



Andy Elizondo

Graphic Designer
& Elearning Specialist

PERSONAL INFO & CONTACT

Andrea Elizondo Hernández

11 / 17 / 1991

Querétaro, QRO, MX.

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[/andrea-elizondo-h](#)

EDUCATION

COLLEGE EDUCATION

Bachelor's Degree in Visual Arts
Specialization in Graphic Design
Universidad Autónoma de Querétaro
2010-2014

ADDITIONAL COURSES

“Project Management Foundations”
by Bonnie Biafore, 2024
“Illustration course”
by artist Luis Sánchez, 2015
“Digital Illustration”
by Jesús de León, 2013

SKILLS



E-LEARNING

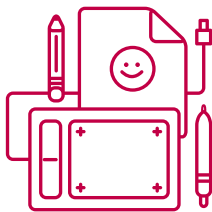
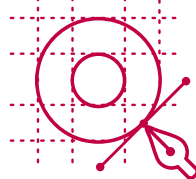


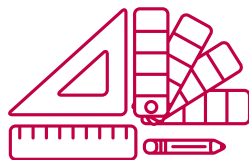
ILLUSTRATION
(traditional and digital)



EDITORIAL
DESIGN



BRANDING



GRAPHIC DESIGN

SOFTWARE SKILLS



Procreate



Adobe
Photoshop



Adobe
Illustrator



Adobe
InDesign



Articulate 360
(Storyline, Rise)

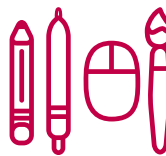


Clip Studio
Paint



Microsoft
Office

HARDWARE AND EXTRAS



- Windows
- Mac OS
- Wacom
- iPad Pro

Microsoft Office, Affinity Designer, Affinity Publisher, Notion, ChatGPT, Leonardo.ai, Jira, Smartsheet, traditional illustration in a variety of media, such as watercolors or ink.

LANGUAGE

Spanish

Native

English

Proficient C2

WORK EXPERIENCE

BYLITTLE LEARNING

eLearning company that provides online training and e-learning development services, partnering with clients to develop custom courses regarding tech, sales, leadership, healthcare, among other topics.
Team Lead & eLearning Specialist | 2023-2025

URBÁNICA

Software company dedicated to develop learning and mangement tools for the healthcare industry in the United States.
Graphic designer | 2023

CÓDIGO FUENTE / MEDTRAINER

Software company dedicated to develop learning and mangement tools for the healthcare industry in the United States.
Course Creator / eLearning designer | 2020-2023

EZQUALO LABORATORIO CREATIVO

Advertising and communication agency specialized in developing digital strategies and brand management
Illustrator | 2018-2020

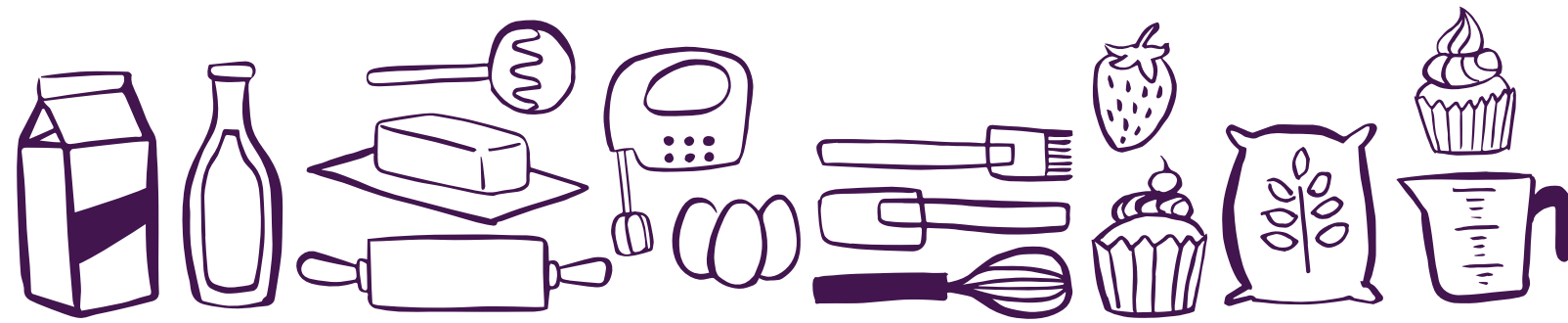
TÍBIRI TÁBARA SERVICIOS DE DISEÑO

Design agency located in Querétaro, specialized in internal corporate communication and advertising.
Graphic designer and illustrator | 2014-2018

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BRANDING & EDITORIAL



La Petite Shu
Branding, illustration and editorial
design.
(Click [here](#) for more details)



THIS PROJECT
BELONGS TO:



Garuza Web design layout proposal



Web layout proposal for Garuza's Home Page, highlighting their services in a friendly way. I was in charge of the general design in Adobe Illustrator.

THIS PROJECT
BELONGS TO:

Urbánica.



Numerhábil
Branding, illustration and editorial
design.
(Click [aquí](#) for more details)


numerhábil
SERVICIOS CONTABLES

Branding for Numerhábil, an accounting company in Querétaro. My main responsibilities included Naming, Branding, Character design, Editorial Design, Mailing and Web layout design.

THIS PROJECT
BELONGS TO:





These posts were part of Iliadin's 2018-2020 social media strategy. I was tasked with creating the illustrations for each post as part of the illustrators team. We designed up to 4 posts per week, including customized illustrations for both static and animated posts. I also contributed to brainstorming ideas each week for the content.

THIS PROJECT BELONGS TO:

EZQUALO
Laboratorio Creativo



Vector illustrations and graphic design for Sedalmerck. These images were posted on Twitter until 2019. We were tasked with creating one every day, following their brand book and assets library. I was part of the Art department, and I contributed to brainstorming during the planning phase with the entire team. I was responsible for designing half of the posts each week, which were planned daily.

THIS PROJECT
BELONGS TO:

EZQUALO
Laboratorio Creativo



I was in charge of designing the Instagram posts for The View, a real estate development consisting of 30 apartments characterized by luxurious facilities and a privileged location. As part of the Art department, I was responsible for developing approximately 4 posts per week, following the brand guidelines and the resources provided by the client.

THIS PROJECT
BELONGS TO:

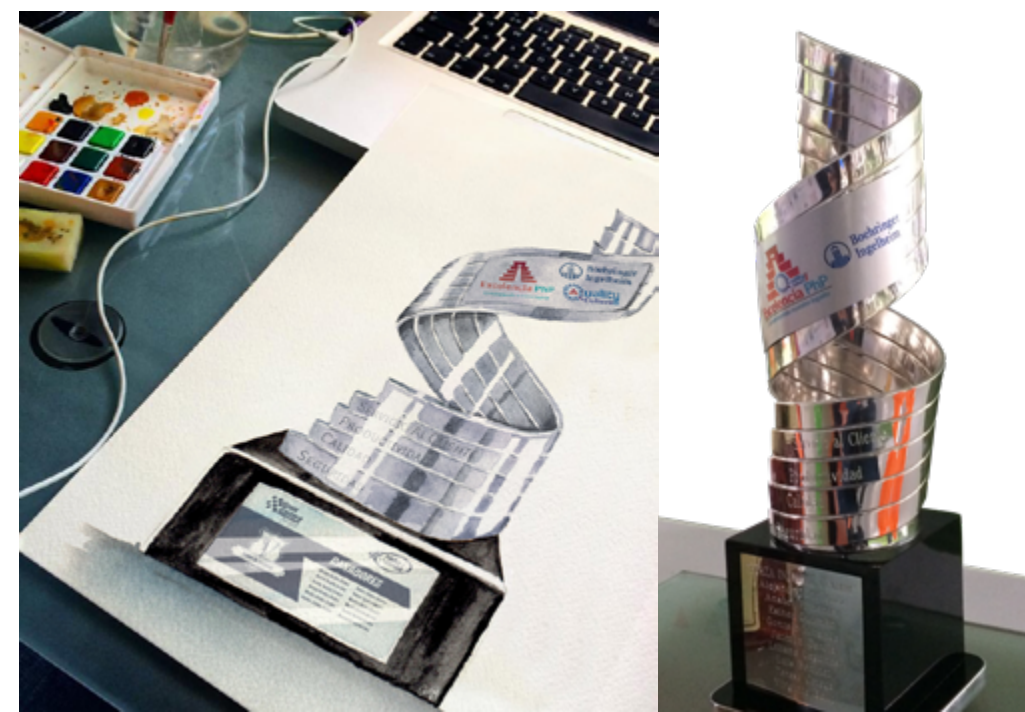
Urbānica.



I was in charge of designing graphics for the social media of Garuza, a financing company for SMEs. As part of the Art department, I was responsible for developing 6 posts per week, using stock photography, some visual resources, and the brand's colors.

THIS PROJECT
BELONGS TO:

Urbánica.

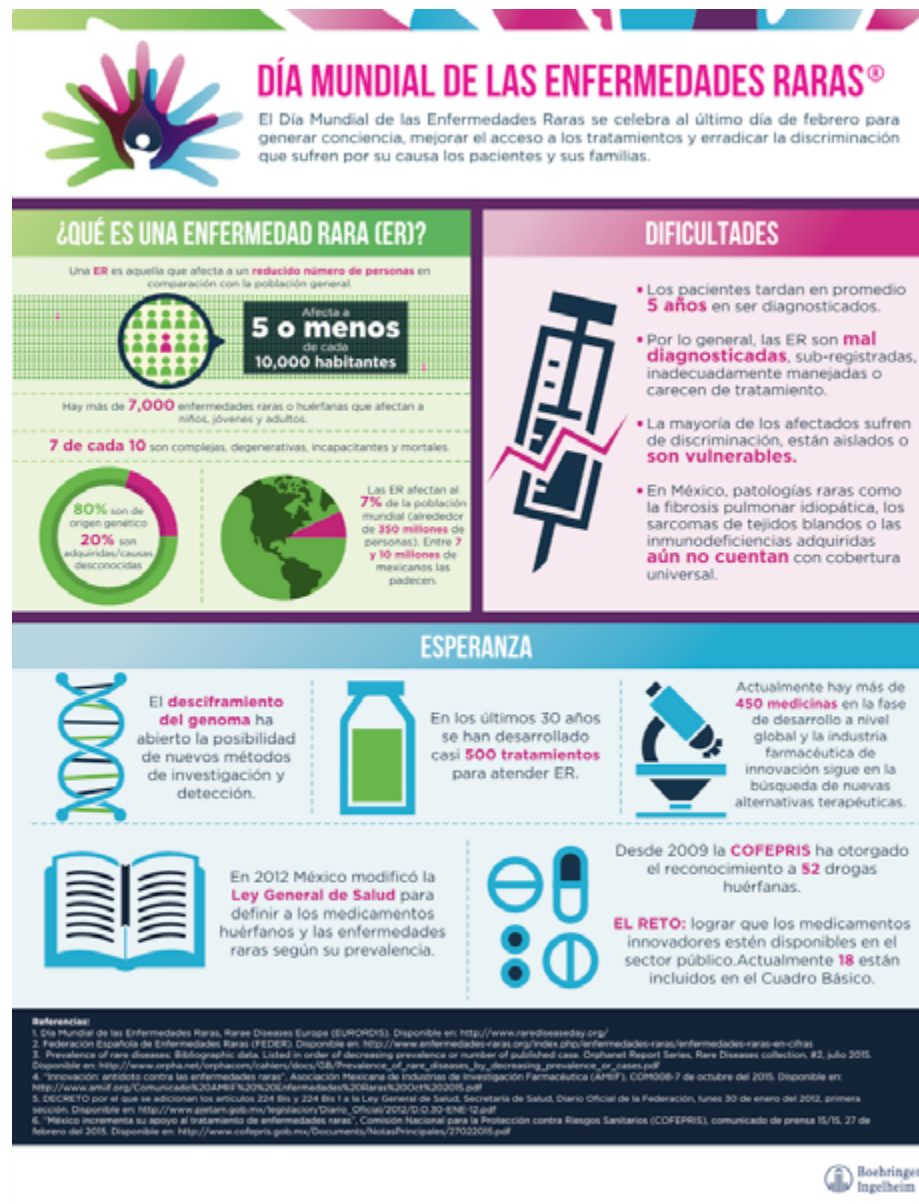


THIS PROJECT
BELONGS TO:



This was a comprehensive branded campaign for the Production Plant in Boehringer Ingelheim, aiming for an internal competition with the goal of improving safety practices. We developed several assets, from posters to banners, flags, flyers, and even the trophy design. I was in charge of creating the Key Art, character design and the trophy.

Examples of infographics, newsletter and press releases. Graphic design, inner communication design and infographic.




CADA COLABORADOR DEBE SABER ADMINISTRAR SUS TIEMPOS PARA LOGRAR RESULTADOS.

CONFÍA EN ELLOS, EL RESULTADO ES LO QUE CUENTA.

BIENESTAR ES...

¡VIVE! | Bohringer Ingelheim



Innovación que da salud

Desde hace más de 130 años, la farmacéutica alemana Bohringer Ingelheim aporta valor a través de la innovación, invirtiendo cerca del 20% de sus ventas netas en investigación para buscar opciones que devuelvan la calidad de vida a los pacientes. También, enfoca parte de sus esfuerzos en nuevas soluciones para el área de salud animal, lo que le ha permitido colocarse como líder en investigación de biotecnológicos.

En la Ciudad de México cuenta con dos plantas de producción y una más en Guadalajara, Jalisco, las cuales manufacturan medicamentos para salud humana y salud animal con los más altos estándares de calidad, avalados por importantes certificaciones como la FDA, de Estados Unidos, y la EMA, de Europa, entre otras.

Con base en el respeto, la confianza, la empatía y la pasión en todas sus actividades, Bohringer Ingelheim México y Centroamérica protege a sus más de 1,800 colaboradores, quienes son la sangre, la energía, el motor y el recurso más valioso que posee mediante: fuertes programas de capacitación en alianza con centros de estudios como el EGADE Business School del Tec de Monterrey y Silicon Valley; cultura de bienestar que incluye asesoría nutricional, psicológica, terapias anti-estrés, acupuntura y talleres de fútbol soccer; balance entre la vida laboral y familiar basados en estilos de trabajo flexibles; herramientas tecnológicas que brindan todos los servicios, desde comedor hasta sexual bancario y estacionamiento, así como un gran ambiente de trabajo.

Asimismo, con base en su estrategia de Diversidad e Inclusión, brinda oportunidades de desarrollo en México o en alguno de los otros 46 países en donde la compañía tiene presencia, además de que ofrece beneficios y prestaciones superiores a las de la ley.

La Responsabilidad Social es uno de los ejes más fuertes de Bohringer Ingelheim. Alimando esta estrategia con su razón de ser: hacer del mundo un lugar más saludable, logra que sus más de 1,800 colaboradores en México y Centroamérica participen en actividades sociales. Como muestra de ello, en alianza con Reformentes México, en dos años han plantado más de 50 mil árboles en estos países, además de que apoyan a comunidades vulnerables que viven en pobreza extrema. Para prevenir enfermedades respiratorias, en unión con Fondo para la Paz, construye estufas ecológicas en la zona de San Luis Potosí y en Zongolica, Veracruz, con lo que hasta el momento ha beneficiado a más de 6 mil personas a lo largo de 9 años.

Boehringer Ingelheim atrae a los más brillantes talentos para trabajar, quienes comparten la PASIÓN por hacer del mundo un lugar más saludable, lo cual pueden lograr desde diversas áreas del conocimiento.

Los colaboradores de Bohringer Ingelheim son:

- Innovadores
- Adaptables al cambio
- Capaces de enfrentar retos en el futuro
- Emprendedores
- Trabajan con pasión, confianza, empatía y respeto

Aportar Valor a Través de la Innovación

Consulta nuestras vacantes en: <http://careers.boehringer-ingelheim.com> y da click en "Jobs".

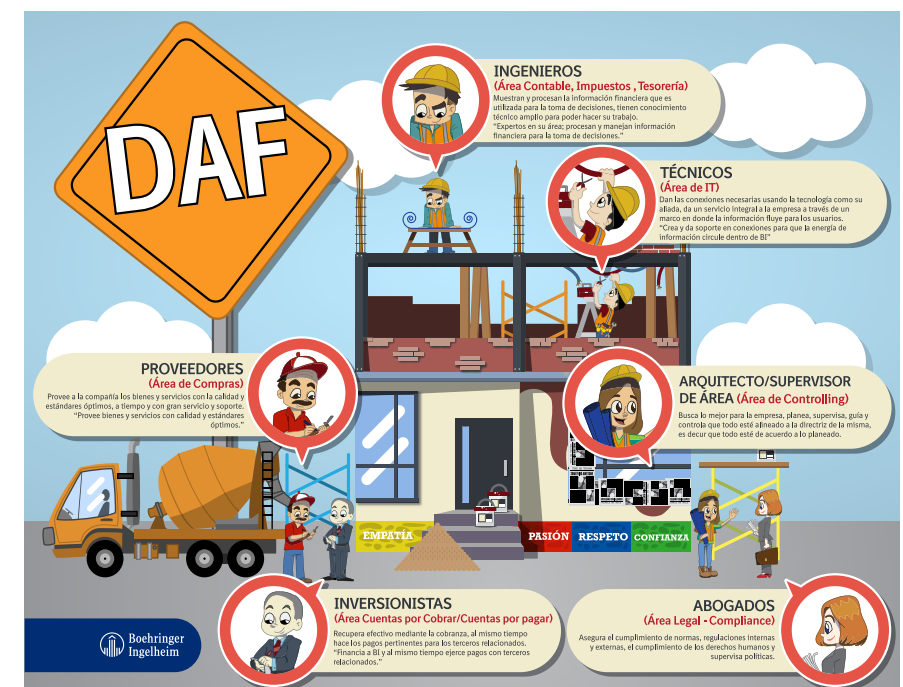
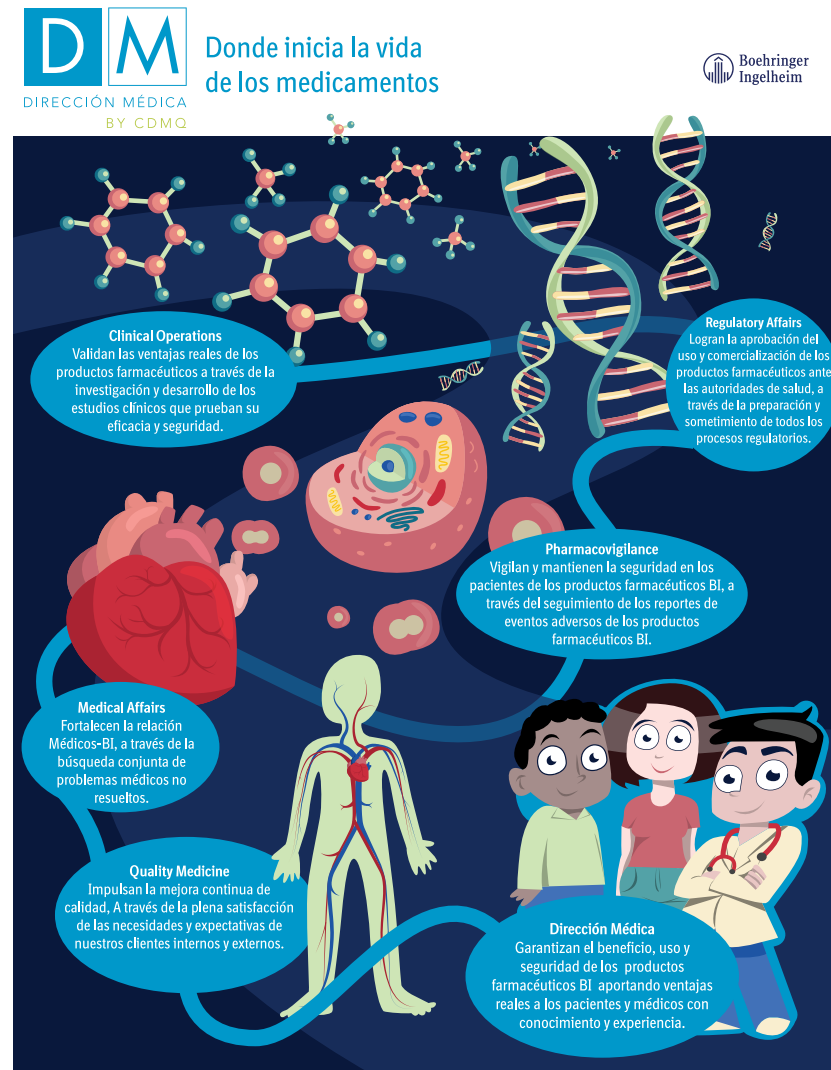


THIS PROJECT
BELONGS TO:



This is a variety of projects done for Bohringer Ingelheim. The first one was an infographic document for Rare Disease Day, sent internally. The second was a newsletter sent to the company to promote the Benefits Campaign "¡Vive!", and the third one was a Press Release with key information about Bohringer Ingelheim headquarters in Mexico, for a campaigning aimed at universities.

Various infographics for the anniversary of Boehringer Ingelheim.



THIS PROJECT BELONGS TO:



This project was developed in collaboration with each area's interns, where they provided each area's information on what they do, and a general idea of what they wanted to represent, and I was in charge of maintaining direct communication with the teams, as well as developing the infographics and illustrations. This project was part of Boehringer's 50th anniversary in Mexico.

Extracts from the Induction Manual for new employees. Editoria design, inner communication design, infographic design.

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• **¿QUIÉNES SOMOS?**

 **Boehringer Ingelheim** es una de las **20** farmacéuticas líderes a nivel mundial

 La Casa Matriz se encuentra en **Ingelheim, Alemania**

 Operamos globalmente con **145** afiliadas

 Somos más de **47,000** empleados

 Presentes en **47** países

 Nuestras ventas netas globales de 2013: **€14,065 millones**

 Contamos con **16** Plantas de producción en **11** países

 Somos líderes en investigación en **Biología**

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• **MEDICAMENTOS DE CONSUMO PARA LA SALUD**

En México, este segmento de negocio ha tenido un importante desarrollo consolidándose como líder en el mercado de productos de automedicación ocupando el tercer lugar. Este liderazgo se manifiesta siendo las marcas más importantes en distintas categorías en donde competimos y ubicándonos dentro de los 30 medicamentos OTC más importantes de nuestro país con el fin de satisfacer las necesidades del consumidor.

01  **Bisolvon**

Es el expectorante más confiable y eficaz que, gracias a su acción, disuelve las flemas para facilitar su expulsión, aliviando la tos de raíz.






02  **Buscapina**

Antiespasmódico que alivia las molestias causadas por espasmos o contracción muscular al reflejar el músculo liso de tracto gastrointestinal, útero, vías urinarias y biliares, actuando eficazmente en el origen del dolor. Sus 50 años en el mercado lo convierten en el líder del segmento con una gran experiencia de éxito a nivel mundial.



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Los tipos de emergencias más probables a ocurrir en nuestras instalaciones son:

-  • Incendio
-  • Fuga / derrame
-  • Lesiones

Por eso, al activarse el sistema de alarma, automáticamente o bien por el accionamiento manual, se escuchará la sirena y sólo por instrucciones del personal de seguridad se activará el sistema para que se escuche en toda la empresa, iniciándose la secuencia de acciones establecidas para su control tal como se describe en el siguiente esquema:



Activa la sirena en caso:

- Incendio
- Sismo
- Derrame o fuga química

Sismo

1. Alejarse de ventanas y objetos que puedan caerse.
2. Buscar resguardo debajo de escritorios o mesas o bien bajo el marco de una puerta.
3. Si el movimiento sísmico lo permite, desconectar aparatos electrónicos, cerrar válvulas de gas y evacuar el edificio.
4. Agruparse en el punto de reunión más cercano.

Incendio

1. Dar aviso (accionando la estación manual más cercana o bien llamando a la extensión de emergencias 777).
2. Si no sabe utilizar los extintores o duda poder controlar el fuego, aléjese a un lugar seguro, espere a la llegada de la brigada e infórmele el tipo de emergencia y ubicación.
3. Evacuar el área y dirigirse al punto de reunión mas cercano.

THIS PROJECT
BELONGS TO:



These are a few pages from the Induction Manual, consisting in over 100 pages, detailing every aspect of the company, from its history, values, products, rules, benefits, etc. I was in charge of the full editorial project, including icon design, infographics, layout design and preparing for print.



Materials for "Día de la Familia 2015"

Boehringer Ingelheim
Inner communication campaign,
graphic design, character design,
illustration, editorial design.



THIS PROJECT
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Key art proposals for Merck's anniversary.

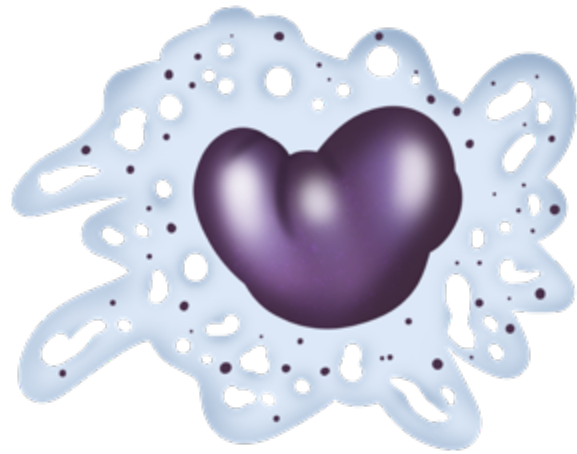


THIS PROJECT
BELONGS TO

EZQUALO
Laboratorio Creativo

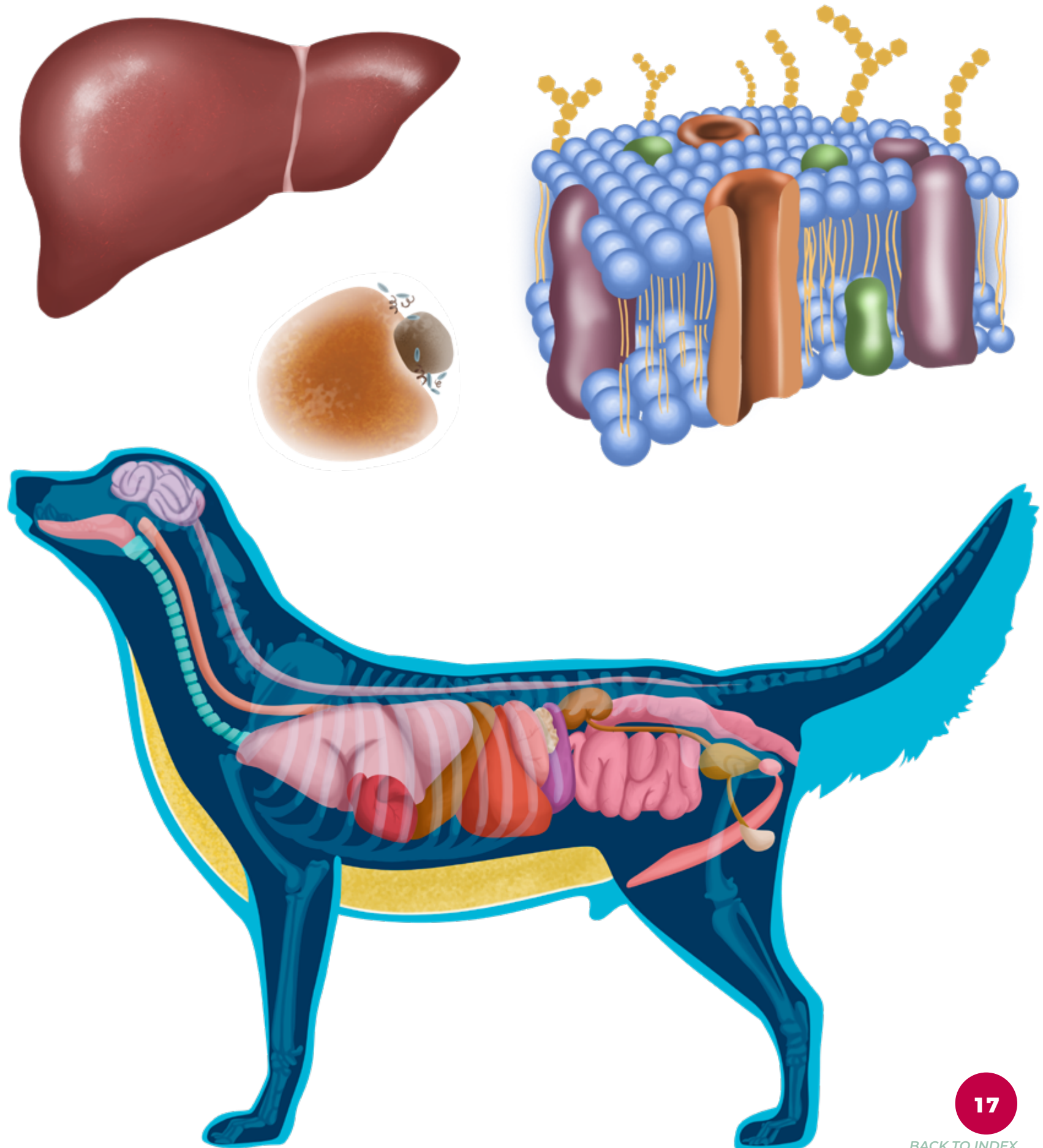
For this pitch, we were tasked with creating Key Arts for the upcoming Merck 350 year anniversary internal campaign, utilizing several institutional assets with sourced stock images and a customized layout. These are a few of the assets I developed specifically for this campaign.

ILLUSTRATION



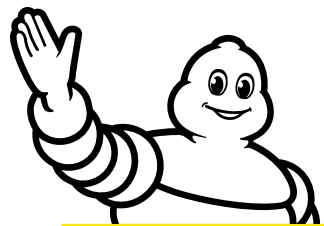
Blue Buffalo
Anatomical illustration for
informative materials.

Several scientific illustrations depicting organs, tissue and cells belonging to dogs, as part of a series of educational posters aimed for veterinarians as part of a sales campaign from Blue Buffalo.



THIS PROJECT
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EZQUALO
Laboratorio Creativo



MICHELIN



Vector illustration
Michelin

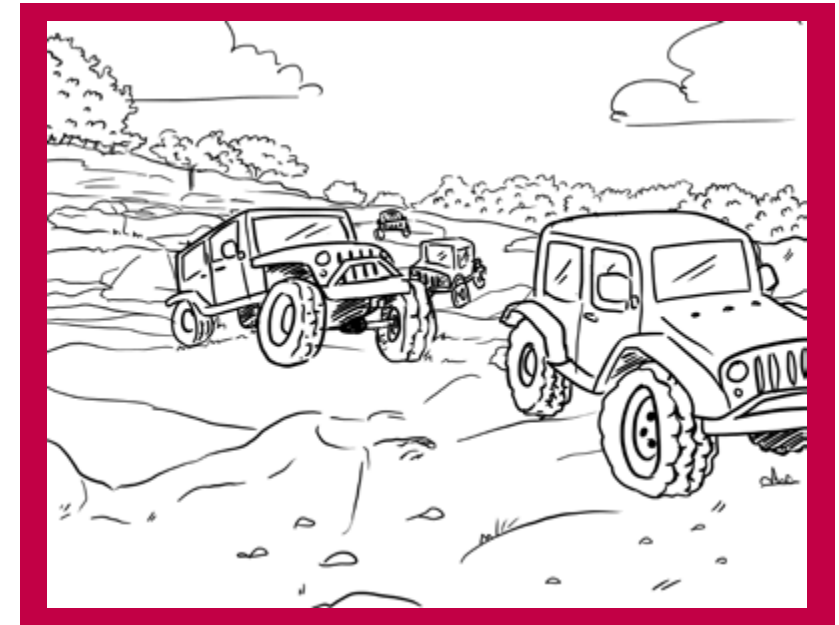
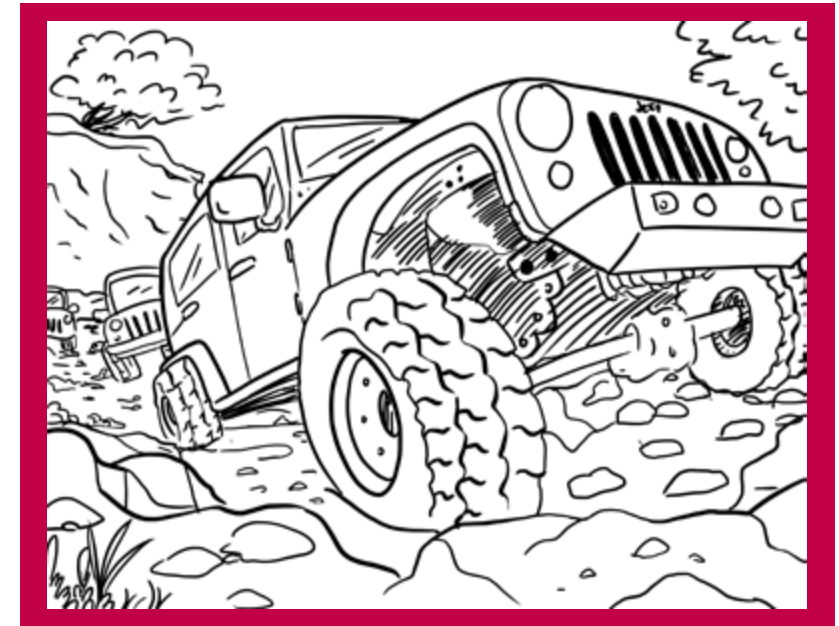


THIS PROJECT
BELONGS TO:

EZQUALO
Laboratorio Creativo

For this project I was tasked with vectorizing some race vehicles from a few photographs shot by our team. These assets were meant to be used in large format.

Storyboard frames BF Goodrich



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BELONGS TO:

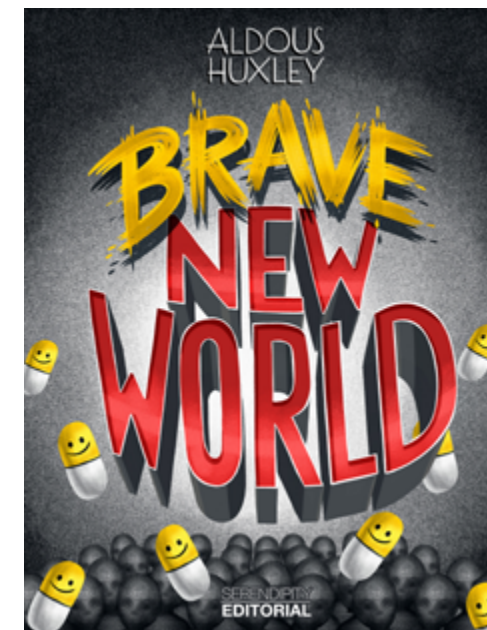
EZQUALO
Laboratorio Creativo

For this project, we were in charge of developing a visual storyboard for a video shoot. The client detailed the shots they were imagining and shared some references of past video shoots so we could represent their vision in frames that our video and post production teams could interpret. This project was made in collaboration with another illustrator, but these are a few of the frames I was in charge of.

Personal digital illustration.



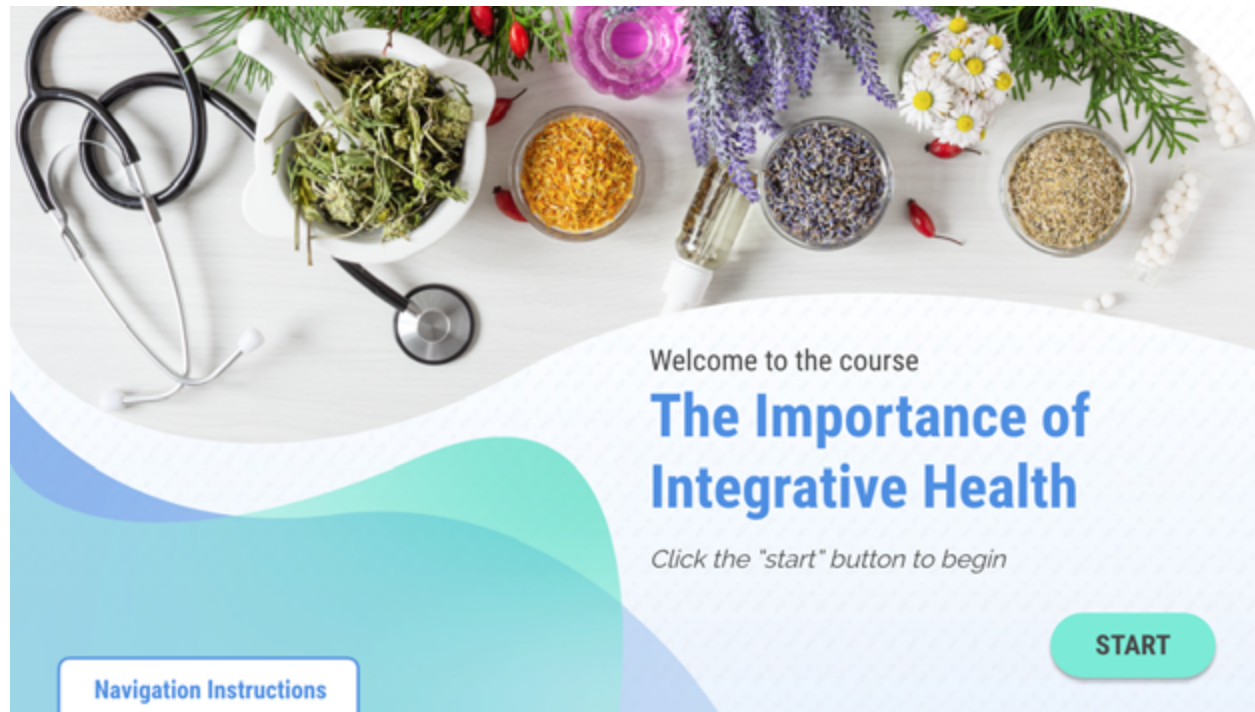




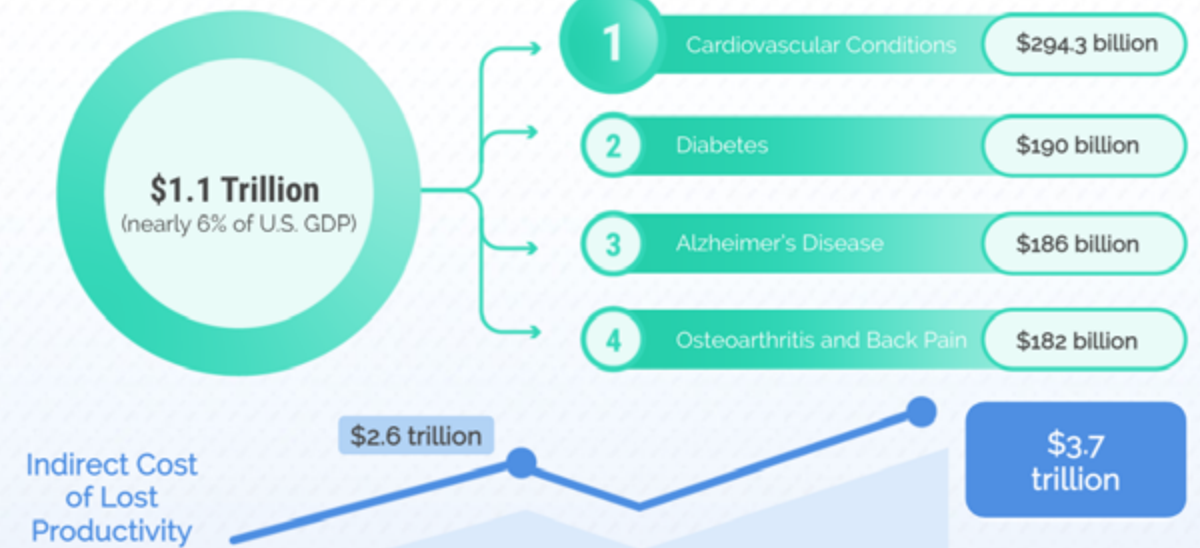
Various book covers.
Personal project.
(Click [here](#) for more details)

As a personal project, I took some of my favorite classic literature titles (and Stephen King) and began a redesign project of their covers, using illustration and lettering. I aimed to maintain consistent color palettes and reflect the content of each book. This is a sample; in total, I made 12 covers.

E-LEARNING



Rising Healthcare Costs



Visual and instructional design for eLearning material titled: "The Importance of Integrative Health"

THIS PROJECT
BELONGS TO:

medtrainer®

The State of Oral Health





Why Does it Matter?

Patients have both a **legal** and **ethical** right to direct what happens to and with their bodies.

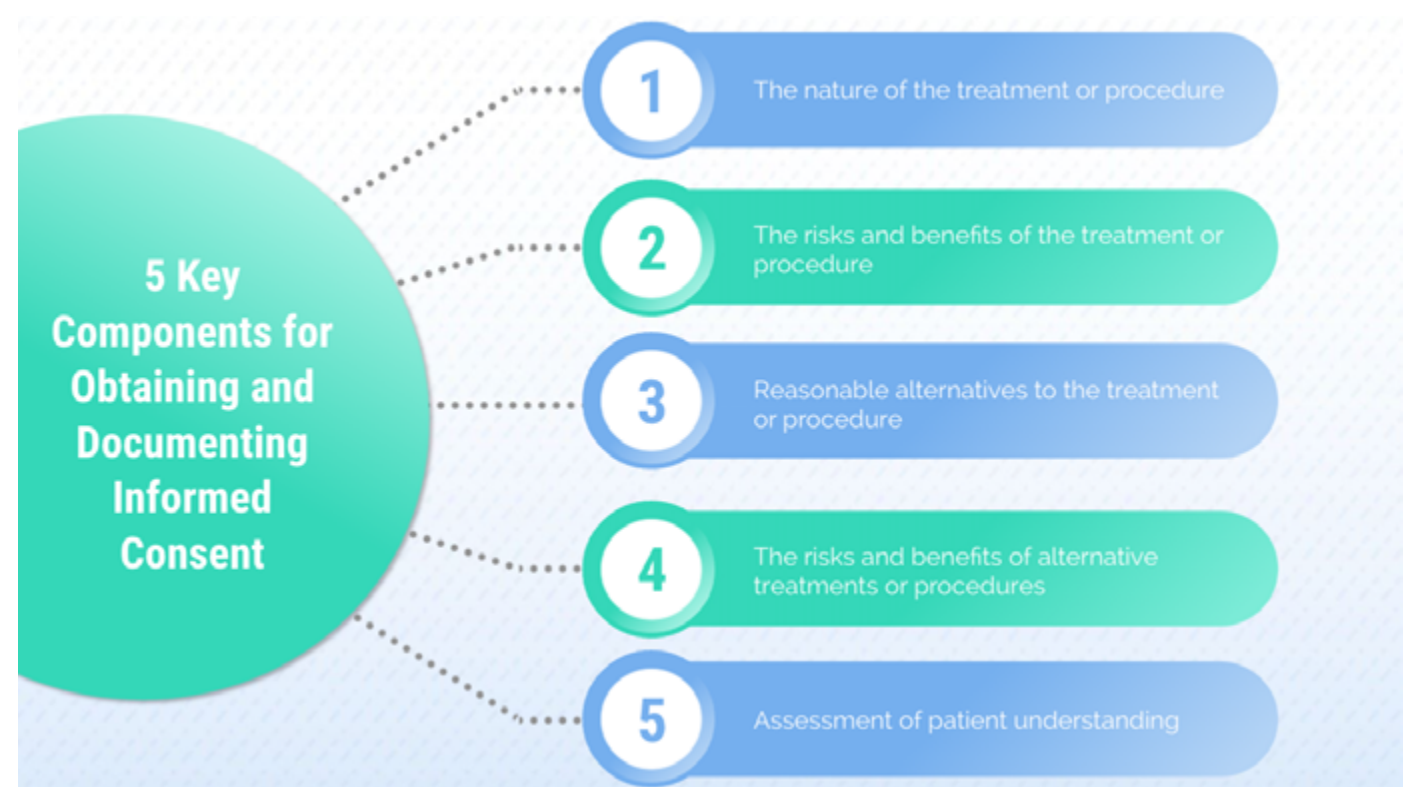
Failing to properly inform and educate a patient **violates their autonomy**.

Appropriately conducted, informed consent:

- ✓ Protects individual patient autonomy
- ✓ Encourages providers to review decisions
- ✓ Enhances patient safety
- ✓ Fosters decision-making and provides incentive for patients to be involved in their care

Visual and instructional design
for eLearning material titled:
“Informed Consent”

(Click [here](#) to watch a short
sample)



THIS PROJECT
BELONGS TO:

medtrainer[®]

contact **INFO**

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