

José Manuel Castro Avitia

Graphic Designer and Web Designer



Reynosa, MX

CONTACT



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EDUCATION

Bachelor's Degree in Graphic Design

Universidad Autonoma
de Tamaulipas

2020 - 2023

KEY SKILLS

Design Tools: Adobe Photoshop, Illustrator, InDesign.

Motion Design: After Effects.

Web & Platforms: Wordpress, UI/UX Design, CSS, HTML, WooCommerce, Microsoft Office

Creative Specialties: Branding, Web Design, UI/UX, Advertising, Animation, AR Filters, AI-generated imagery

Languages: English (Intermediate), Spanish (Native)

Professional Summary

Creative **Graphic & Web Designer** with **over 10 years of experience** delivering branding, digital marketing, and interactive design solutions across the U.S. and Latin America. Skilled in building modern websites, designing impactful visuals, and developing engaging multimedia campaigns. Adept at collaborating with diverse clients and industries to boost visibility, customer engagement, and business growth.

PROFESSIONAL EXPERIENCE

FREELANCE GRAPHIC DESIGNER

USA, México, Chile, Colombia | 2016 (Part time) - Present (Full Time)

Designed and developed websites, branding, and marketing assets for multiple clients, including:

- **El Chin Chin (McAllen, TX):** Corporate identity and Website design.
- **Lazo (McAllen, TX):** Branding, Website Design and Business Cards.
- **Payne Autogroup (Weslaco, TX):** Social media, email blasts, web banners.
- **Remake Beauty Studio (Edinburg, TX):** Websites, flyers and social media design.
- **Chicken Salad Factory (McAllen, TX):** Advertising visuals.

Delivered customized design solutions for over 50 clients during 10+ years of freelance work.

GLITCH CREATIVE LABS — GRAPHIC DESIGNER

McAllen, TX | 2014 - 2017 (Full Time)

At Glitch Creative Labs, I worked as a graphic designer creating visual concepts and marketing materials for a wide range of clients across industries. My role involved developing branding assets, social media content, and digital campaigns that helped businesses strengthen their visual identity and connect with their audiences.

I collaborated closely with the creative team to ensure design consistency and deliver projects under tight deadlines, gaining valuable experience in fast-paced agency work and multi-brand design management.

GRAPHIC DESIGNER - TREVIÑO REFACCIONES

Reynosa, Tamaulipas, México | 2012 - 2014 (Full Time)

- Developed the entire visual identity, including logo design, brand guidelines, and monthly promotional campaigns.
- Designed advertising materials, posters, and digital graphics to enhance customer engagement.
- Supported marketing efforts with consistent and impactful brand visuals.