Dannia Ardiles

SENIOR GRAPHIC DESIGNER

CONTACT

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ABOUT

I'm Dannia, a designer with over 8 years of experience and specialized training in typography, UX design, and branding. Currently, I hold the position of Senior Designer, focusing on brand projects and web design with a UX approach.

I believe that design is a tool that enables us to communicate in infinite ways, and understanding the context is key to a successful project.

PROFESSIONAL EXPERIENCE

Senior Designer
Hey Diseño I 2021 - Present

Responsible for high-complexity projects, leading the development, execution, and full project management. Specialized in branding, packaging, and web design.

Graphic Designer
Correa Lorenz I 2019 - 2021

Approached design from a business perspective, ensuring coherence across corporate and web areas, handling projects from conception to delivery.

Graphic Designer
Ladevi Medios y Soluciones I 2015 - 2019

Specialized in editorial design, liaising with printing companies, overseeing graphic aspects within the company, collaboration with the journalism team and sales department.

OTHER EXPERIENCE

Creative Director
Daniaardiles.cl I 2015 - 2023

Graphic Designer
Pares & Álvarez, Ingeniería I 2021 - 2022
Diprojects, Diseño y Publicidad I 2017
Back Producciones I 2013

Internship
Museo Marítimo Nacional I 2011 - 2012
Escaneográfica I 2011

LANGUAGES

Spanish: Native
English: Basic - Intermediate

SOFTWARE

Advanced:
Adobe Suite 2023: Illustrator - Photoshop - InDesign

Intermediate:
Figma - Wordpress - Elementor

Basic:
HTML/CSS - Autocad - Glyphs - Webflow

Other:
Office - Mac OS X - Wacom - After Effects

EDUCATION AND TRAINING

Diseño Gráfico
Duoc UC, Viña del Mar ❘ 2008 - 2012

Postgraduate Studies

Branding
Pontificia Universidad Católica de Chile ❘ 2023

Postgraduate in Branding, Brand Value Creation

UX Design
Pontificia Universidad Católica de Chile ❘ 2022

Postgraduate in Strategies and Digital Experiences through Design

Typography
Universidad de Chile ❘ 2016 - 1017

Postgraduate in Typography

COURSES AND WORKSHOPS

Gesture calligraphy
Marcela Aguilera y Silvia Cordero ❘ 2019 - 2022

Interface design for websites and applications
Francisco Aguilera ❘ 2021

WordPress Web Design
Academia Adity ❘ 2020

Introduction to Responsive Web Development with HTML and CSS
Javier Usobiaga ❘ 2020

AutoCAD Architectural Drawing
CDC Academia ❘ 2020

HTML and CSS
Inconsciente Colectivo ❘ 2014