

Álvaro Garza Ríos

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Multidisciplinary Designer and Visual Artist from Mexico, now based in Barcelona, specializing in crafting engaging and impactful visual experiences. Passionate about concept development and new technologies, I seamlessly blend artistic expression with technical expertise to bring innovative ideas to life across digital and analog mediums.

Languages: Spanish (Native) / English (Fluent) / German (Beginner)
Strengths: Detail oriented / Creative thinker / Collaborative team-worker / Passionate learner / Tech enthusiast
Technologies: Adobe CC / Figma / SolidWorks / Blender / HTML / CSS / Javascript / p5.js
Skills: Concept development / Visual communication / UI—UX and prototyping / Creative coding / Project management / New and generative media / Web design and development / Print and analog

WORK EXPERIENCE

Senior Designer @ Direct Technology (New York, USA) 2022 - present

work in technology company specialized in the development of B2B solutions in the form of apps and services, with responsibilities that include, design and development of websites, wireframing, product design, ads and digital design, among other tasks.

Graphic Designer @ The Skin Deep (New York, USA) 2021 - 2022

job in emmy-award winning creative studio, my work including: design and launch of physical and digital products, advertising, social media content, project management, editorial publications, development of newsletters, creation of merchandise, prepress, and relations with suppliers.

Freelance Designer 2019 - 2021

self-employment with focus on brand creation and development for a variety of clients in different sectors and with unique needs, offering services including, but not limited to: naming, branding and visual guidelines, product packaging, advertising and social media content, interface and web design.

Graphic Designer @ Zoo Inc. (Guadalajara, Mexico) 2018 - 2019

job in national marketing & advertising agency specialized in the agricultural sector, with responsibilities including: visual guidelines, brand development and management, social media content, product packaging (including montages and mockups), web design, and prototyping.

Jr. Designer @ Grupo Ambea (Guadalajara, Mexico) 2013 - 2015

job in national corporation with focus on the entertainment and hospitality sector, my main tasks being: development and execution of advertising campaigns, photo montage and editing, social media content, operational designs, promotional items and product ideation.

EDUCATION

Master of Arts, Digital Communication Environments

University of Applied Sciences and Arts Northwestern Switzerland, FHNW
2022 - 2024 / Basel, Switzerland

Bachelor of Design (Licenciatura en Diseño)

Western Institute of Technology and Higher Education, ITESO
2013 - 2018 / Guadalajara, Mexico

User Experience Design, Bootcamp
Innovation Design Engineering, 2 years

General Assembly (Chicago, USA) / 2019
Universidad Panamericana (Guadalajara, Mexico) / 2011 - 2013