

Nancy Morales Ricoy

Senior Brand & Marketing Designer

Expert in Brand Identity | UX/UI | Content Marketing |
Strategy-Driven Design
Bilingual (English & Spanish) | Adobe Creative Suite |
Figma | HubSpot

Let's talk!

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Strategic Brand & Marketing Design Leader with a passion for crafting compelling visual narratives that drive engagement and business success. With expertise in branding, UX/UI, content marketing, and paid media, I create impactful, user-centered experiences that merge aesthetics with functionality. Proficient in Adobe Creative Suite, Figma, HubSpot, and SEO, I specialize in developing cohesive brand identities, optimizing digital experiences, and launching innovative campaigns.

Known for my creative problem-solving, data-driven decision-making, and ability to lead cross-functional teams, I bring a unique blend of design thinking and marketing expertise to every project.

Work Experience

REQUORDIT 2021-Present

Senior Marketing Designer & Specialist

★ Key Achievements:

- Elevated brand presence through strategic design, content marketing, and UX/UI for REQUORDIT Cloud, CloudOCR, and CloudPAYit.
- Increased lead generation by 20% by spearheading high-performing paid media campaigns, email marketing, and website optimization.
- Led cross-functional product launches across North America, ensuring brand consistency and strategic market positioning.
- Developed conversion-focused landing pages and sales collateral, optimizing customer engagement.
- Managed branding for major industry events, strengthening brand authority in the automation technology sector.

Public Agency of Digital Innovation Mexico City Government (2019 – 2021)

Lead Visual Designer

★ Key Achievements:

- Designed user-centric digital platforms that streamlined government services, reducing in-person visits and improving accessibility.
- Optimized UX/UI workflows, improving platform efficiency and increasing citizen engagement.
- Led cross-functional teams to create intuitive, data-driven digital solutions impacting thousands of users.

SOLCOM Communication Solutions (2017 – 2018)

Graphic Designer

★ Key Achievements:

- Developed brand identities and promotional materials for startups and small businesses, focusing on brand positioning and engagement.
- Designed digital and print assets, ensuring alignment with user experience best practices.
- Created high-performing social media content, increasing audience reach and engagement.

Expertise and Core Skills

- Branding & Visual Identity
- Content & Digital Marketing
- UX/UI & Web Design
- Collaboration with multi-functional teams
- Event & Trade Show Marketing

Education and Certifications

- ★ **B.A. in Graphic Design** | Universidad La Salle – Mexico City
- **AI in Marketing** | Tecnológico de Monterrey
- SEO Fundamentals, Digital Marketing Strategies, Content Marketing Execution | HubSpot Academy

Software and Tools

- **Design:** Adobe Photoshop, Illustrator, InDesign, Figma
- **Marketing & Analytics:** HubSpot, Google Analytics, SEO, Email Marketing
- **Project Management:** Microsoft Office, Monday, Slack.