



**Tania  
Gonzalez**

Marketing Specialist &  
UX/UI Designer




# Hello

I'm a Marketing Specialist and UX/UI Designer with over six years of experience in digital communications, merging strategy with usability — focusing on creating strategies that connect people, brands, and business goals.

[Resume](#)[Portfolio](#)

With a background in corporate communications and graphic design, I have developed brand identities, digital platforms, and marketing campaigns for international technology companies and startups. My work focuses on creating consistent, engaging, and results-driven communications that strengthen both internal alignment and external visibility.


# My Skillset



Illustrator

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PROFICIENT



Photoshop

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PROFICIENT



Figma

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PROFICIENT



MailChimp

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PROFICIENT



Outlook

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PROFICIENT



PowerPoint

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SPECIALIZED



SharePoint

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PROFICIENT



PowerApps

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FAMILIAR



PowerAutomate

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FAMILIAR



PowerBI

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FAMILIAR





# Digital Marketing Portfolio

## Corporate Marketing & Communications

Comms Portal

Internal communications portal design, development, and administration.

2025






Toolkit:    

Discover More

Team Identity

Brand identity & communication strategy development and implementation.

2024 - 2025





Toolkit:     

Discover More

Distributor Campaigns

Design, implementation, and evaluation of distributor communications and trainings.

2021 - 2023





Toolkit:    

Discover More

Partner Onboarding

Development of interactive guides to facilitate the partner onboarding process.

2020

Toolkit:    




Discover More

## Independent Marketing Collaborations

Pawn Pros

Brand identity definition and seamlessly digital integration into a user-friendly website.

2024




Toolkit:   

Discover More

Saav Dev

Brand identity definition, Market research, and user-friendly web portal design.

2023

Toolkit:   

Discover More



# Internal Communications Portal Creation and Implementation.

Internal team required a centralized space to share updates, campaigns, and resources with more than 100 stakeholders. Existing channels were fragmented, making it difficult to ensure timely communication.

### My Role:

Portal design and development, content architecture and navigation, visual branding and templates, implementation.



### Objective 1

Create a centralized hub for internal communications and dashboards visualization.

### Objective 2

Ensure brand consistency and professional presentation of information.

### Objective 3

Improve stakeholder visibility and engagement with key updates.

### Objective 4

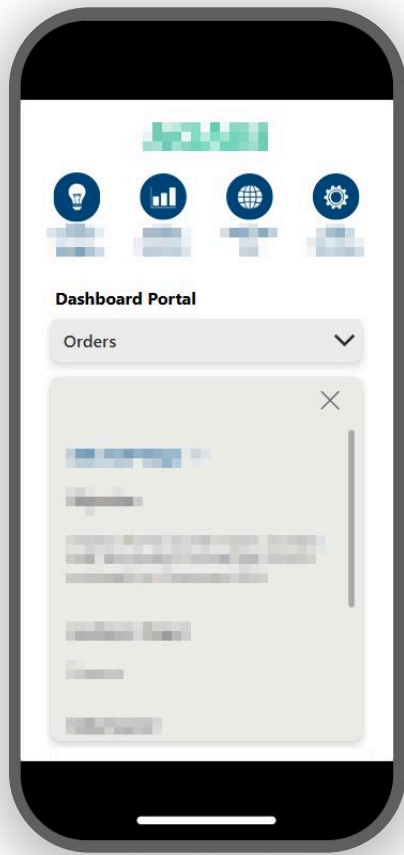
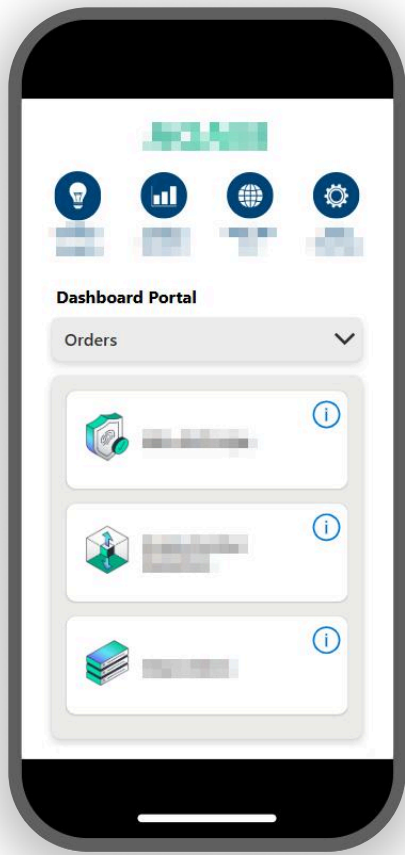
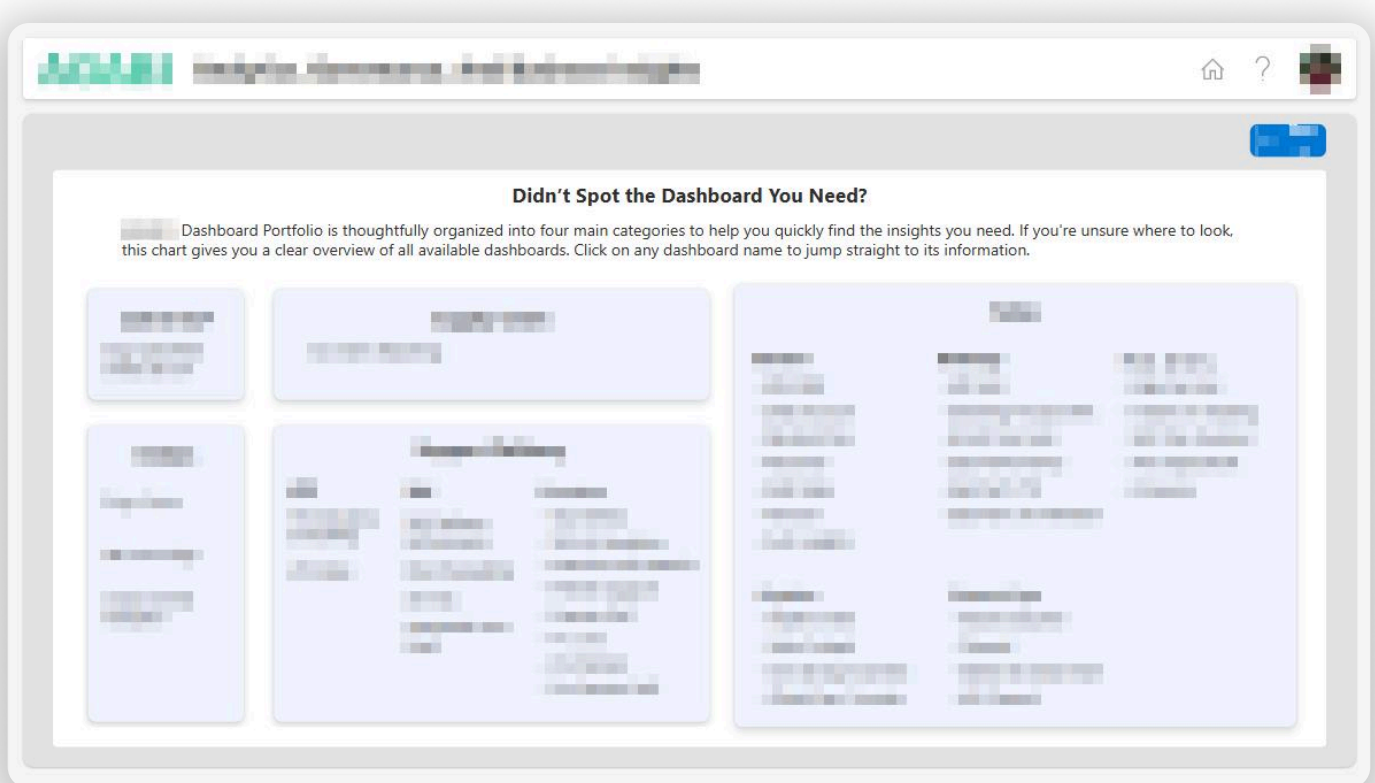
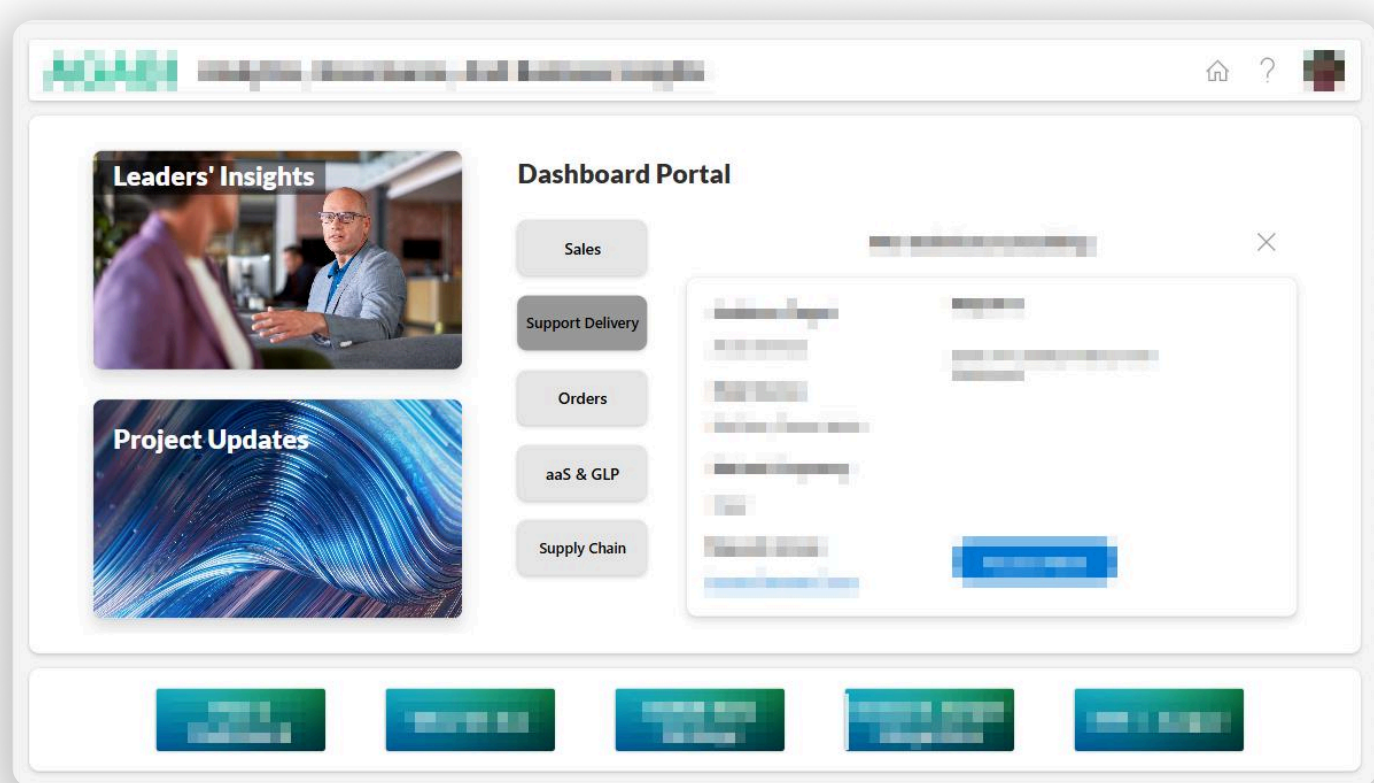
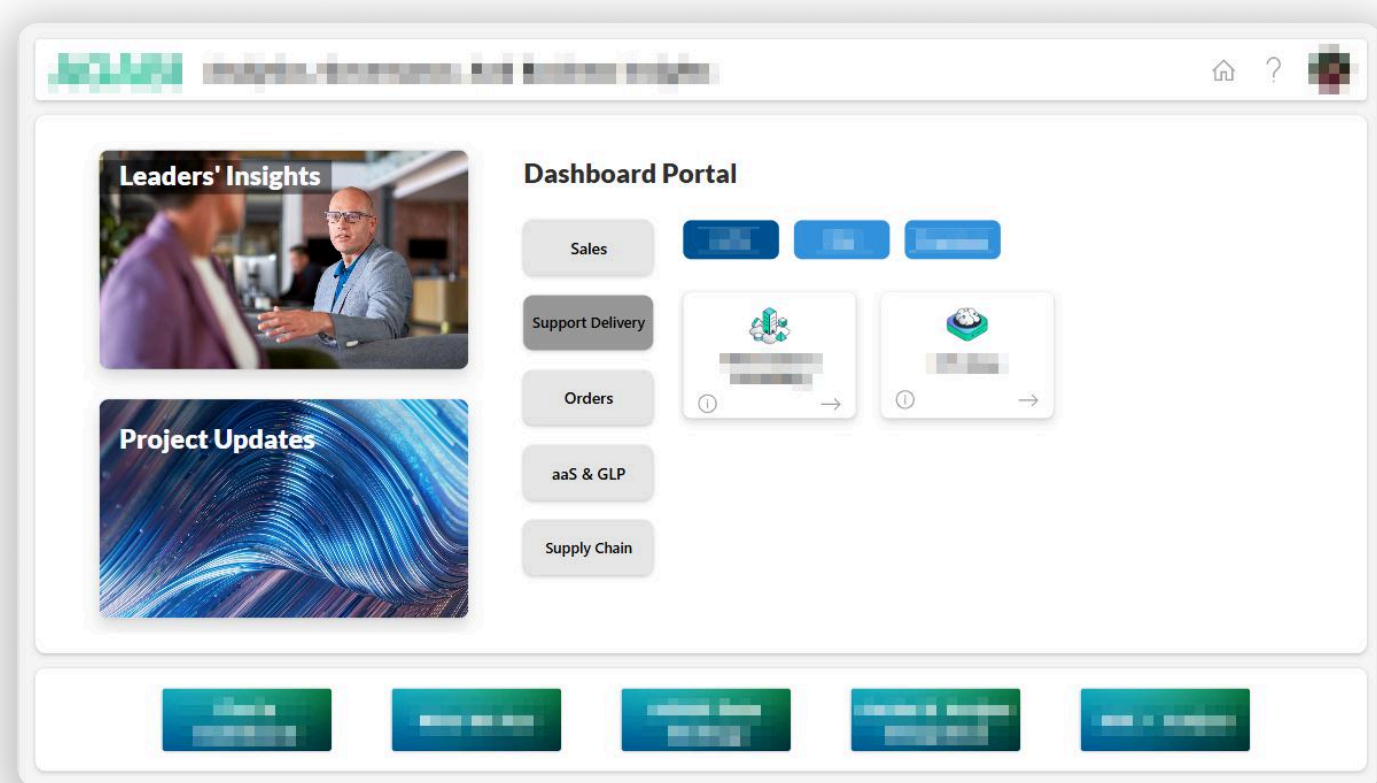
Provide templates and visual guidelines for future scalability.

### Process ( What I did):

- Stakeholder research and content flow mapping.
- Portal layout design for clarity and easy navigation.
- Branding elements integration for alignment with corporate identity.
- PowerPoint decks and visual guidelines for consistent use.
- Developed the portal using PowerApps, PowerAutomate and Sharepoint.
- Implemented feedback loops to optimize usability and adoption.

### Results/ Impact:

- Fully functional internal communications hub accessible to 100+ stakeholders.
- Improved clarity and accessibility to key resources by 40%
- Strengthened brand consistency across newsletters, dashboards, and internal updates.
- Provided a scalable model for future communication platforms within the organization.





# Team Identity Definition and Brand Implementation.

An internal enterprise team required a cohesive brand identity to unify its communication, strengthen visibility, and ensure consistency across digital platforms and presentations.

## My Role:

Brand identity design, Development of communication assets, Implementation and training for adoption.



## Objective 1

Create a clear and professional brand identity for the team.

## Objective 2

Ensure consistent use of branding across different communication channels.

## Objective 3

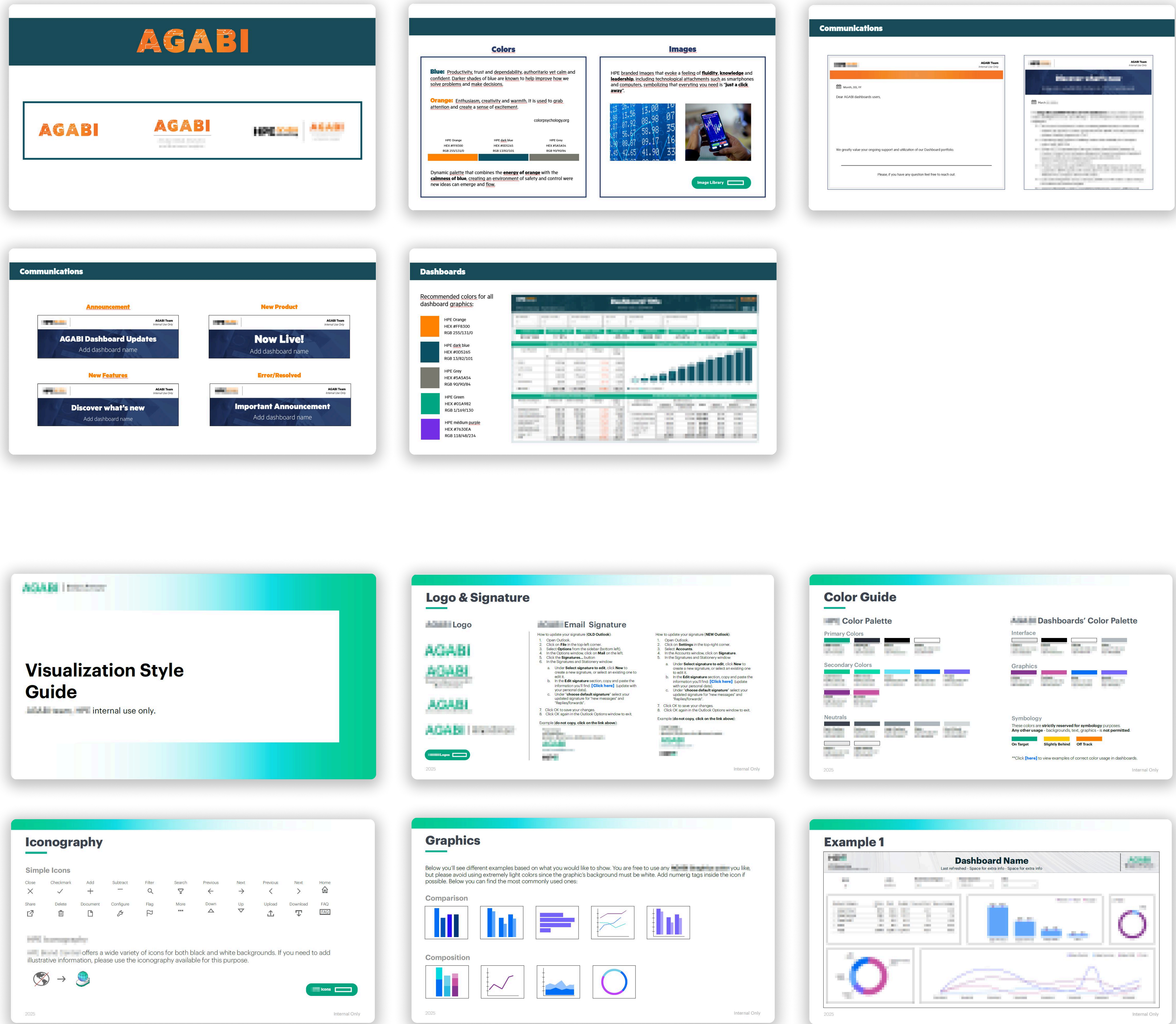
Enhance recognition and engagement with internal stakeholders.

## Process ( What I did):

- Conducted research on existing materials and team needs.
- Designed the logo and visual system (colors, typography, icons).
- Developed a brand manual for consistency.
- Created templates for PowerPoint and Power BI.
- Designed Email Signatures, newsletters, and visual guidelines for communications.
- Supported implementation and provided guidance for daily use.
- As the team evolved, I adapted all visual assets to ensure visual consistency.

## Results/ Impact:

- Delivered a comprehensive identity package adopted across all communication channels.
- Increased stakeholder recognition and team visibility with 100+ internal users
- Improved consistency and reduced time spent creating materials by providing ready-to-use templates.





# Distributor Campaign Creation, Execution and Monitoring.

Distributors required communication campaigns to reach end customers, but the raw content they provided was often unstructured, and off-branding. This created inconsistencies in customer-facing communications and limited engagement potential.

### My Role:

On-brand templates design and development, adapted distributor content into concise, engaging and user-friendly copy, Managed and tracked weekly campaign implementation through Mailchimp.



### Objective 1

Transform distributor-provided content into clear, visually appealing, on-brand campaigns.

### Objective 2

Improve customer engagement through digestible and user-friendly templates.

### Objective 3

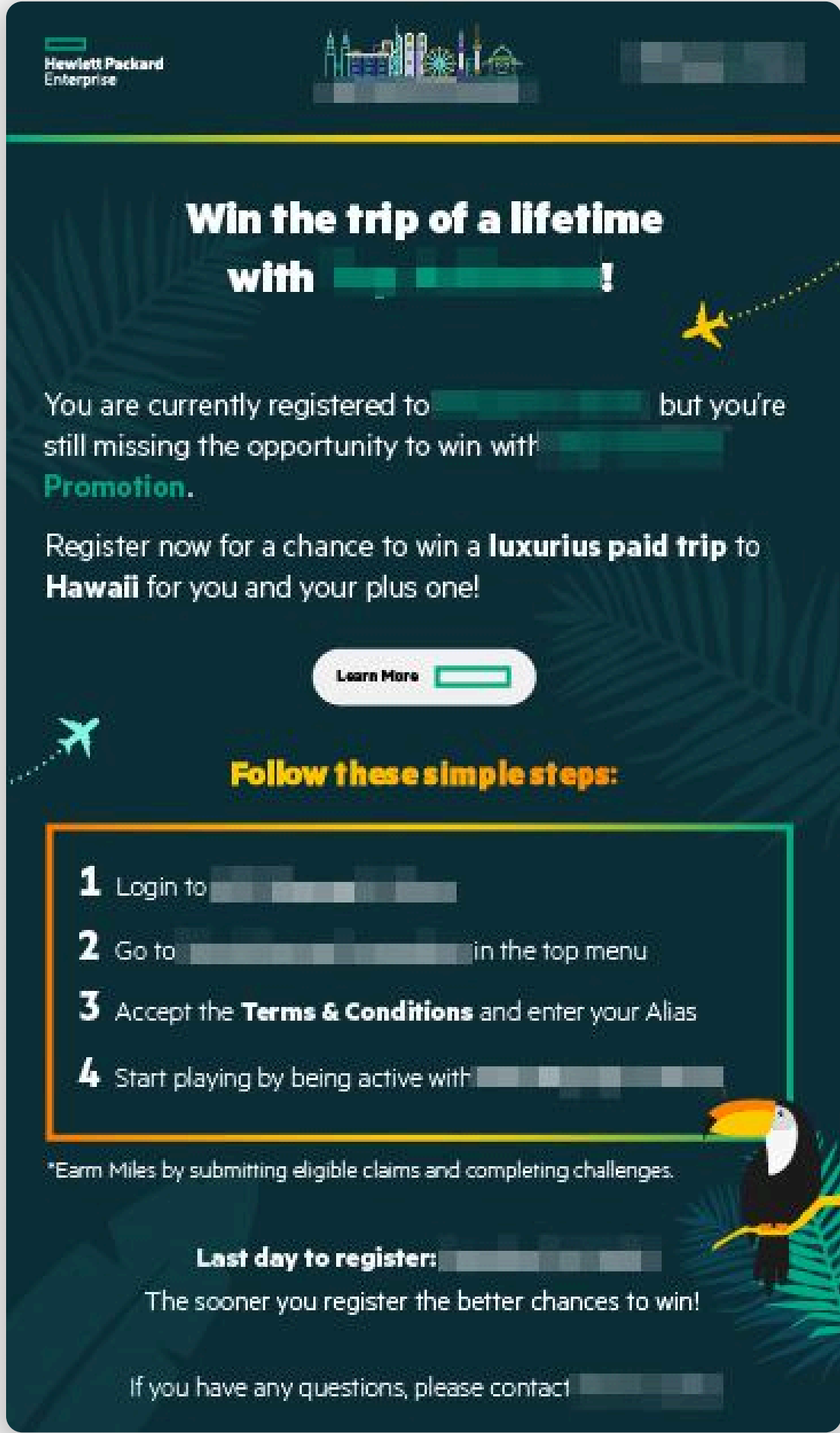
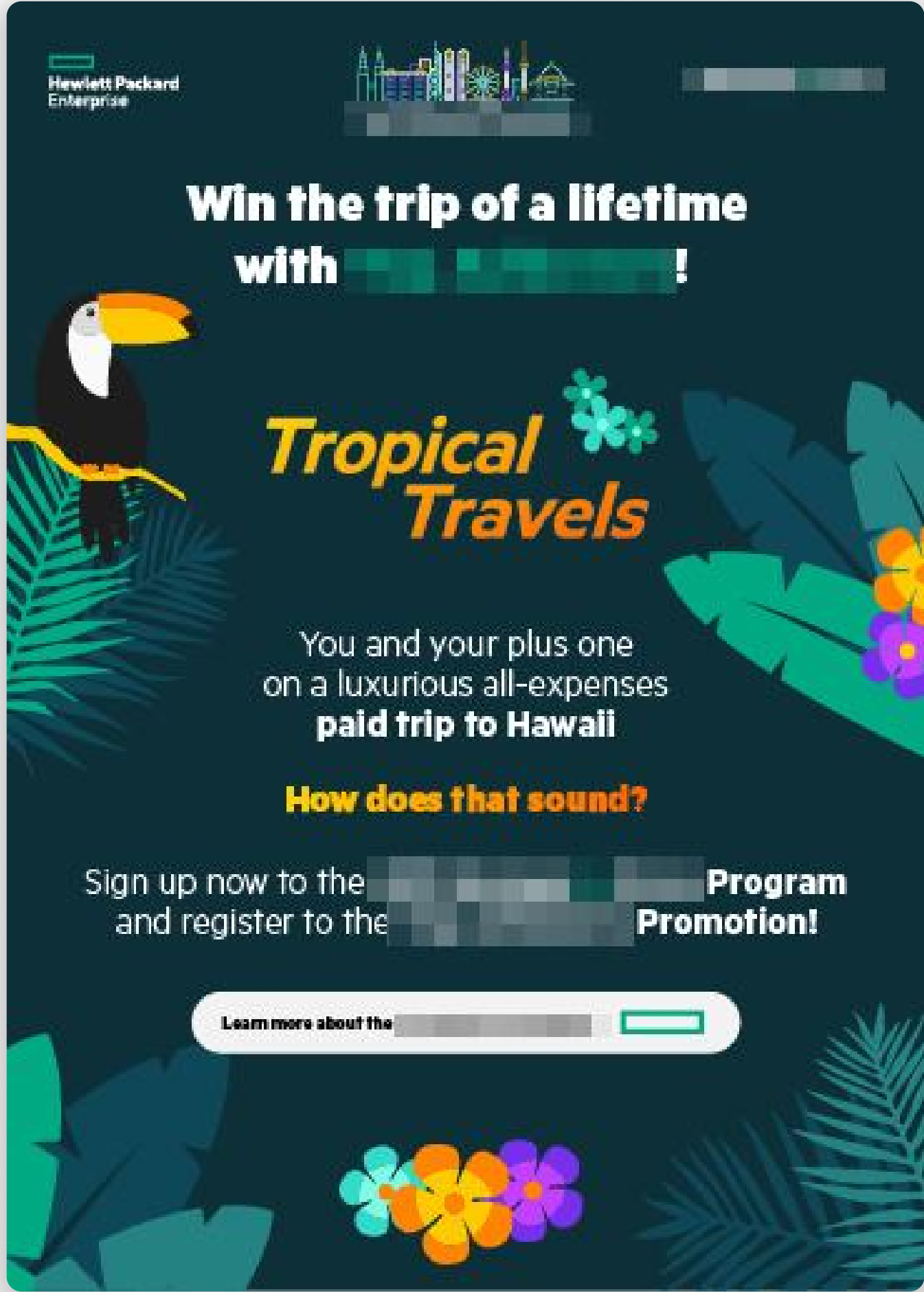
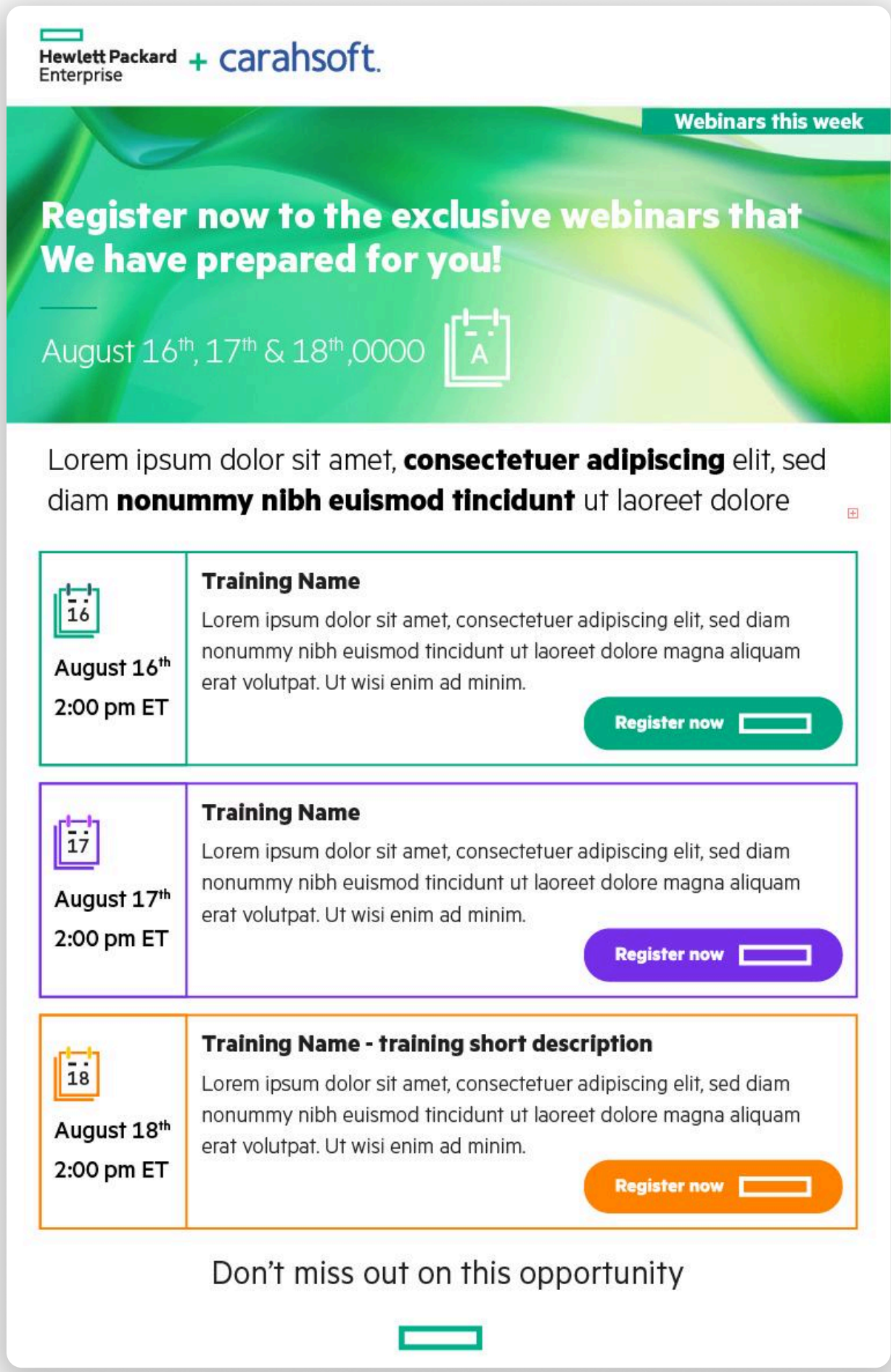
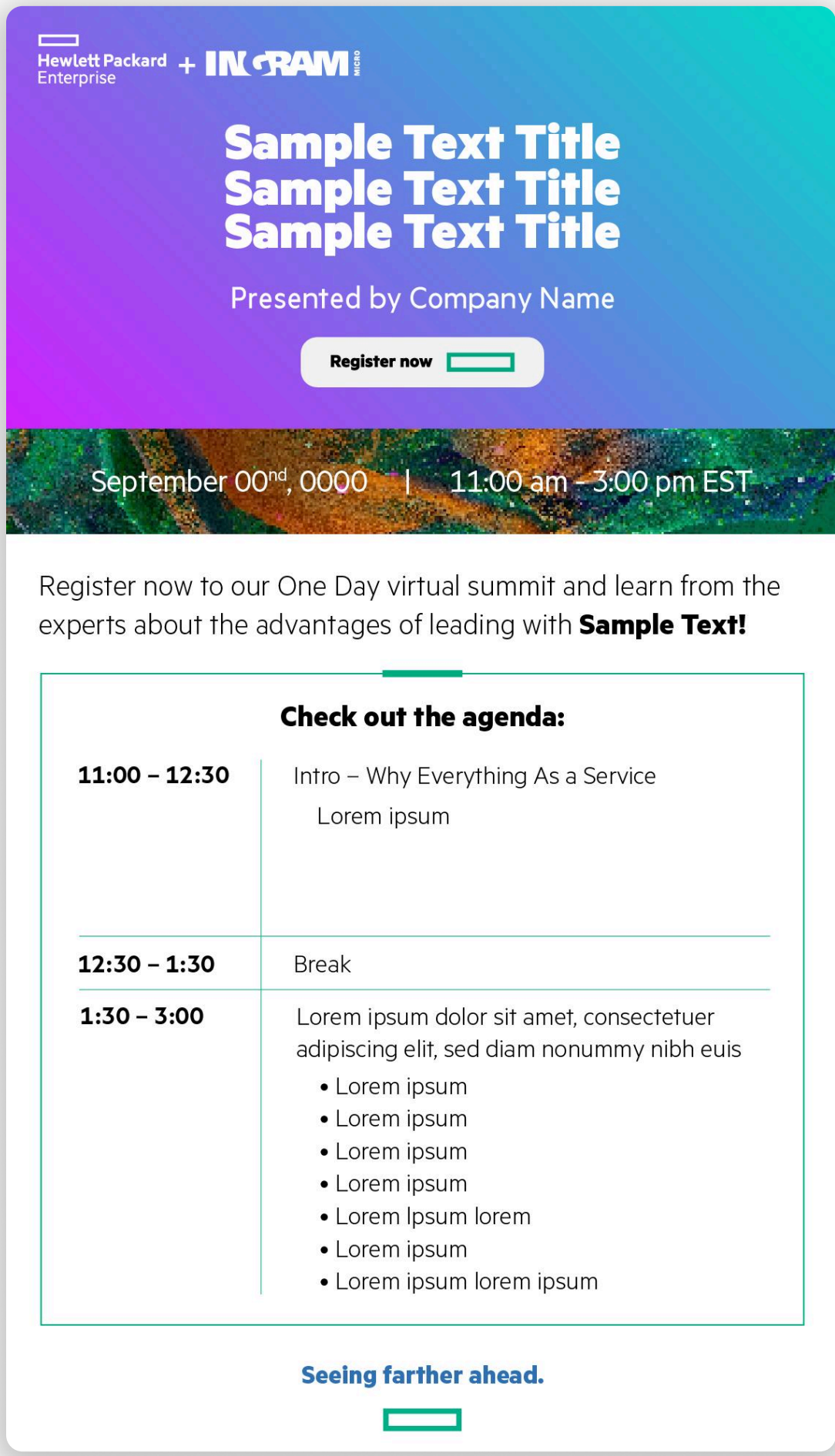
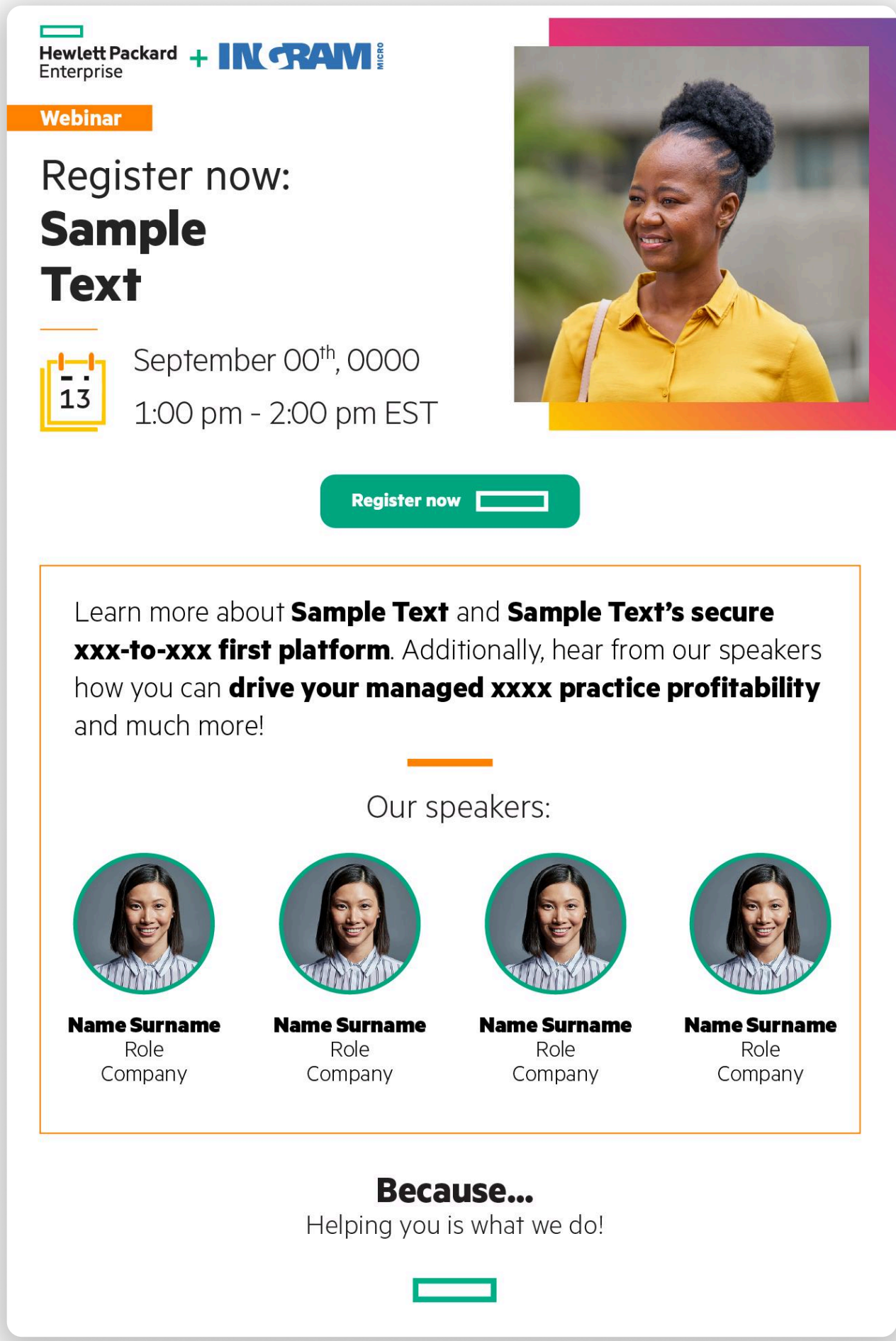
Track and analyze performance to continuously optimize campaigns.

### Process ( What I did):

- Collected weekly content from distributors and restructured into clear, visually engaging messages.
- Designed templates consistent with brand guidelines.
- Deployed weekly campaigns using Mailchimp, applying audience segmentation and personalization.
- Tracked and analyzed engagement metrics such as open rates and click-through rates.
- Adjusted future campaigns based on insights to improve performance.

### Results/ Impact:

- Delivered weekly branded campaigns that streamlined distributor communication with customers.
- Increased open rates and compared to previous non-standardized materials.
- Enhanced brand consistency across distributor communications.
- Reduced campaign preparation time through the use of standardized templates.





# Partner Onboarding Guides and Resource Development.

New partners needed clear onboarding materials to understand internal processes, tools, and distributor dynamics. To support these efforts, the onboarding team required visual resources to guide their conversations effectively.

### My Role:

On-brand templates design and development, adapted distributor content into concise, engaging and user-friendly copy, Managed and tracked weekly campaign implementation through Mailchimp.



### Objective 1

Create interactive onboarding guides to streamline the partner integration process.

### Objective 2

Provide clear documentation on processes, tools, and resources available to partners.

### Objective 3

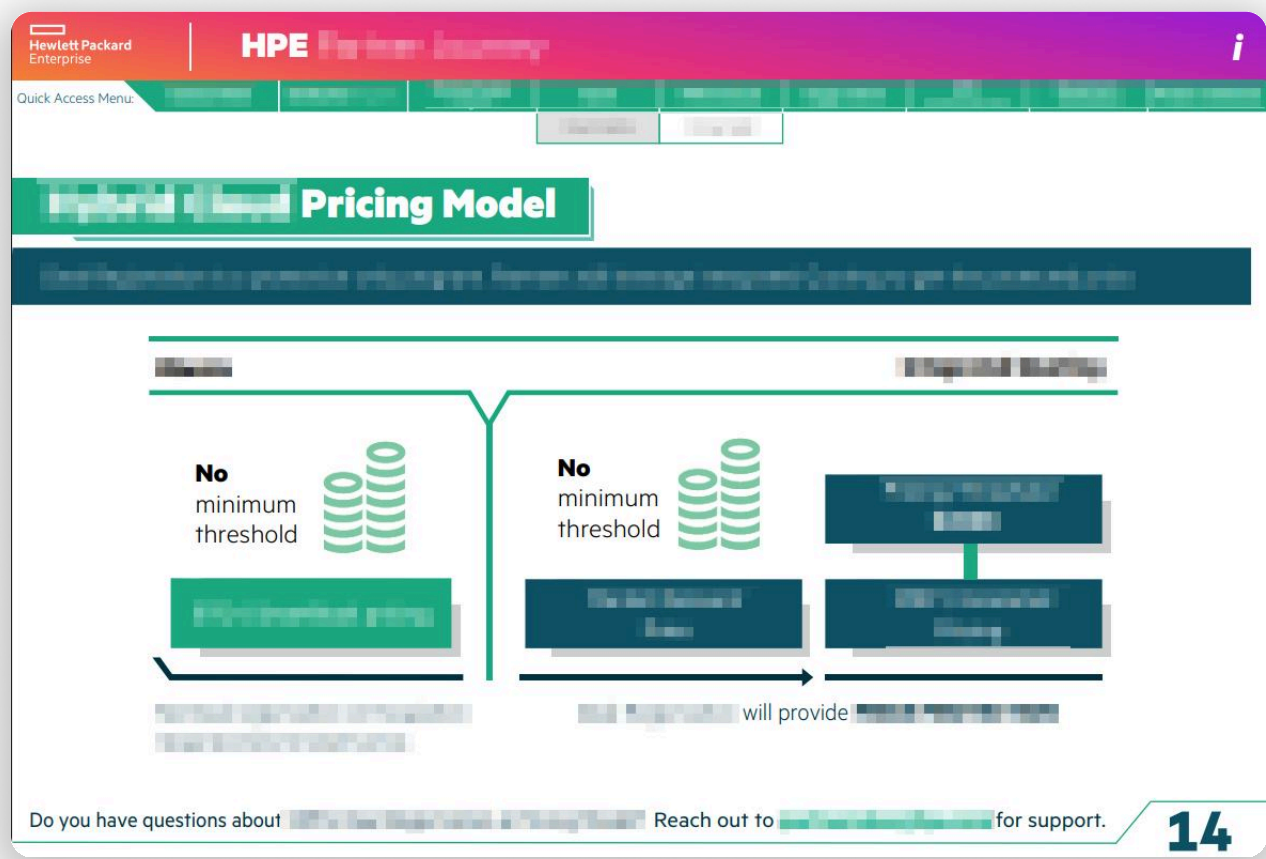
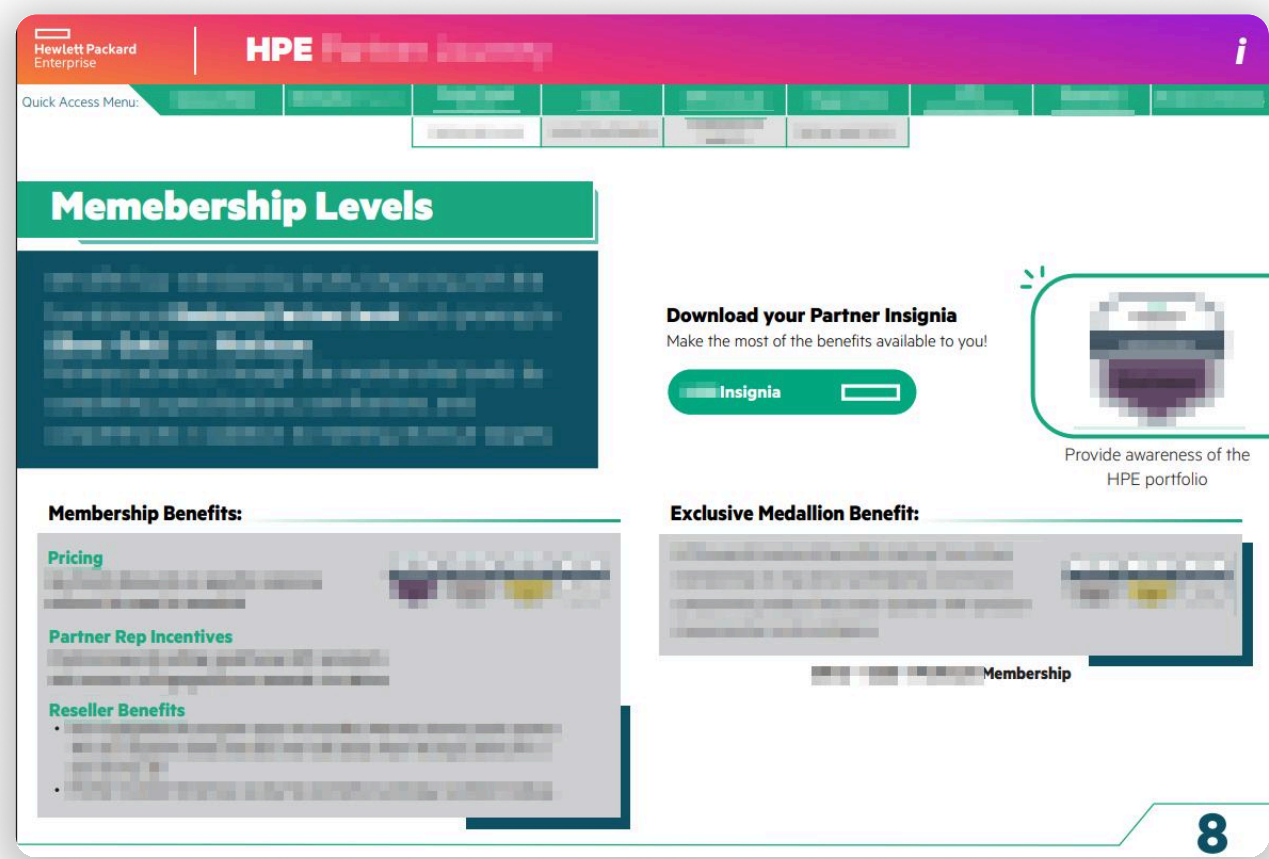
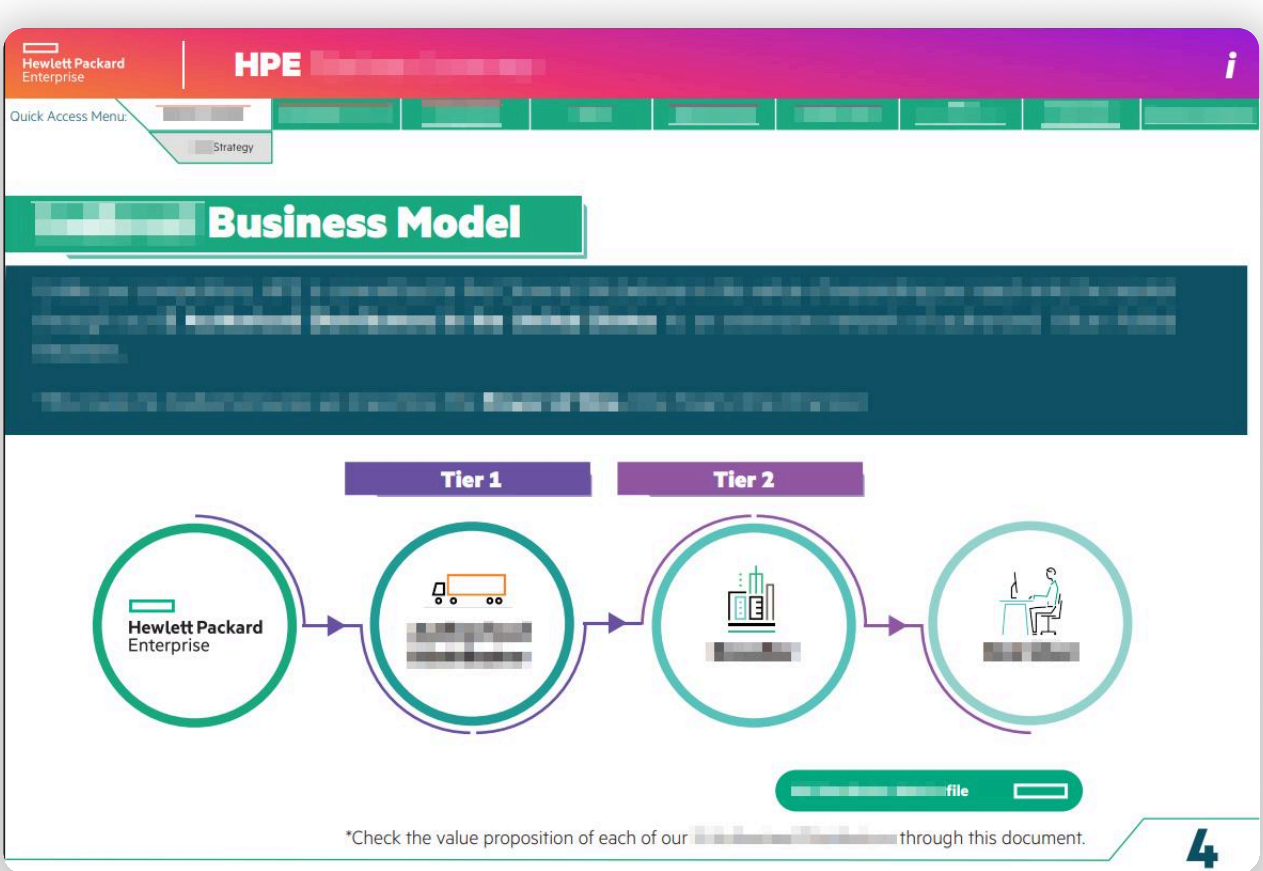
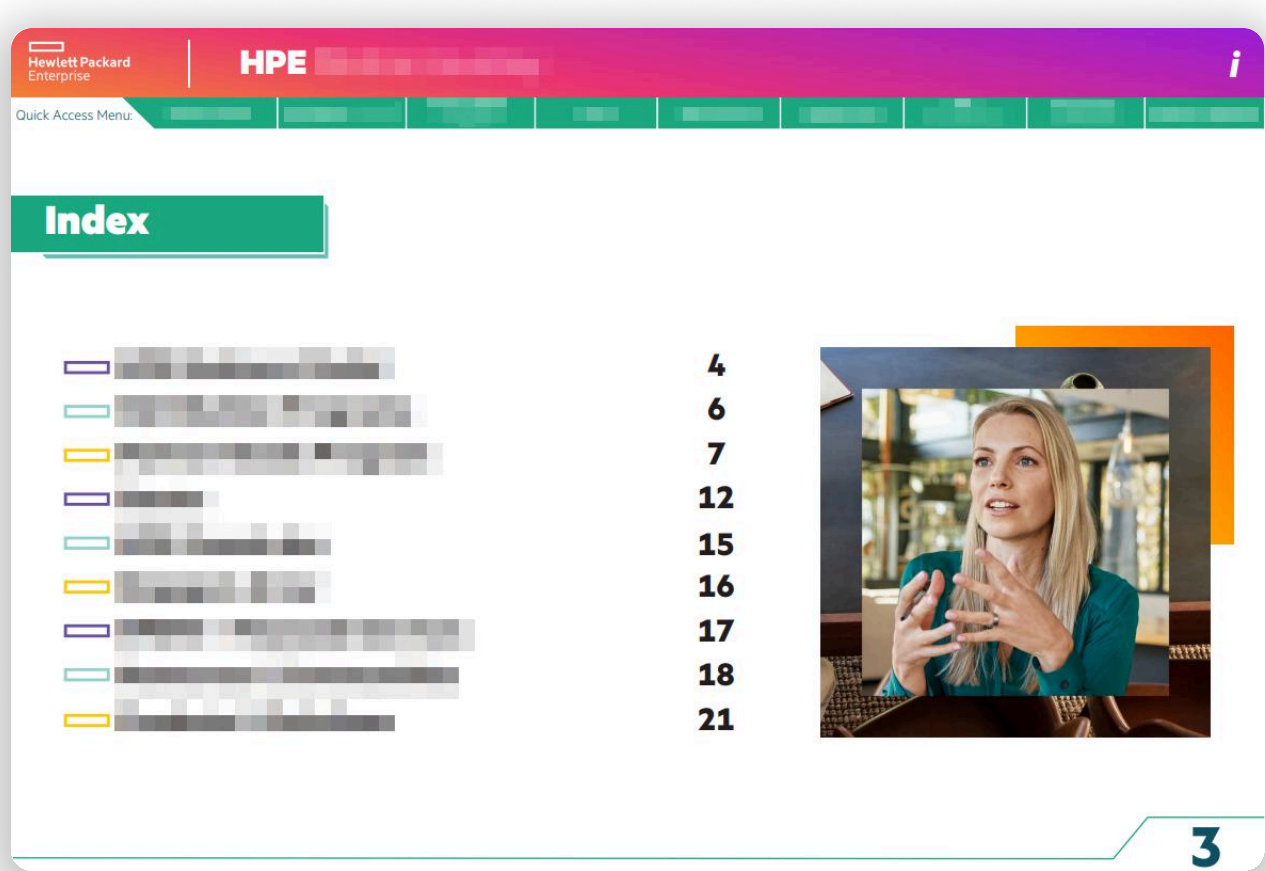
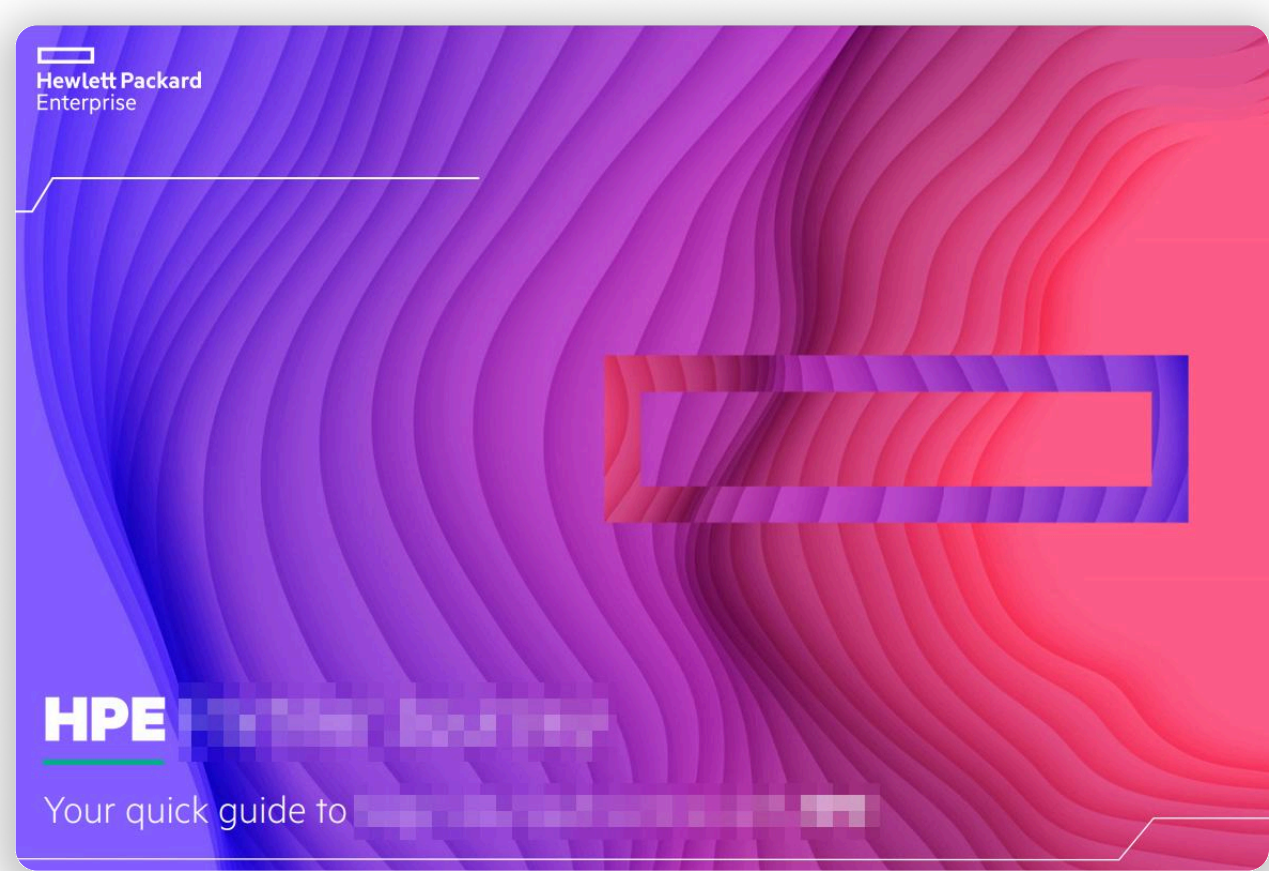
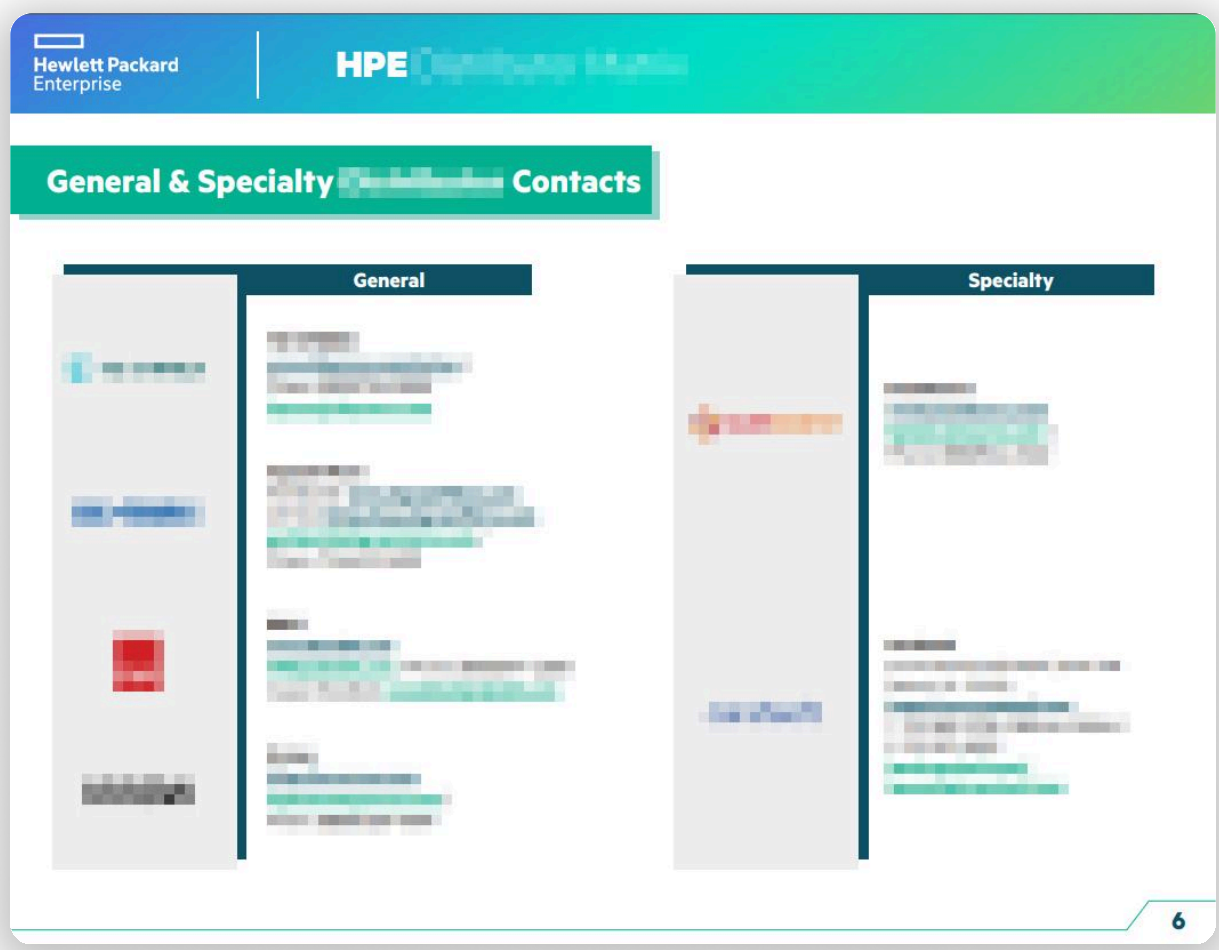
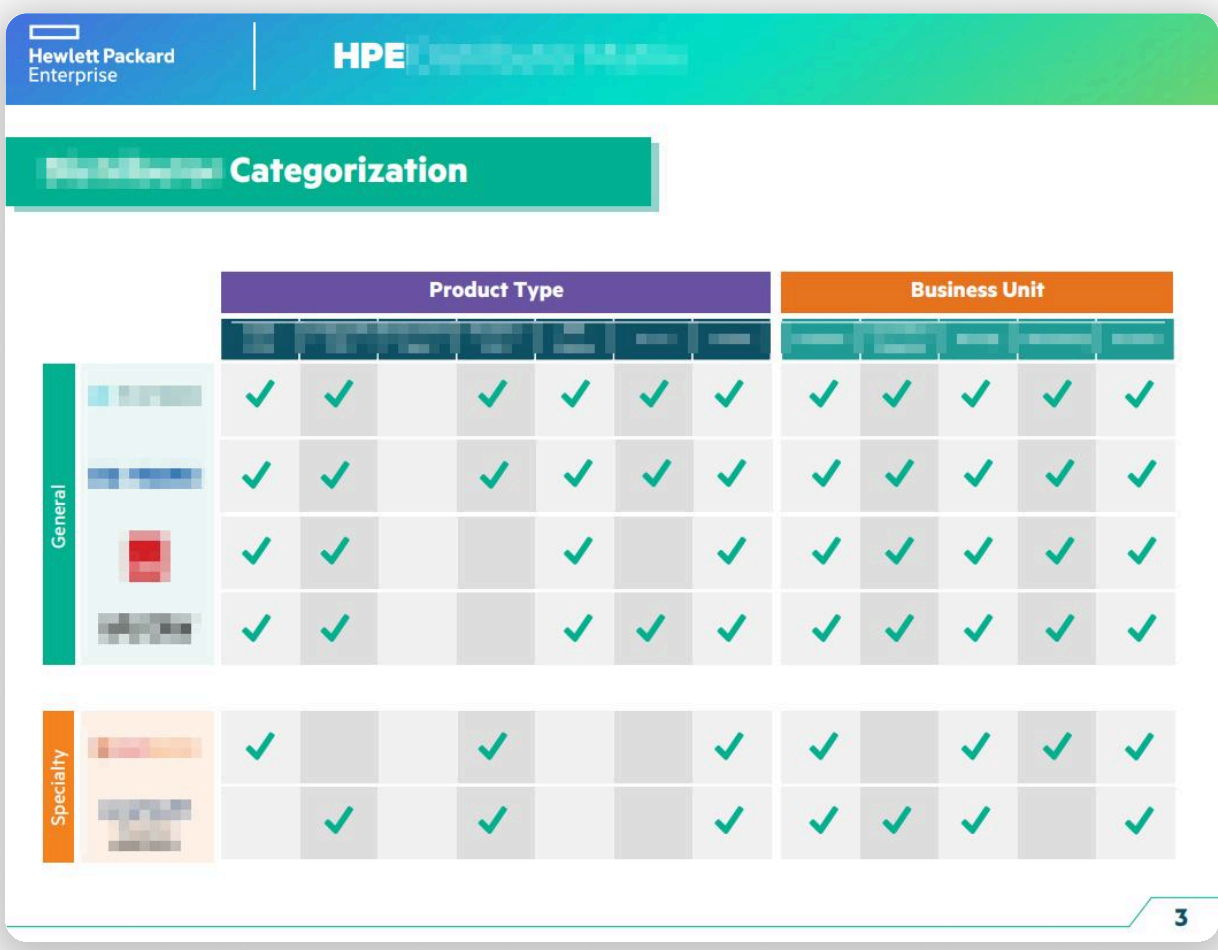
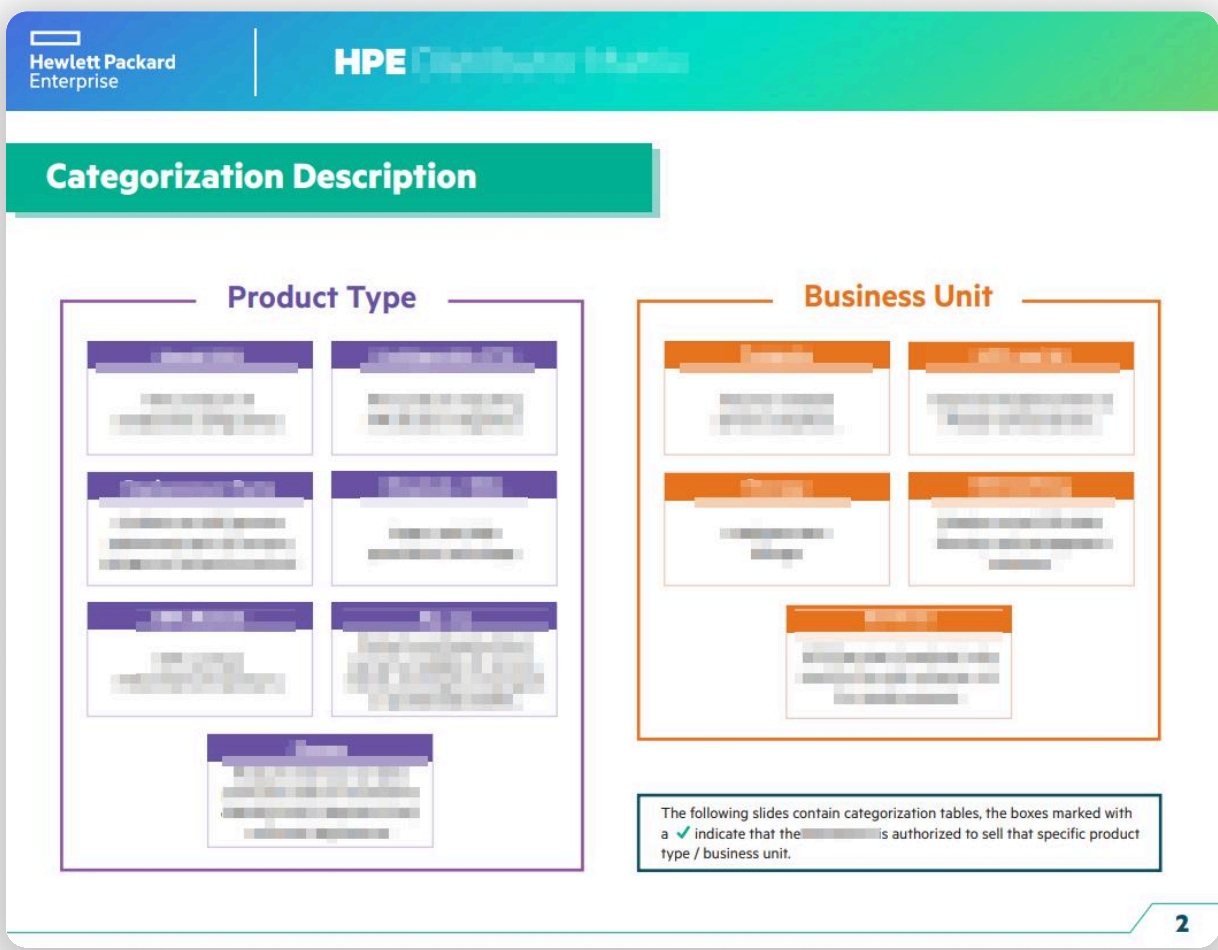
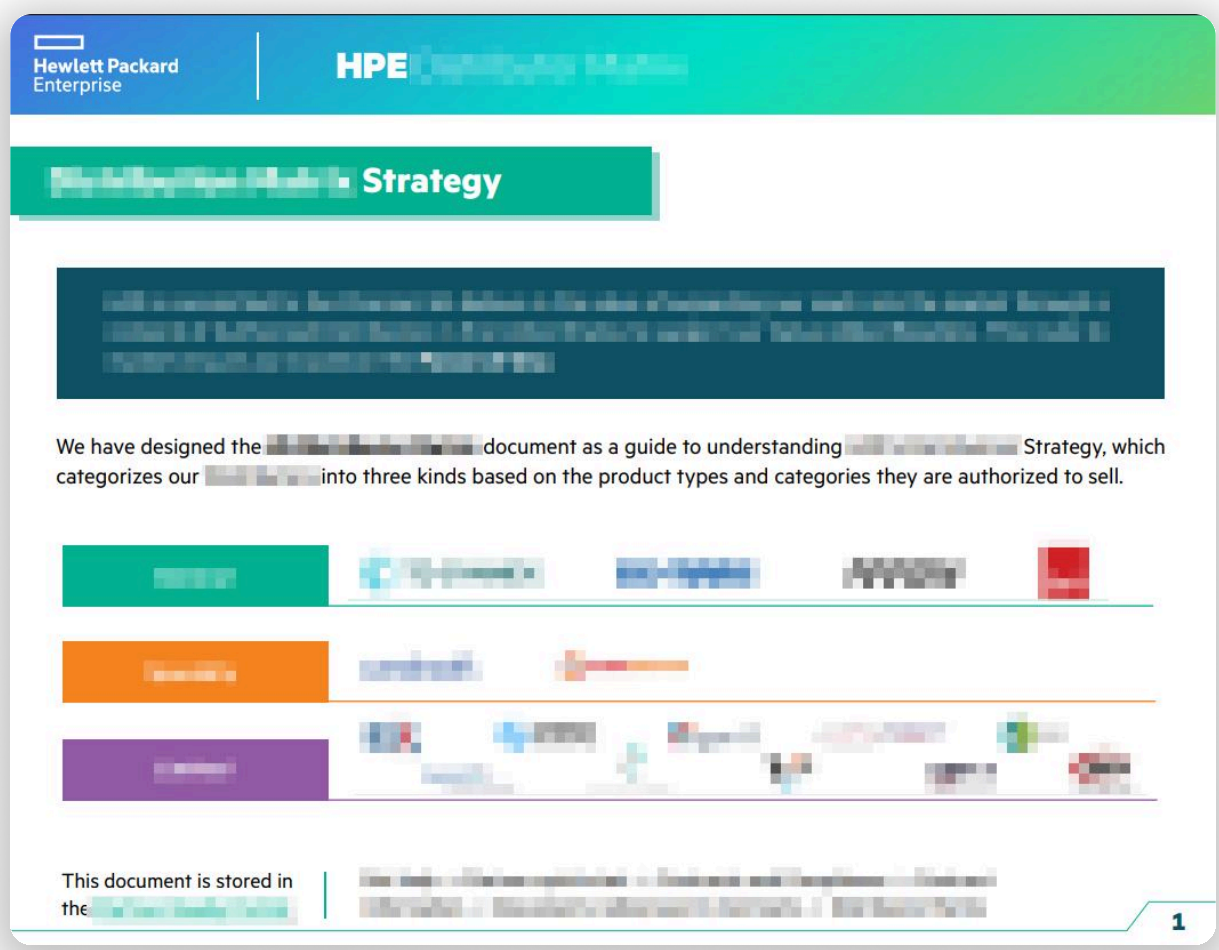
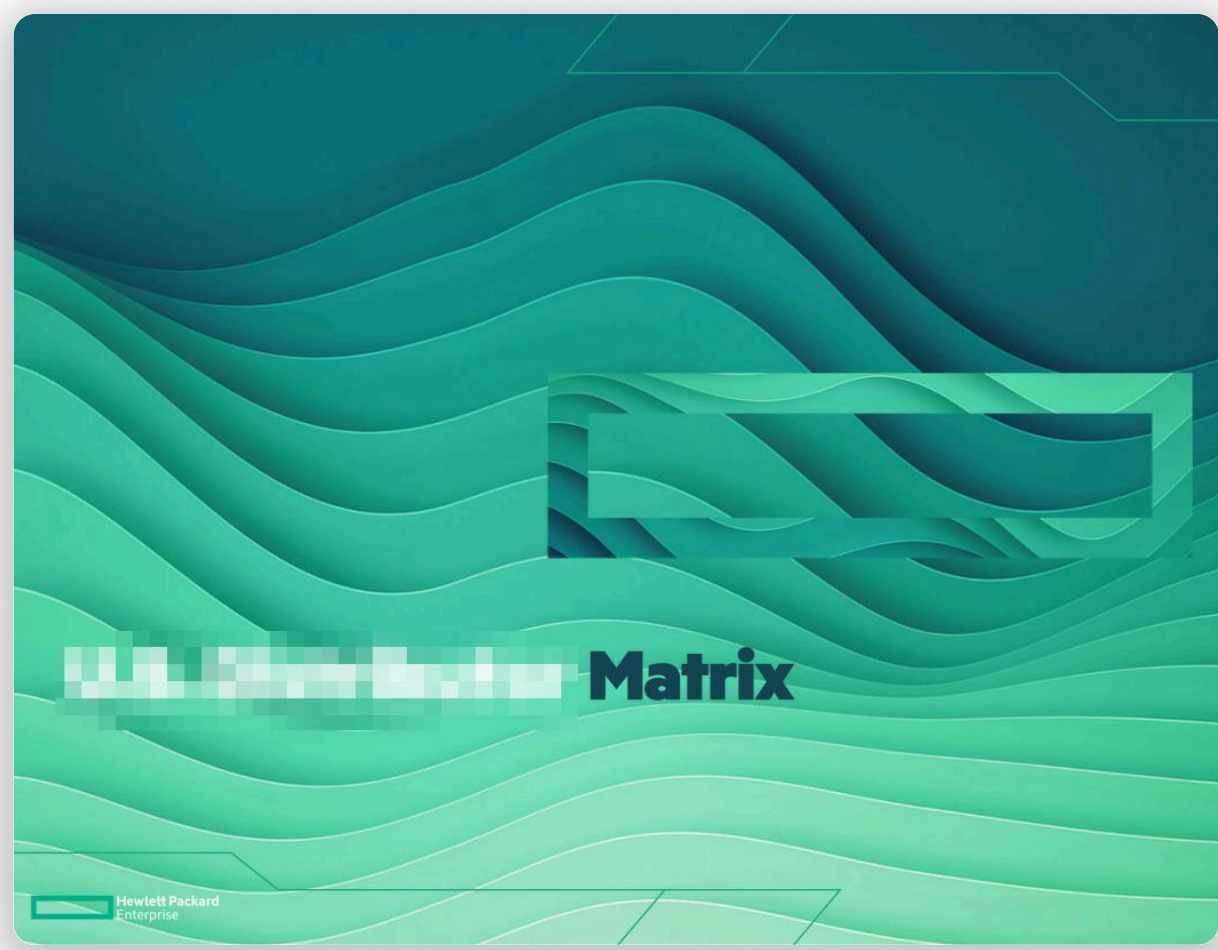
Develop a comprehensive distributor guide to ensure partners understood engagement models.

### Process ( What I did):

- Researched existing onboarding materials and interviewed stakeholders to identify content gaps.
- Designed step-by-step interactive guides with visuals and simplified instructions.
- Branded all materials to align with corporate identity, ensuring consistency.
- Organized information about distributors, including management processes and best practices.
- Deployed guides across internal platforms to maximize accessibility.

### Results/ Impact:

- Delivered a centralized set of onboarding resources that improved partner adoption and reduced onboarding time.
- Increased clarity around processes and tools, leading to smoother partner integration.
- Strengthened distributor relationships by providing partners with easy-to-follow guidelines.
- Improved engagement and consistency across multiple partner teams.





# Pawn Pros Brand Identity and Marketing Design.

A Mexican pawn shop, needed a strong and cohesive brand identity to launch its digital platform and establish trust with customers. The challenge was to design a consistent visual system that could be applied across both digital and print channels.

## My Role:

Branding and visual identity development, creation of marketing and brand guidelines, and design a website ensuring visual consistency.



## Objective 1

Build a brand identity system that conveyed trust, clarity and professionalism.

## Objective 2

Develop a brand manual to ensure visual consistency across communications.

## Objective 3

Provide marketing-ready assets for digital platforms.

## Objective 4

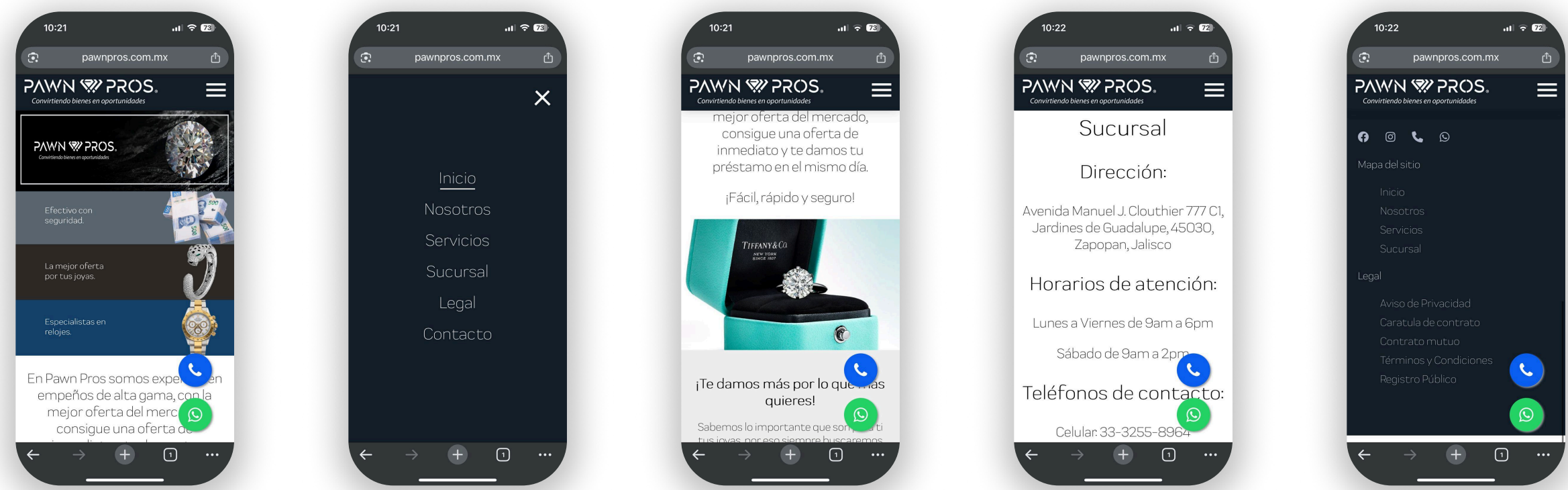
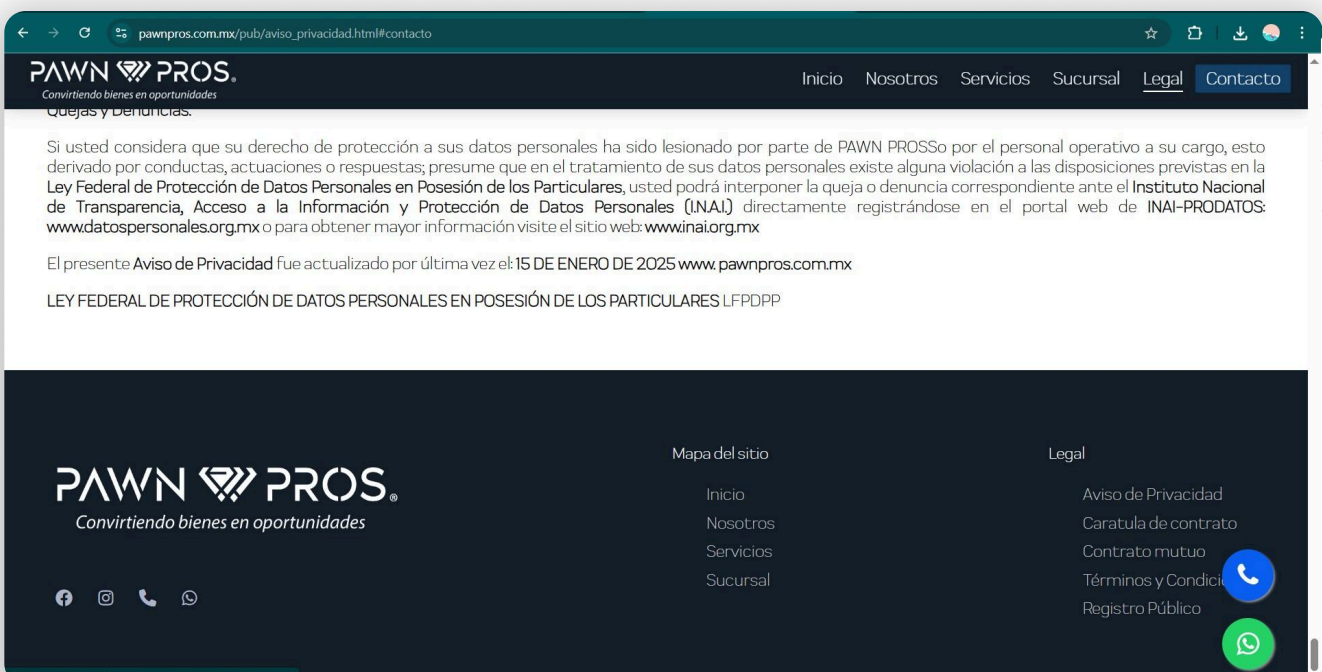
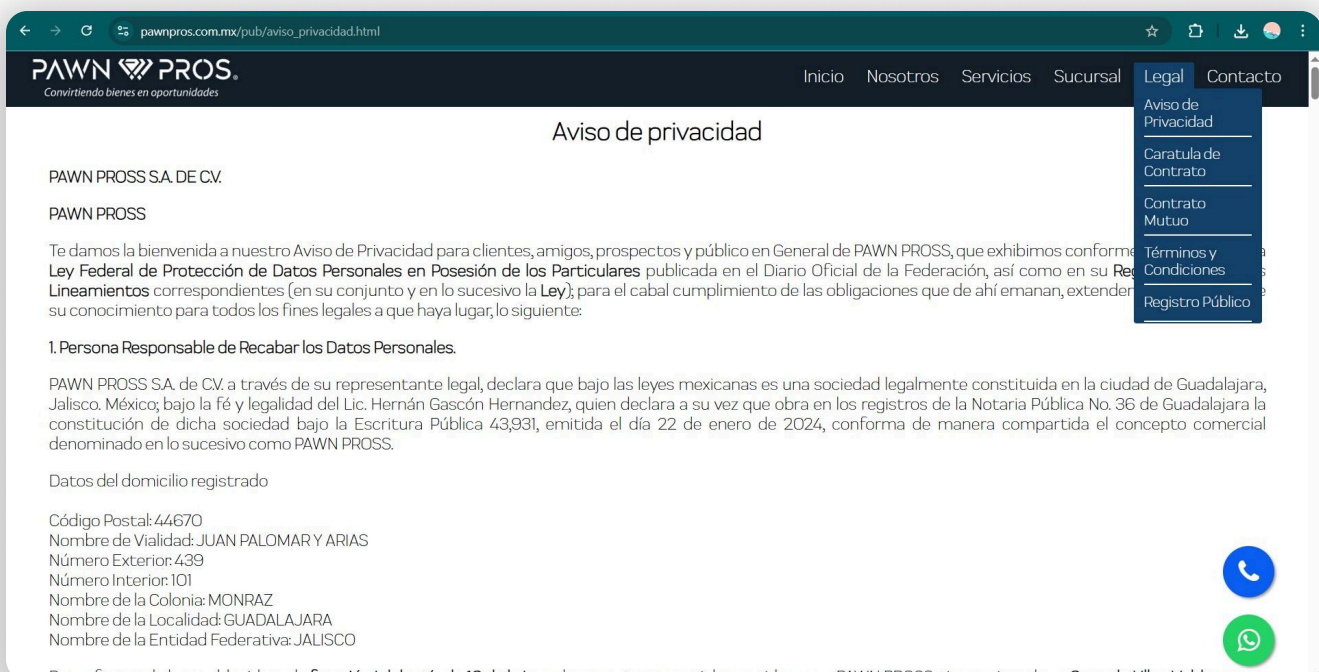
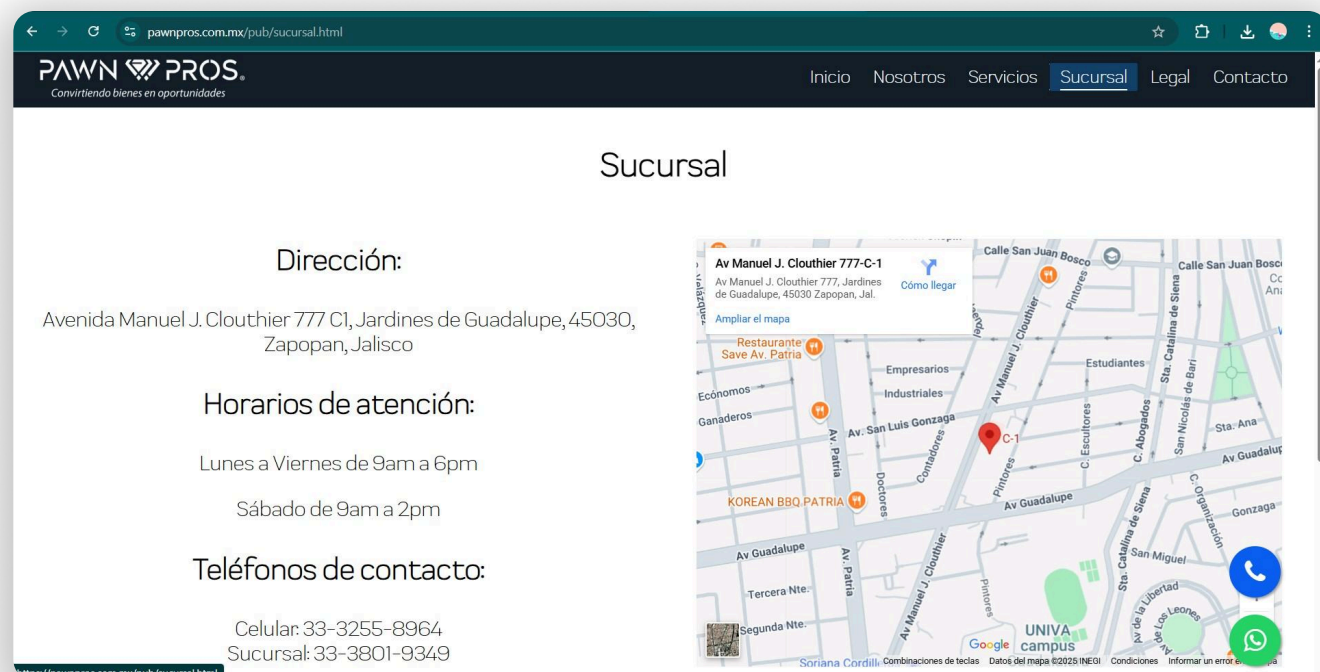
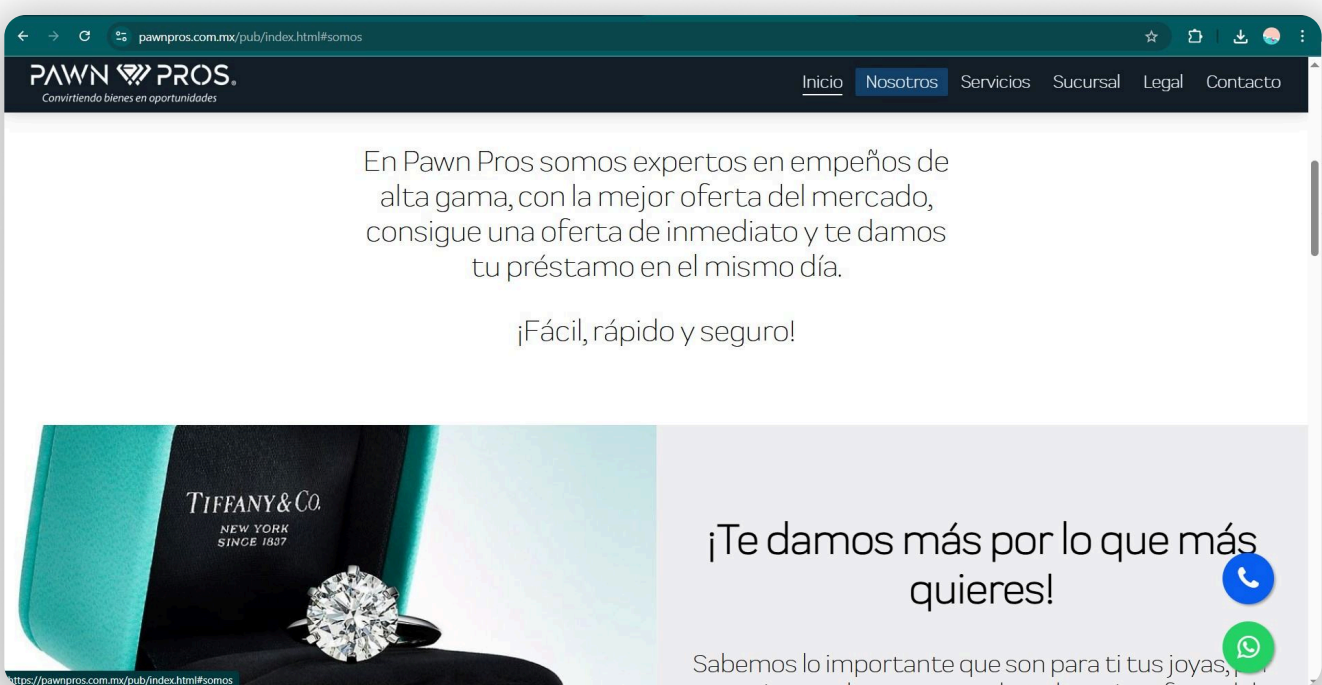
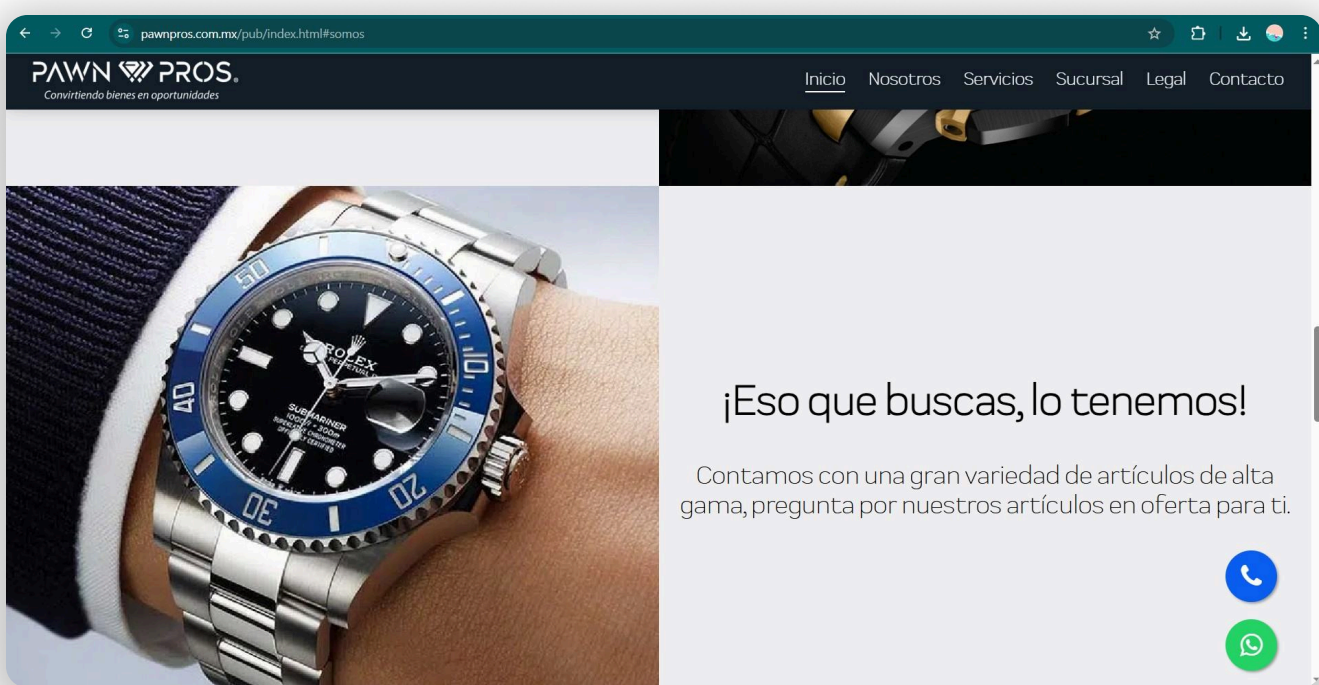
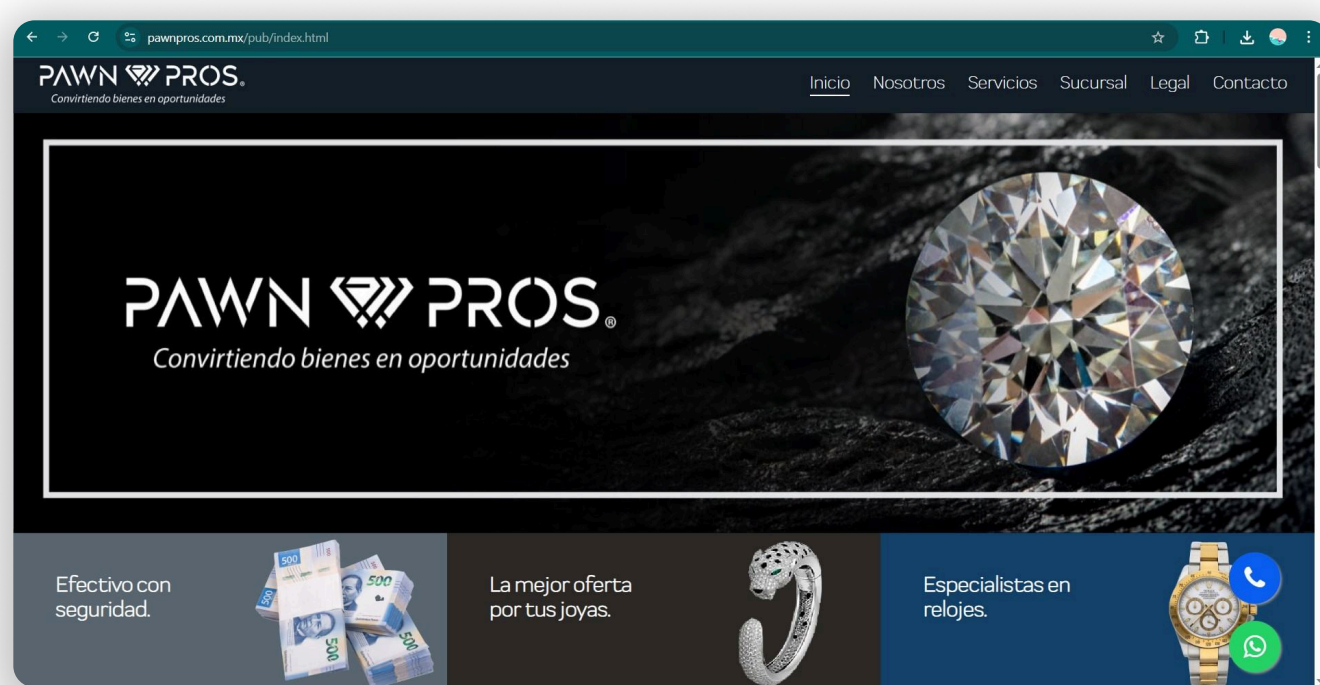
Support the business in creating a recognizable, user-friendly digital presence.

## Process ( What I did):

- Brand Manual Design: Defined typography, color palette, and logo variations.
- Marketing Assets: Designed templates for consistent communication, including digital layouts.
- Sketching & Prototyping: Created low- and high-fidelity designs for the digital platform.
- Usability & Visual Testing: Ensured that the brand’s look and feel resonated with target customers.

## Results/ Impact:

- Delivered a comprehensive brand package that established Pawn Pros’ visual tone.
- Created a full set of assets ready for marketing use.
- Ensured consistent branding across the digital platform and external marketing channels.
- Provided a scalable identity system that supports Pawn Pros in building customer trust and recognition.





# SaavDev Brand Identity Definition and Website Design.

Establish a professional brand identity from scratch for a digital startup and translate it into a cohesive, functional website that reflected clarity, and modern design standards.

## My Role:

Led the branding process and designed a brand manual including usage guidelines and brand applications. Created visual assets and designed the SaavDev website.



## Objective 1

Define a complete brand identity system for SaavDev.

## Objective 2

Created a brand manual to ensure consistency across touchpoints.

## Objective 3

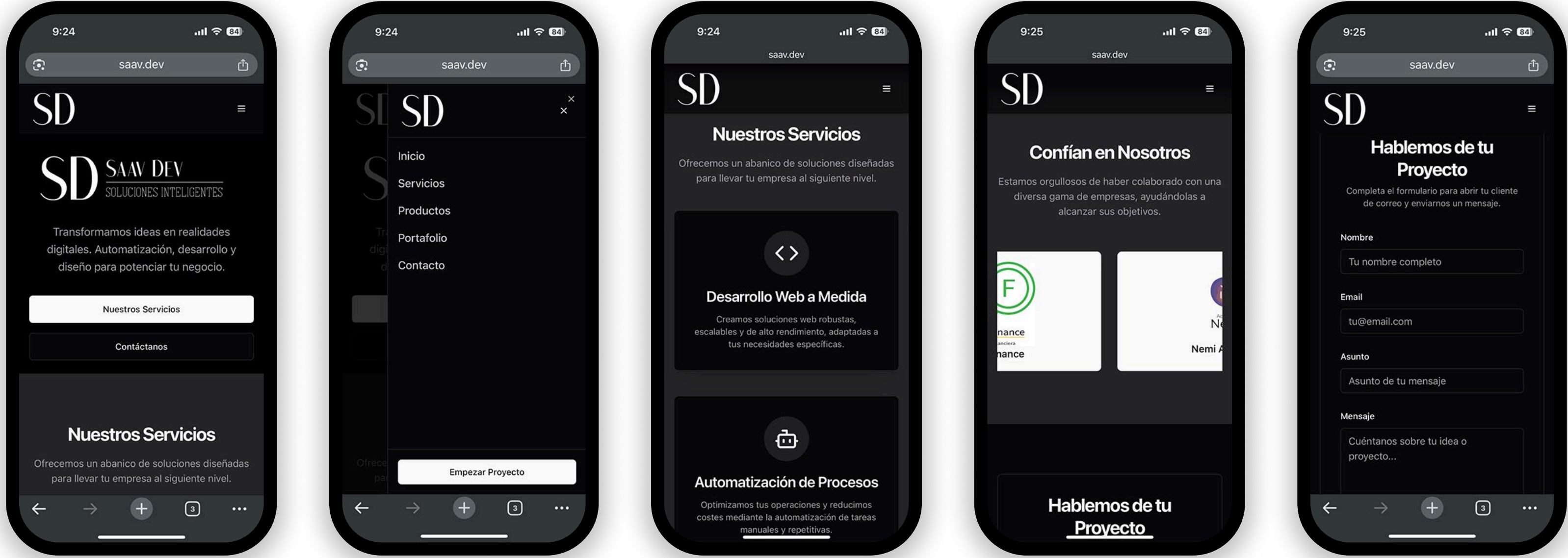
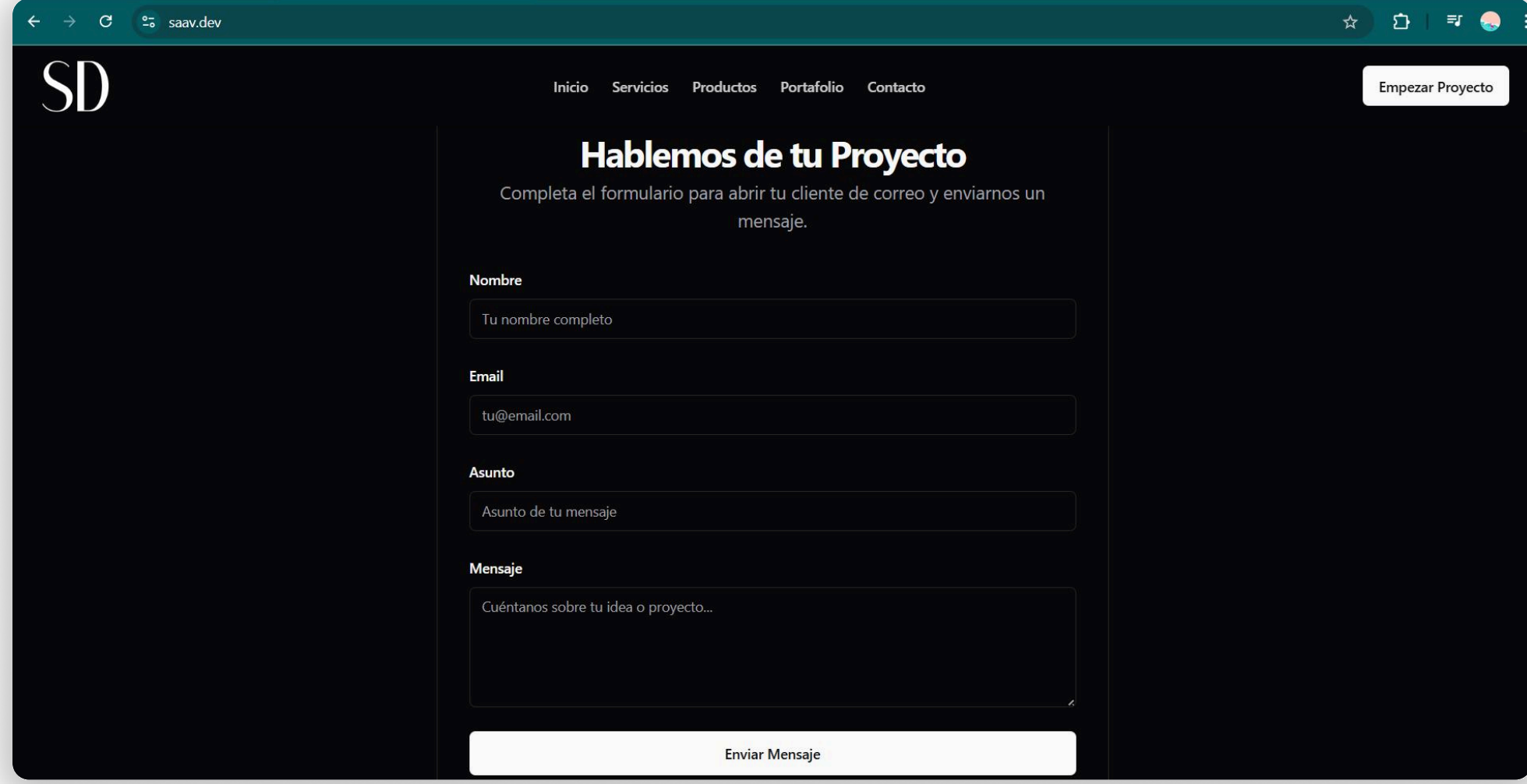
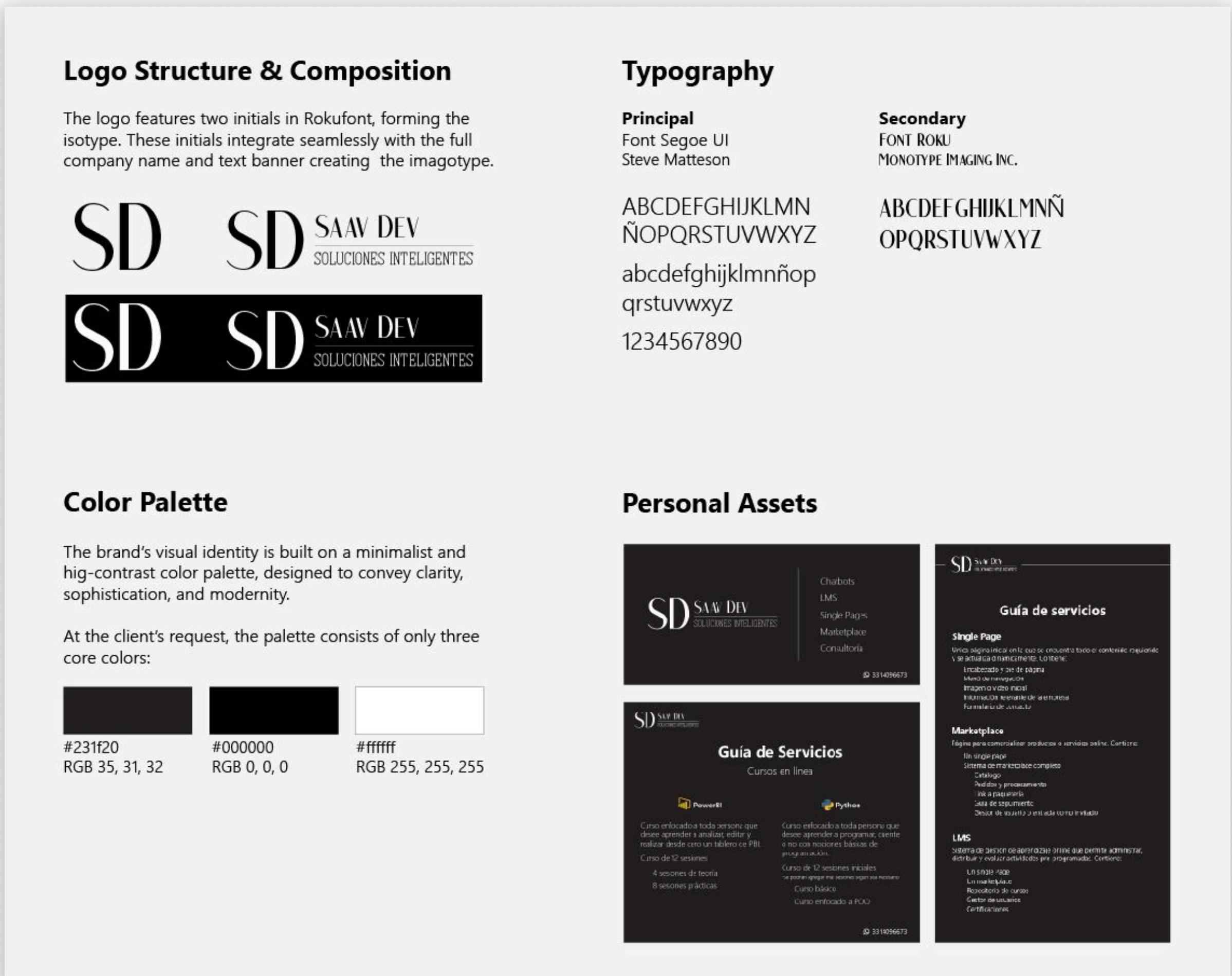
Design a functional website for the startup.

## Process ( What I did):

- Research and Discovery: Analyzed references and defined brand positioning.
- Visual System: Developed a color palette, typography and a logo according to the client expectations.
- Brand Manual: Documented rules for usage, hierarchy, and digital applications.
- Website Designed: Designed the informal architecture, wire frames and visual layout.

## Results/ Impact:

- Delivered a professional brand identity for SaavDev, aligned with the client's objectives.
- Designed a brand manual ensuring scalable and long-term brand consistency.
- Designed a fully functional website that clearly communicates professional services.





# Let's Connect

Thank you for your interest in my work.

I'm always open to conversations about new opportunities where I can contribute to building meaningful experiences.

Feel free to reach out via email or connect with me on LinkedIn.



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**Tania González Aceves**