Jorge Aparicio Aguilar

Design Coordinator | Senior Brand & Visual Designer
→ multi-brand identity systems
→ AI-augmented design



Senior brand and visual designer with 14 years of experience and a background in Industrial Design. I coordinate design for an ecosystem of 9 insurance, reinsurance and technology brands, working with teams in Mexico, the United States, Spain, the United Kingdom and the Middle East.

CONTACT

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Guadalajara, Jalisco, Mexico · Remote (preferred)

Open to hybrid or relocation

CORE SKILLS

- Branding
- Art direction
- Executive presentations
- Motion and video
- Generative AI
- Print
- Coordination
- Technical design

Experience

Design Coordinator · Blue Capital

Sep 2022 – present · Remote / Mexico City · Insurance, reinsurance and AI company builder

- Coordinate the visual identity of Blue Capital, Dynamic Reinsurance, LifeFlex Re, MRS, Alya, BethaSZ, ERA and Yellowstone, and design pieces for Rocket Code within its brand identity.
- Created the Yellowstone and Alya identities from scratch, and The Vault's from the Blue Capital concept. Redesigned the Blue Capital logo with the CEO and brand team, and directed the external agency on the current Dynamic Re, MRS, LifeFlex, BethaSZ and ERA logos.
- Design sales and corporate presentations for executive leadership and stakeholders, in Spanish and English.
- Produce campaigns and content for LinkedIn and Instagram, internal communications, brochures and print.
- Lead visual design for corporate events: Formula 1 experiences in Mexico City (2022 and 2024), year-end events and The Vault. Videos, promotional pieces and large-format murals.
- Edit video and motion graphics for digital content and the corporate podcast.
- With the Brand team, refined and finished the AI images and usage sheet for Astro, the brand mascot.
- Automated birthday announcements for all 9 brands with AI: HR produces on-brand pieces for social and screens, in Spanish and English, with no design skills.
- Coordinate 2 junior designers and external agencies, ensuring brand consistency in every deliverable.
- Work with teams in Mexico, the US, Spain, the UK and Dubai (MENA); handle confidential financial information.

Document & Report Designer · Solución Factible

2017 – present (concurrent) · Remote · SAT-authorized e-invoicing certification provider (PAC)

- Design electronic invoice templates for 500+ companies in Mexico and abroad.
- Build dynamic reports in JasperReports / iReport using Java expressions, subreports and data sources to generate PDFs.

TOOLS

Design
Adobe Illustrator, Photoshop, InDesign, Figma, Adobe Express

Motion and video
After Effects, Premiere Pro, DaVinci Resolve, CapCut

Generative AI
ChatGPT, Claude, Midjourney, Adobe Firefly, Leonardo.ai, Higgsfield, Runway, ElevenLabs

Presentations
PowerPoint, Keynote, Google Slides

Web and data
HTML, basic JavaScript, Dreamweaver, JasperReports / iReport, Cloudflare, GitHub

3D
3ds Max, SolidWorks, AutoCAD, SketchUp, KeyShot

Management
Asana, Notion, Slack, Microsoft 365, Teams, Redmine

LANGUAGES

Spanish: native · English: advanced (professional reading and writing, fluent conversation)

EDUCATION

B.A. in Industrial Design
Universidad Autónoma de Guadalajara, 2011 – 2014. Licensed professional (cédula profesional).

Specialization in Manufacturing Systems
Universidad Autónoma de Guadalajara, 2014 – 2016.

Resonate®: storytelling and narrative structure
Duarte, Inc., 2024.

Social Media Marketing Professional Certificate
Meta / Coursera, 2022.

Process Improvement Program (CMMI DEV ML3)
Qualtop Group, 2019.

Founder & Creative Director · Arte Gráfico

2021 – 2023 · Guadalajara · Branding and social media studio

- Served 35+ clients, mainly small businesses and entrepreneurs, acquired through my own Facebook campaigns and content.
- Delivered up to 3 brand identities per month, plus social media content and management.
- Blue Capital hired me on a design retainer for its Formula 1 experience in Mexico City (2021) and later brought me on as an employee.
- Created service packages, quotes and retainer contracts; coordinated freelance community managers.

Earlier experience

Artex — Industrial Designer, 2016 – 2017. High-end furniture design, CNC cutting programming, production drawings and assembly instructions.

IRSI Refrigeración — Graphic & Industrial Designer, 2015 – 2016. Led the design area: corporate identity, brand manual, catalog, product photography and website.

Puffland — Industrial Designer, 2013 – 2015. Children's furniture and textiles under Disney, Marvel, Pixar and Universal licenses, from prototype to retail product.

Diversiones Galex — Graphic Designer (part-time), 2013 – 2014. Product photography, catalogs and promotional content.

Mazda Galerías — Graphic Designer, 2012 – 2013. Built the design area: campaigns, large format, email marketing, monthly magazine and web banners.

Founder · Kosmos Branding (kosmosbranding.com)

2026 – present · Premium branding studio, pre-launch

- Developed 7 self-initiated concept cases: strategy, logo, graphic system, art direction and applications produced with generative AI.
- Built the studio's interactive brandbook and website, deployed on Cloudflare.

SELECTED WORK











