



## — Resume

# ALEJANDRO CERVANTES HERNÁNDEZ



Professional with +13 years of experience, specialized in the design of unique brands, with essence, strong concepts and their own personality. With experience in offset and digital printing processes, and a strong tendency towards the creation of user-friendly interfaces and experiences, based primarily on modes, frequencies and sequences of use. I have managed to develop skills for the implementation of my own web designs from scratch using WordPress and Elementor.

**SIMPLICITY, ORDER, BALANCE, STRIKING BUT ABOVE ALL FEASIBLE**

The difference is in the details, that is why dedication, teamwork and passion for design – and many cups of coffee – are my recipe for the development of each project.

## Tools

Corel Draw

Adobe Illustrator

Adobe Photoshop

Adobe Indesign

Adobe After Effects

Adobe XD

Figma

Sketchup | Vray

Html | CSS | Javascript

WordPress | Elementor

## Skills

Initiative	Communication
Creativity	Team motivation
Self-taught	Critical thinking
Decision making	Leadership
Teamwork	Versatility

## Idiomas

Native Spanish      Basic English

## RRSS

[www.linkedin.com/in/AleCervantesDC](https://www.linkedin.com/in/AleCervantesDC)

<https://www.behance.net/AleCervantesDC>

<https://www.instagram.com/AleCervantesDC/>

<https://www.pinterest.es/AleCervantesDC/>

## Contact

(+34)604 127 245

[hola@alecervantes.com](mailto:hola@alecervantes.com)

## Training

● Sep.2001 – Jun.2004 La Habana, CUBA.

### BACHELOR

Pre-university Institute of Exact Sciences (IPVCE) "Vladimir Ilich Lenin".

● Oct.2005 – Jul.2011 La Habana, CUBA.

### INFORMATIONAL DESIGN

Higher Institute of Design (ISDi). University of Havana, Cuba.

## Experience

● Oct.2011 – Ago.2012 La Habana, CUBA.

### MAGAZINE JUVENTUD TÉCNICA

GRAPHIC AND EDITORIAL DESIGNER

Design of the JUVENTUD TÉCNICA magazine and the books: PRACTICAL IDEAS and SCIENCE FICTION, carrying out the image change of the magazine, as well as the books, and the corporate image.

● Sep.2012 – Nov.2013 La Habana, CUBA.

### ASOCIACIÓN HERMANOS SAÍZ (AHS)

GRAPHIC, EDITORIAL AND AUDIOVISUAL DESIGNER

Design of the AHS newspaper announcing competitions and scholarships, design of a series of posters for the associated artists, creation of audiovisual clips for the AHS television program, as well as the spot for the 26th anniversary of the AHS.

● Dic.2013 – Feb.2016 La Habana, CUBA.

### AZCUBA | ESAZUCAR - UEB GRÁFICA, CTC

HEAD OF DESIGN, PRE-PRINTING AND DIGITAL PRINTING

Management, Support, Monitoring, Design and Production of all the company's graphic pieces, as well as third-party orders with 4-18 people under my charge.

● Abr.2016 – Jul.2019 La Habana, CUBA.

### PLEI.STUDIO

CREATIVE DIRECTOR

Graphic Solutions Design and Production Studio-Workshop. With 10 people under my charge, we carried out everything from the conceptualization of the project to its implementation, doing work for very important clients within the country such as: GECOMEX (Business Group of Foreign Trade), Leo Brouwer Office, Nelson Domínguez (artist of the Plastic Arts), among others.

● Ago.2019 – Mar.2023 Barcelona, Cataluña, ESPAÑA.

### DUNISSE BUSINESS

CREATIVE DIRECTOR

Design of the image and creative structure, website, e-commerce, branding and other graphic applications for the group and its clients. With 3 people under my supervision.

● Abr.2023 – Actualidad Miami, EEUU.

### ADD CREATIVO

CREATIVE DIRECTOR

Conceptualization, coordination, supervision of the different projects ensuring coherence, relevance and quality, guaranteeing timely deliveries and efficient solutions. Support in various areas such as branding, advertising, editorial design, packaging, user interface design (UI) and WordPress web design and development, offering comprehensive and creative solutions from the initial concept to the final implementation.