.
- Managed supplier operations from Mexico and China.
- **Produced successful off and online events.**
- Designed and monitored an e-commerce site increasing digital traffic and reaching international B2B/B2C markets.
- Produced print and digital licensing material.

Visit the [website](#)





FORESTI a collection that is designed and crafted to perfectly combine natural materials, technology and conventional techniques offering the best quality products for your device.
 Due to its flexibility, fast-growing and its high strength, bamboo was selected to be the main material bringing a tactile grace, wooden appearance and installation experience on each device.
 - Branding, communication strategy, creative direction, product photography and video production.



foresti®

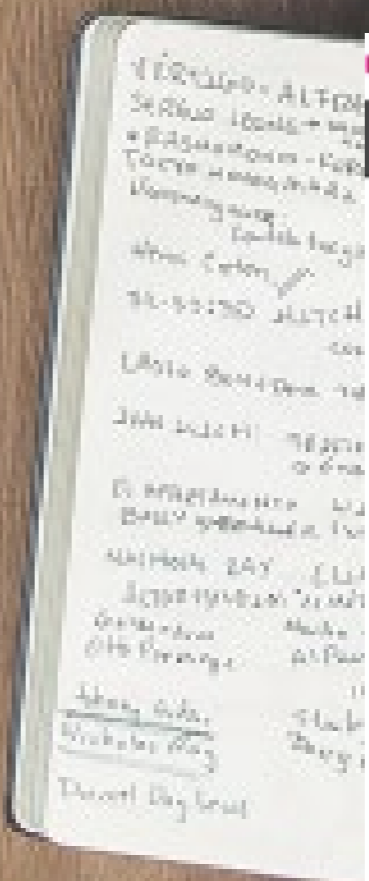
ART OF INNOVATION
 Nowadays we live in a world with a wide product offer, mostly developed in a cold and superficial way. This collection is focused on creating a perfect balance among the materials that are chosen for its physical and artistic characteristics. A variety of woods are used providing a touch of warmth and a real natural experience.



FROM SCRATCH TO YOUR HANDS
 Designed and crafted in house to perfectly combine wood, technology and traditional techniques offering the best quality products.
 Our team creates for this collection an aesthetic fusion of conventional design and natural elements.



A NATURAL EXPERIENCE
 Foresti becomes activity, design, quality and lifestyle.

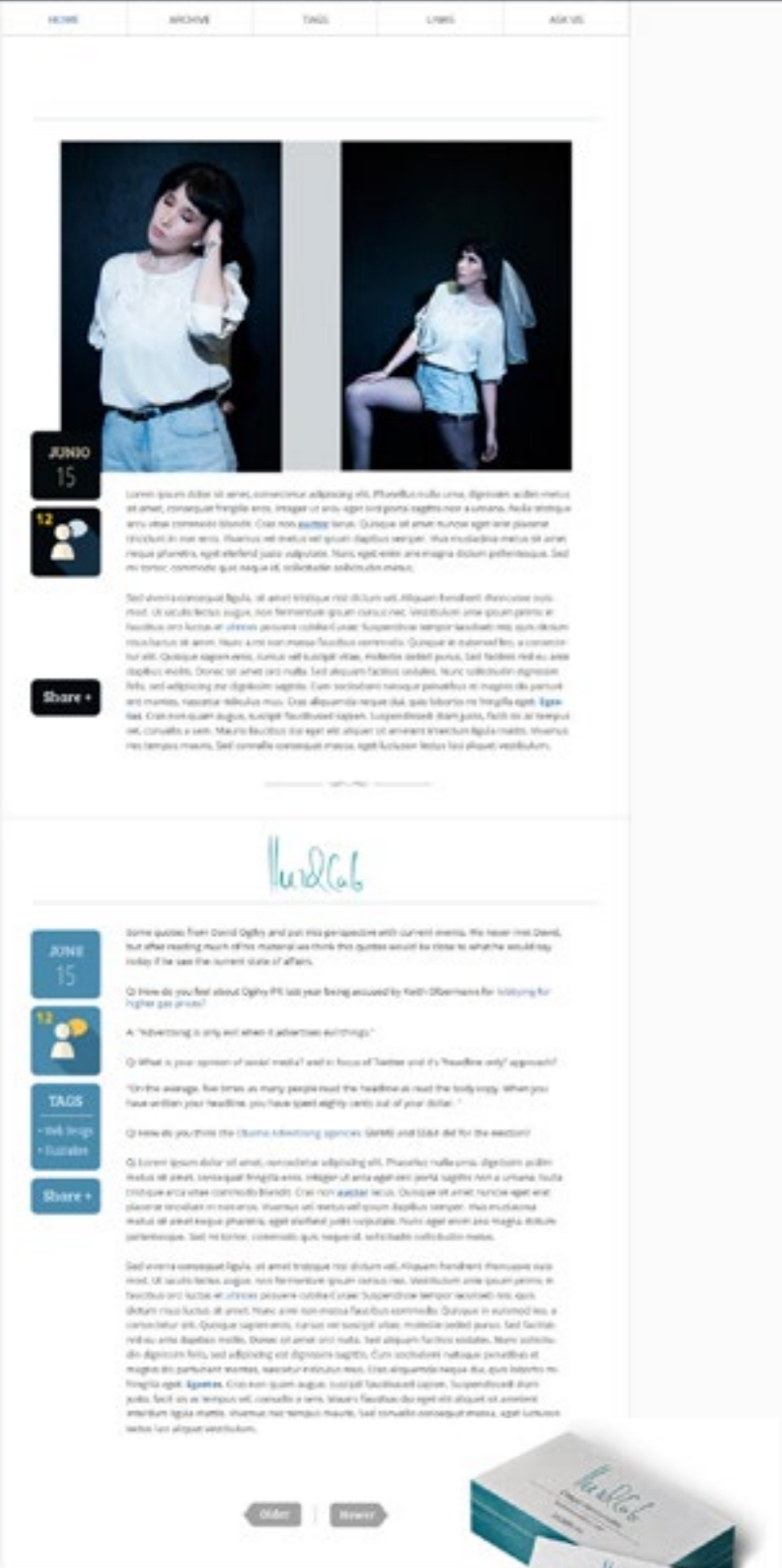




HUNDLAB BLOG

Complete rebranding of this virtual blog and magazine. Created the corporate identity and a responsive website.

- Photography, brand strategy / tag writing and design.





PROYECTOS

CONOCE LO MÁS NUEVO

“Enamorate como nosotros de la nueva línea de pequeños electrodomésticos SMEG”

Con su línea joven y cautivante, con su amplia gama de decorativos



Decisiva es la marca glamour que dan las puertas vidrio, disponibles en blanco, satinado, stopsol, fumé gris con los innumerables y actuales acabados como colores lisos, mallas y las inevitables esencias madera entre cuyas destacan los fresnos y los tranché. Mia está disponible con tirador 64-160-320 mm, uñero cóncavo, uñero plano.



SAMAGO ESPACIOS

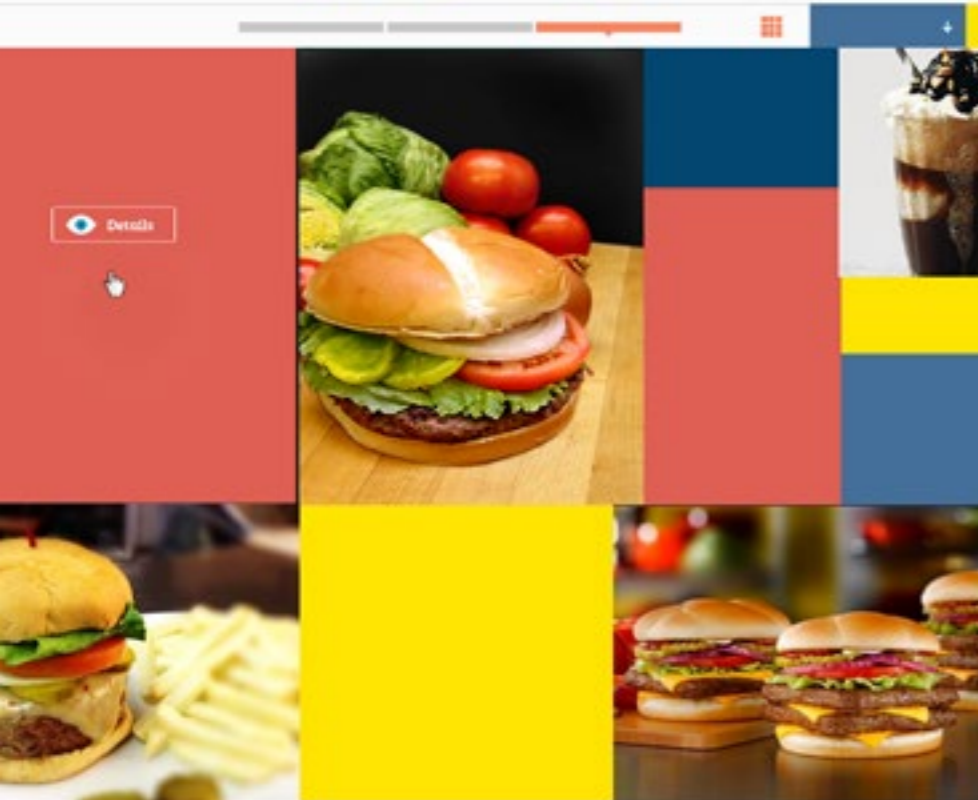
Complete brand development for this architecture and interiors house.
Web site front-end design.
Digital B2B advertising conceptualization.
Brand implementation for the physical showroom.





FULY BURGUERS

Branding and corporate identity.
Digital strategy plan and website interface design.
User-friendly front-end & back-end.

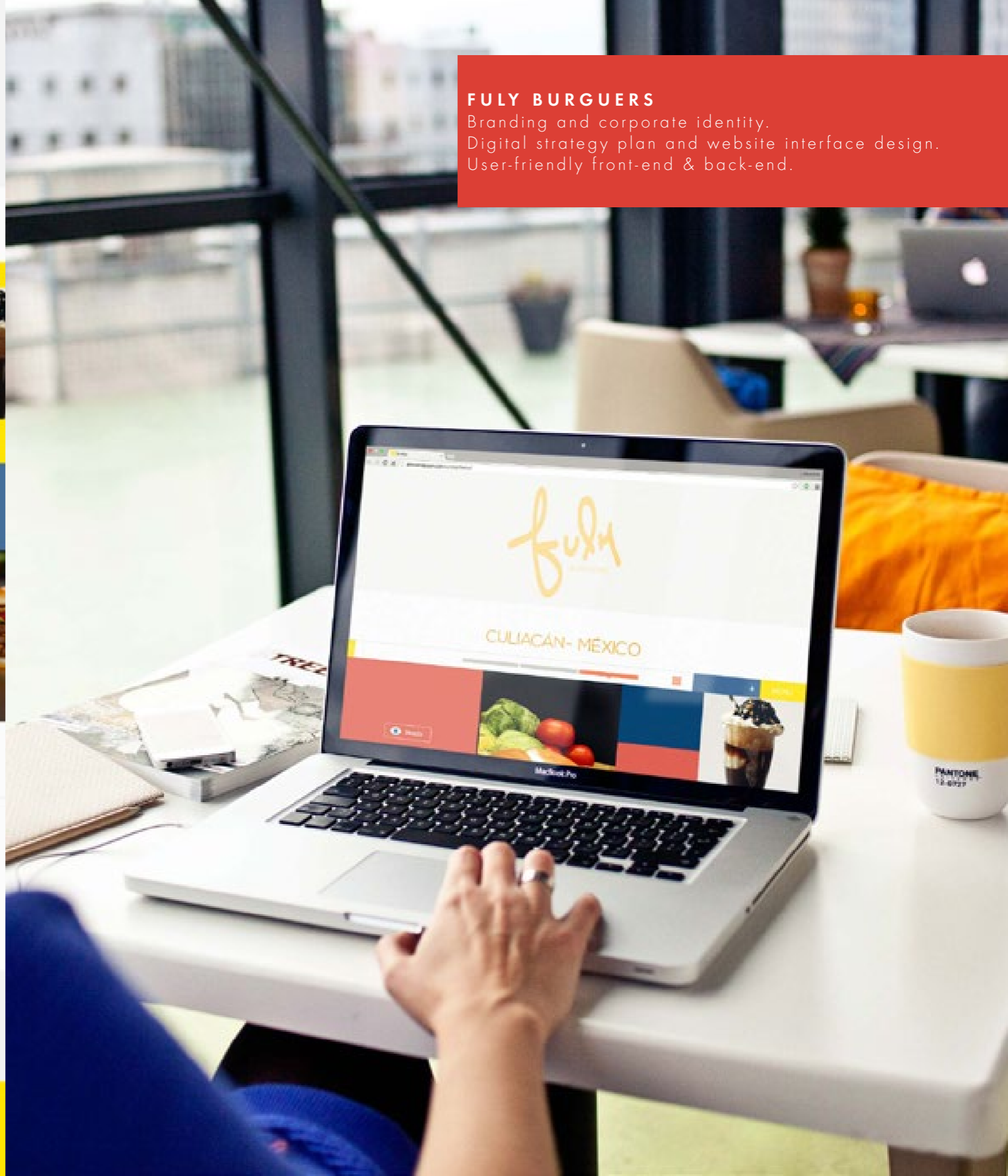


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Interested in Something?





ORIFLÅME - PEGASO NETWORK
Corporate branding, print advertising, newsletter and web banner & ad campaign.



Photoshop's 24th & 25th anniversary event.

Collaboration with **Adobe@Latin America** in a serie of webinars that included relevant international speakers, interaction with the audience and diffusion campaigns through social media: Facebook, Twitter and Youtube live using Google+ and Google Hangouts.



Intuos Pro® diffusion campaign

Collaboration with **Wacom@Mexico** in an Intuous® Digital Tablet campaign. Developed and conducted introductory illustration workshops in order to raise the brand awareness. Create interaction between users with creativity contests. Introduction of digital tablets in important Mexican Institutions such as: Instituto Tecnológico y de Estudios Superiores de Monterrey (Tec de Monterrey) // Instituto Tecnológico de Estudios Superiores de Occidente (ITESO)//



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