

Felipe Aguilera

Graphic Designer. Brand, Retail & Commercial Material

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PROFILE

Graphic Designer from Duoc UC. For ten years, I directed brand, marketing, and retail design at Zmart, Chile's leading gaming retail chain, with over 25 stores and the local rollout of brand guidelines for PlayStation, Nintendo, Xbox, and Pokémon. I manage the full cycle: digital and social assets, technical datasheets and catalogs, POP material and merchandising, print-ready files, and supplier coordination. Since 2024, I operate independently with clients across Chile, Peru, and Europe.

EXPERIENCE

EVO Communication Lab (EVO SpA) / Founder & Brand and Communication Consultant 2024 · Present

- Identity systems and brand kits for industrial and consumer clients: DGC Maquinarias, Saldipe Ingeniería, Alejandro Sagner SpA, Croq' Délice, Eko3.
- Continuous graphic production: product datasheets, catalogs, banners, campaign assets, signage, and booth materials for mining and industrial trade shows.
- Visual content for e-commerce and social media: catalog imagery, product visuals, and publishing schedules with clear brand criteria.

Zmart Games / Marketing Manager & UX Director 2013 · 2024

- Led the chain's visual identity and retail execution across 25+ mall and standalone stores: storefront displays, signage, promotional graphics, and POP collateral.
- Local execution of brand guidelines for PlayStation, Nintendo, Xbox, Pokémon, and Magic: The Gathering for product launches and seasonal campaigns.
- Design and maintenance of e-commerce visual content (100k+ products): product pages, banners, catalog images, and in-store promotional graphics.
- Dynamic 4K in-store screen content system synchronized with the retail sales platform.
- Founded and edited Inzider Magazine (2014–2019), a free print magazine funded by advertising from Nintendo, PlayStation, Xbox, and Pokémon. Art direction, layout, and prepress production.
- Product photography production and editing for catalogs, campaigns, and retail points of sale.
- Coordination with agencies, print houses, and rollout vendors with on-site supervision.

Elemento Media Design / Head of Digital Projects 2005 · 2013

- Website and intranet design for Metro de Santiago, Tetra Pak, Suzuki, Sodimac, Codelco, and ABB.
- Adaptation of corporate and international brand guidelines into digital assets and internal communications.
- Cross-functional coordination between design, development, and enterprise clients under strict deadlines.

Before 2005 1998 · 2005

- Entel S.A., specialist graphic designer (consultant): multimedia experiences for broadband and family web portals.
- Lan-Z.net, creative director: UI design, newsletters, and brand content for Chile's leading gamer community.
- Intelec S.A., data visualization: interactive reporting tools for mobile network expansion engineering teams.

TOOLS & CAPABILITIES

Design & Production. Adobe Creative Cloud (Photoshop, Illustrator, InDesign), Affinity Publisher & Designer, Figma.

Audiovisual. CapCut, basic After Effects, motion graphics for social and in-store displays.

Web & Content. WordPress, WooCommerce, Shopify, HTML & CSS, Brevo for email marketing.

Prepress. Print-ready file preparation, color profiles, and technical specs coordination with print vendors.

EDUCATION & CERTIFICATIONS

Professional Graphic Designer, Duoc UC 2000 · 2004

Languages. Spanish (Native). English (Advanced Professional Proficiency).

Google. Professional UX Design Certificate · Project Management Fundamentals · Digital Marketing & E-commerce · AI Essentials.