

Libia Michelle Bello Vargas

Industrial Designer · Brand Designer · Graphic & Web Designer

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Industrial Designer specialized in **User-Centered Design with 5+ years of experience** leading **brand identity** projects end-to-end, from strategic briefing and creative direction through to multi-channel execution. Experienced in leading creative teams, aligning cross-functional stakeholders, and managing external production partners, managing brand asset libraries, and **ensuring consistent brand application** across digital, print, motion, and physical touchpoints. Background in B2B and B2C environments across Mexico, the United States, and Saudi Arabia. Advanced proficiency in **Adobe Suite, Figma, and AI-assisted design tools**. English C1 certified.

Work experience



COMPANY | Grupo Industrial Vértice del Sureste · Mexico City
ROLE | Digital Design & Corporate Image Specialist
DATE | March 2026 - Present

Leading the **full rebranding** of the Drilling Fluids division for a strategic PEMEX supplier. Acting as the central creative contact between stakeholders and the design process: defining briefs, establishing visual guidelines, and ensuring consistent brand application across internal communication channels.

- ✓ Organized the division's corporate visual identity: logo system, color palette, graphic elements, typography, and tone.
- ✓ Created the brand asset library: templates, presentation frameworks, infographic systems, and internal communication pieces.
- ✓ Translated a highly technical B2B industry into a clear, trustworthy, and modern brand language understood by both operators and executive stakeholders.



COMPANY | Integra Personal Branding Group
ROLE | Design Lead
DATE | February 2025 - March 2026

Coordinates and enables a multi-disciplinary design team, including designers, motion specialists, and external freelancers, delivering brand content for clients across the Americas in technology, finance, wellness, and culture.

- ✓ Managed team workload and project prioritization across simultaneous accounts, ensuring quality and deadline consistency.
- ✓ Owned the brief-to-delivery process: clarified client requirements, defined creative scope with the team, and reviewed final output before delivery.
- ✓ Developed and maintained graphic guidelines for new client onboarding (rebranding) and ongoing brand consistency.
- ✓ Integrated AI-powered tools (Midjourney, ChatGPT, Gemini, Elevenlabs, HeyGen) into team workflows to scale content production without sacrificing brand standards.



COMPANY | Wayakit Biotechnology in Hygiene · Saudi Arabia
ROLE | Brand Designer, Web Designer and Marketing Executive
DATE | 2021 - 2025

Led the **full international rebranding** of an eco-friendly cleaning products company operating across Mexico and Saudi Arabia. Owned the brand identity system and its consistent application across all channels.

- ✓ Defined and documented brand guidelines: logo usage, color system, typography, photography direction, and packaging standards.
- ✓ Managed all creative touchpoints: labels, retail displays, showroom design (KAUST, Saudi Arabia), website, and online store (Shopify).
- ✓ Coordinated paid media campaigns on Facebook META Ads, briefing, creative production, and performance review.



FREELANCE
ROLE | Social Media Manager | Brand & Web Designer
DATE | 2020 - 2024

Managed end-to-end brand design projects for SMEs in Mexico and the U.S. across fitness, wellness, ecology, technology, and furniture sectors. Responsible for briefing, creative direction, and final delivery across identity, web, print, and social media.



COMPANY | CASA MANGATA Home Decor
ROLE | Co-Founder, Marketing Manager and Brand Designer
DATE | 2020 - 2021

Co-founded a candle and home decor brand. Owned **brand strategy and identity design**, packaging, product photography direction, and full digital and physical channel communication.



Education

Bachelor of Industrial Design
Tecnológico de Monterrey · 2015-2020
Professional License: 14682054

Web Coding Master
DEV.F EdTech Programs · 2023-2024

Community Manager Certificate
Facebook META Blueprint · 2024

Course: Branding, the Creative Journey
IE Business School (Online) · 2024

UX Design Certificate
Google (Online) · 2022

Course: Introduction to Web Development
Universidad de los Andes (Online) · 2022

Course: Graphic Design
California Institute of Arts (Online) · 2021

Skills

Brand & Creative

- ✓ Brand identity systems & guidelines
- ✓ Creative briefing & scope definition
- ✓ Asset library management
- ✓ Team & freelancer coordination
- ✓ Agency collaboration

Tools

- AI Adobe Illustrator
- Ps Adobe Photoshop
- Pr Adobe Premiere
- Ae Adobe After effects
- Id Adobe InDesign
- Figma
- Capcut
- HTML
- CSS
- Meta Ads
- Shopify
- Clickfunnels
- wix Wix

AI & Productivity

- Claude
- ChatGPT
- Gemini
- MidJourney
- Elevenlabs
- HeyGen
- Magnific (Freepik)
- Microsoft 365
- Trello
- Discord
- Notion
- Miro

Languages

English (spoken and written) C1 Level
SmallTalk English Speaking Level Test 2025.

See certificate

Spanish (spoken and written)
Native language.