

ANA LUCIA SOTO CLAUSSEN

Customer Experience Professional & Client Success

Graphic Design | Team Leadership | Training | Premium Customer Service | Insurance Advisory

CONTACT DETAILS

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LINKS

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<http://bit.ly/4wxEtSG>

<https://bit.ly/4uReuE9>

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EDUCATION

Visual Arts

SUNY Purchase College, New York

Jan 2008 – Dec 2008

Bachelor's Degree in Graphic Design

Universidad Iberoamericana, Mexico City

August 2004 – 2009

Dubbing for Television Course

Foro Shakespeare

2017

Apple Teacher Certification

Apple

2019

Leadership Apple Training

Apple

2019 – 2022

10 hours per week

Certified Insurance Agent:

Level A: Personal and Family Risks

Comisión Nacional de Seguros y Fianzas, Mexico City

2023 – 2026

Renewed

2026 – 2029

LANGUAGES

English (Proficient)

French (Elemental)

Italian (Elemental)

PROFESIONAL SUMMARY

Multidisciplinary Premium Customer Experience professional with over 14 years of experience helping individuals, companies, and institutions identify their needs, understand their options, and receive high-quality solutions through design, technology, insurance, training, and premium customer service.

Former Apple Creative Pro, Technical Expert, Genius, and Lead Genius, with experience leading a team of 30 people, delivering in-store and corporate learning experiences, and maintaining an average 98% customer satisfaction rate. Strong background in human-centered service, client communication, team development, visual communication, and relationship management.

Recognized for combining empathy, adaptability, creativity, problem-solving, and leadership to create trusted relationships with customers, colleagues, and business partners across different industries.

CORE SKILLS

Client Success / Premium Customer Service / Team Leadership / Employee Training / Customer Education / Relationship Management / Problem Solving / Adaptability / Communication / Human-Centered Service / Graphic Design / Brand Identity / Project Management / Visual Communication / Adobe Creative Suite / Insurance Advisory / Customer Needs Assessment / Sales Support / Creative Direction /

PROFESIONAL EXPERIENCE

Apple — Via Santa Fe, Mexico City

Creative | Creative Pro | Technical Specialist | Lead Genius | Lead Genius

August 2017 – June 2022

Delivered premium customer experiences at Apple, helping customers understand, use, and maximize Apple products according to their personal, professional, and business needs.

Led and supported technical service operations at Apple Store Via Santa Fe, including team coordination, customer guidance, internal communication, and training.

Key responsibilities and achievements:

* Led and supported a technical service team of approximately 30 people.

* Achieved an average 98% customer satisfaction rating, based on customer's evaluation of connection, understanding of needs, and guidance.

* Designed and delivered learning experiences for individual customers and corporate clients.

* Led and supported a multicultural Spanish Voice service team (Mexico, Canada and USA) to deliver best quality service during COVID-19.

* Supported internal communication design for store events, including Women@Apple, Accessibility at Apple and the store's fifth anniversary.

* Trained customers and team members on Apple tools, product use, accessibility, productivity, and creative applications.

* Developed a leadership style based on empathy, patience, clarity, service excellence, and team support.

VCT Life Consulting Agency / Planea tu futuro

Independent Insurance Consultant

2022 – Present

Advises individuals, families, and businesses on insurance solutions to protect their financial well-being, including life insurance, health insurance, medical coverage, property protection, and retirement planning.

Key responsibilities and achievements:

* Assesses client needs and recommend appropriate insurance solutions.

* Explains complex financial and insurance products in a clear, practical, and human way.

* Guides clients through applications, policy updates, claims support, and long-term planning.

* Builds trusted relationships with families and business clients.

* Recognized as Best Agent of the Agency in 2022, 2023, and 2025.

* Became an MDRT member in 2025, achieving annual sales above USD \$1 million.

Independent Designer

Graphic Designer | Brand Identity | Visual Communication Consultant

2010 – 2026

Provides visual identity, branding, illustration, communication strategy, and graphic design services for institutional, corporate, food and beverage, legal, retail, and entrepreneurial clients.

Selected Clients and Projects

Organisation for Economic Co-operation and Development — OECD, Paris

Independent Graphic Designer

2018 – Present 2026

Created visual identity and graphic design materials for OECD publications, panel programs, mainly focused on Latin America and the Caribbean.

Key contributions:

- * Designed institutional communication materials for international programs both in English and Spanish.
- * Adapted visual communication to multicultural and professional audiences.
- * Supported the communication of complex institutional content through clear and structured design.

Vinos Trasiego

Brand Identity and Graphic Design Consultant

2014 – Present 2026

Developed brand identity, visual communication, label design, illustration, and communication strategy for wine products and marketing materials.

Key contributions:

- * Created the brand, logo, and visual identity for the company's five main wine labels.
- * Designed digital and print communication materials.
- * Supported long-term brand consistency and customer-facing communication.

Additional Independent Design Projects

2010 – 2019

- * 2010- SEGOB: Visual identity and logo for institutional event of Mexico's Government Secretary.
- * 2011-2017 Camarones Sotavento : Graphic Design, Branding, website materials, brochures, and multiple communication pieces.
- * 2012-2014 Syrup Collective Agency: designed social media communication strategies and visual content for several brands.
- * 2016-2017 Leolab Agency: Illustrations for restaurant menus and wine labels.
- * 2017 MaxiConstruye: Logo design and graphic identity for construction materials business.
- * 2012 Comunicación Integral Carlos Salomón: Brochure design and visual communication materials.

Pásele Güero Rosticería

Co-Founder | Branding and Operations

January 2026 – Present

Partner in a local rotisserie business, responsible for branding, design materials, sales communication, and support in daily operations.

Key responsibilities:

- * Developed brand identity and communication materials.
- * Created visual assets for sales and local marketing.
- * Supports customer experience and operational coordination.
- * Participates in the development of a family-oriented local business.

Tierra de Ideas Agency

Account Manager at Tierra de ideas, Mexico City

February 2014 — February 2015

BTL Ad Agency, responsible for these Accounts: Cervecería Cuauhtemoc Moctezuma, Sephora, "Paramount Pictures.

Key responsibilities and achievements:

- * Build and maintain a strong relationship with customers
- * Effectively communicate customer needs to the Creative team to meet customers expectations in every project.

Learnings: Manage events, problem solving on the go and, project management

Abastecedora Lumen, S.A. de C.V. — Mexico City

Design | Communication | Marketing

February 2012 – February 2014

Responsible for the annual communication plan and adaptive quarterly strategies, overseeing the conceptual and graphic execution of brand materials.

Key achievements:

- * Helped position Lumen as a technology reseller.
- * Unified graphic communication across stores nationwide.
- * Shifted brand communication focus from price to customer experience and brand loyalty.