

# ANA LUCIA SOTO CLAUSSEN

GRAPHIC DESIGNER AND ILLUSTRATOR

## ◦ Contact DETAILS ◦

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## ◦ LINKS ◦

<https://www.analusoto.com>

[behance.net/anasoto](https://www.behance.net/anasoto)

## ◦ SKILLS ◦

Customer Relations

Customer Service

Leadership

Problem Solving

Adaptability

Fast Learner

Communication

Ability to Work Under Pressure

Employee Training

Creativity

Graphic Design

Adobe Creative Suite

## ◦ LANGUAGES ◦

English

French

italian



## PROFILE

More than 10 years of experience in branding construction, marketing, communication strategy, content creation, project management, design and illustration.

Over 5 years of experience in customer service in a face to face retail environment in Apple Store with participation in different departments such as vendor, trainer, and service team leader. Obsessed with customer experience, and also results oriented, under KPI's. Strong team player, self motivated worker.



## EMPLOYMENT HISTORY

### AS AN INDEPENDENT DESIGNER

2018 - 2024

**Organisation for Economical Cooperation Developement OECD, Paris**

Creating Visual identity and graphic design for different OECD's publications and Panel programs mainly for Latin America and the Caribbean.

2014 - 2024

**Vinos Trasiego:** Art, Branding, visual identity and Graphic Design. Construction of brand, logo, visual identity for the 5 main labels of wine and also communication strategy and graphic production and illustration for digital and print Ads.

2018-2019

**Mono Rosa Mezcal:** Art collaboration for label and logo.

**Leolab Agency:** Illustration for Several Restaurants menu, and wine label

**MaxiConstruye:** Logo design and graphic identity for construction material business

**MH Abogados:** Corporate design for lawyer's firm.

2015-2016

**Syrup Collective:** Communication Strategy for social media and Content design in several projects with clients such as Romita Comedor Restaurant, BSN Medical, Foset, Grupo Corporativo Gastronómico, Premium Beers, DQ Internacional, Apolorama, etc.

2011-2017

**Camarones Sotavento:** Visual identity and Graphic Design for Logo, web page, brochures and several materials during a 6 year customer relationship.

2012

**Comunicación Integral Carlos Salomón:** Brochure design dynamic and very graphic, in order to communicate the services and also the importance of the brand, reflecting quality and engagement with the client.

**SEGOB:** Visual identity and logo for SEGOB event.

2010

**Sister Clothing Brand design and Marketing:** Brand identity, tshirt design and marketing experiences through social media and events.

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### AS AN EMPLOYEE

#### **Creative Pro and Lead Genius at Apple Via Santa Fe, Mexico City**

August 2017 — June 2022

Shared knowledge and product experience through in-store trainings about Apple tools, showing customers how to use their Apple products according to their needs.

Also in charge of Technical service team at Apple Store Via Santa Fe where I lead a team of 30 people.

Also in charge of internal communication design for store events such as Women@Apple,

Accessibility at Apple, 5th store anniversary and illustrations for the iPhone 11 release.

**Achievements:** My customer satisfaction rate average was 98% where people graded my ability to connect, understand necessities and guide them to learning.

Tailored learning tracks for Companies to meet specific needs through Apple products.

#### **Communication and Marketing at Abastecedora Lumen, SA de CV, Mexico City**

February 2012 — February 2014

In charge of the annual communication plan, with adaptive strategies for each Q, overseeing conceptual and graphic landing of all the materials, to maintain the brand loyalty and increase sales.

**Achievements:** Positioning the business as a Technology reseller by unifying the graphic communication in all the stores of the country. Center the focus of the brand in the customer experience rather than the price.

### EDUCATION

#### **Leadership Apple Training (10 hours per week)**

2019 — *On going*

Technical Specialist, Technical Expert and Genius at Apple  
2019

Apple Teacher Certification  
2017

Curso de doblaje para televisión, Foro Shakespeare  
2015

Visual Arts, SUNY Purchase College, NY, New York City  
January 2008 — December 2008

Bachelor in Graphic Design, Universidad Iberoamericana Ciudad de Mexico, Mexico City  
August 2004 — 2009