






My name is Ricardo Vazoli, and I'm a multidisciplinary designer focused on editorial & identity design.

I am a designer and blogger born in Mexico City with a background in Communication and **10 years of professional experience** in both traditional & digital advertising, social networking, content adaptation & development but mostly editorial and identity design.

My skills have given me the chance to work for projects in **Mexico**, the **United States**, **Québec**, **Argentina**, **Spain**, the **United Kingdom**, **Australia** and **Dominican Republic**; after two years in Montréal, I recently relocated to Europe and I'm actively seeking opportunities to develop my expertise further.



The core of my career has always been language and its multiple applications, ranging from developing visual identity systems and producing graphics, to collaborating in developing marketing efforts in both traditional and digital media.

I am proficient in the **Adobe Creative Suite**, particularly with **Illustrator**, **InDesign** and **Photoshop**, both on **Mac OS**  and **PC** . Also, I am fluent in **Spanish**, **English**, **French** and I'm currently studying **Italian** .

I studied Communication at the  **National University of Mexico**, 2010.

SIDE PROJECTS

Rediseño México

A design blog dedicated to the reinterpretation of Mexican symbols and identities with +50K unique visitors to date. The first phase encompasses a flag  design project that is currently on display as a touring exhibit in Mexico.  rediseñomexico.com

Radiographista


A daily curated design micro-magazine with a different design topic every day.  radiographista.tumblr.com

EXPERIENCE

November 2014 - July 2015

CANADIAN LABOUR CONGRESS

As a **Senior Creative Consultant**, I was in charge of

- Revamping the internal communication  strategy & documents; creating templates, presentations and even new visual identities for organisation-wide use.
- Also, I was also responsible for the **Rights Are Colourblind**, a human rights awareness campaign, produced in Montréal and used by the organisation's branches across Canada.

February - August 2014


ARCALAB / TELEVISA

Worked as **Senior Film**  **Editor** but that didn't stop me from contributing with:

- A template for a weekly newsletter, distributed to 100k subscribers. 
- Streamlining the UX & UI to generate subscriptions.

February 2013

GAP INC.

Was an **Editorial Consultant** and I produced the Latin American Spanish version of **All Eyes On Visual**, a seasonal style guide  for store managers across the company's franchises in Mexico and South America.

November 2010- June 2012

ADOBE SYSTEMS INC.

As an **Editorial & Translation Consultant**, I:

- Produced Spanish-speaking versions of internal & region-wide marketing documents,
- Created document templates ready for electronic distribution & mass production.