

# Jean Franco Berrios Bachoir

## Graphic & Visual Designer

### Contact

**Mobile:**  
+61 424 907 302

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**Website:**  
www.jfberrios.com

### Skills

Creativity

Communication

Attention to details

Time management

Collaboration

Adaptability

### Reference

#### Gabriel Pizarro

Head of Creative Services for Herbalife Nutrition Central and South America

**Phone:** +51 991033052  
**Email:** gabriel80@gmail.com

#### Guillermo Diaz

Graphic Designer for Herbalife Nutrition Central and South America

**Phone:** +51 955784843  
**Email:** guillermo.rdv@hotmail.com

### Experience

#### Senior Designer



#### Herbalife Nutrition (South & Central America)

**Years:**

Jul. 2018 - Jan. 2023

**Website:**

www.herbalife.com.pe

**Responsibilities:**

- Design and advertising for social networks: Banners, Post and Mailings.
- Design of Flyers, Posters, Merchandising, Panels, and Backings for Scenarios.
- Creation of promotional videos for the launch of new products and regional events.
- Adaptation of pieces sent from abroad for regional use.
- Coordinate with the client the transfer of information and material.
- Supervise the direction and management of audiovisual equipment in brand events.
- Make use of audiovisual equipment to generate content.

#### Senior Digital Designer



#### Nodos Digital

**Years:**

Jul. 2016 - Nov. 2017

**Website:**

www.nodos.pe

**Responsibilities:**

- Responsible for social and web design.
- Design creative pieces for the development and management of new content for the brand.
- Design and advertising for social networks: Banners, Mailing, Post and Landings.

#### Web Designer



#### LIQUID

**Years:**

Feb. 2014 - Nov. 2017

**Website:**

www.meetliquid.com

**Responsibilities:**

- Teamwork with the design area for the Claro Peru account.
- Development of design and advertising for social networks: Banners, Mailing, Post.
- Management of internal pages within the web Claro.com.pe.
- Develop landings together with the UX team for equipment within the Claro platform.
- Design creative graphic pieces in case of bidding for the agency.

#### Digital Designer



#### Ingenia

**Years:**

Dic. 2012 - Jan. 2014

**Website:**

www.ingenia peru.com

**Responsibilities:**

- Responsible for the design in social and web networks for the Coniferu product line.
- Design creative graphic pieces for agency bids.
- Create digital interactive games along with the creative team for required brand campaigns..

## Software Skills

**Adobe Photoshop** (Advance)

**Adobe Illustrator** (Advance)

**Adobe Premier** (Advance)

**Adobe After Effects** (intermediate)

## Certifications

**LinkedIn Sales Navigator**

**Google AdWords Essential**

**Google Analytics Essential**

**Seo Basics**

**E - Commerce Basics**

**Social Media Advertising**

## Education

### Diploma



### Peruvian University of Applied Sciences

#### Years:

2015 - 2016

#### Website:

[www.preprado.upc.edu.pe](http://www.preprado.upc.edu.pe)

#### Courses:

- From Traditional Marketing to Digital Marketing
- Seo, Sem and Content Marketing
- E - Commerce
- Gamification
- Digital Analytics
- New Consumer Psychology
- User Experience
- Mobile Marketing
- Marketing Plan and Digital Strategies
- Communication and Branding in the Digital Environment
- Social Media and Digital Media Planning
- Reputation and Crisis Management

### Executive Specialization



### ESAN University

#### Years:

2015 - 2015

#### Website:

[www.ue.edu.pe](http://www.ue.edu.pe)

#### Courses:

- Integrated marketing planning
- Marketing 2.0

### Bachelor Degree



### Peruvian Institute of Advertising

#### Years:

2008 - 2012

#### Website:

[www.ipp.edu.pe](http://www.ipp.edu.pe)

#### Courses:

- Advertising Agencies and Companies.
- Companies of Visual Communication, Art and Graphic Design.
- Written and audiovisual media.
- Computer Graphics Services and Multi-image Presentations.
- Departments specialized in Packaging Design.
- Editorials.
- Photographic Studies.
- Printers companies.
- Pre-Press.

### Program



### Sise Institute

#### Years:

2008

#### Website:

[www.instituto.sise.edu.pe](http://www.instituto.sise.edu.pe)

#### Courses:

- Adobe Photoshop
- Adobe Illustrator.