

SENIOR GRAPHIC DESIGNER • UX/UI DESIGNER • AI CREATIVE LEAD

Jesus Lojero Amaro

PROFESSIONAL PROFILE

Senior Graphic Designer & UX/UI Designer with 13+ years of experience in branding, digital products, and marketing. Specialized in UX/UI, artificial intelligence, and digital experience development for technology and automotive industries.

PROFESSIONAL EXPERIENCE

Brand & Design Lead – SimDataGroup | Present

- Led brand strategy and UX/UI design for technology products, improving automation and artificial intelligence processes.
- Coordinated the launch of digital products that helped expand client presence into new markets.
- Directed the rebranding of SimDataGroup and its products to strengthen positioning within the automotive industry.
- Developed AI agents to automate content creation, branding, and digital campaign processes.

Creative Director – Aloha Creativos

- Led branding, digital content, and web design projects to strengthen clients' digital presence.
- Coordinated campaigns and visual solutions focused on inbound marketing and digital communication.
- Implemented inbound strategies that increased sales and improved customer attention and lead follow-up.
- Developed visual identities and digital experiences aligned with business goals and brand positioning.

EDUCATION

- Bachelor's Degree in Visual Design & Communication with Specialization in Three-Dimensional Design, Packaging & Structural Design – National Autonomous University of Mexico (UNAM)
- Inbound Marketing Certification – [HubSpot Academy](#)

SKILLS

UX/UI Design • Branding & Creative Direction • Artificial Intelligence Applied to Creative Processes • Digital Product Design • Digital & Inbound Marketing • Content Strategy • Audiovisual Production • Web Design • Creative Team Leadership • Content & Digital Campaign Automation

SOFTWARE

Core Tools Figma • Adobe Photoshop • Illustrator • Canva • Premiere Pro • After Effects • WordPress

AI & Creative Tools ChatGPT • Claude • Gemini • Midjourney • Runway • Nim • Freepik AI • Suno • Moises

Marketing & Analytics HubSpot • Google Analytics • Meta Ads • Magnific

Project Management & Collaboration Asana • Monday • Trello • Microsoft Teams

LANGUAGES

Spanish – Native • English – B2 Professional Working Proficiency

Portfolio & Case Studies