

PAMELA CARRINGTON

Senior Graphic Designer | Art Director | Illustrator | Editorial & Digital Design
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PROFESSIONAL SUMMARY

Freelance graphic designer, art director and illustrator with 15+ years of experience in digital design, editorial design, illustration, visual identity and exhibition design. Track record delivering digital campaigns, and apps for brands such as Diageo, Coca-Cola, Toyota, Samsung and Danone; exhibition graphics for the Cineteca Nacional and the Museum of Memory and Tolerance; and book illustration for UNESCO, Santillana and Editorial B de Blok (Random House). Most recent project: graphic identity, props and set design for the TV series “Detrás del Telón” (Canal 11). Proficient in Adobe Creative Suite (Photoshop, Illustrator, InDesign) and Procreate; manages multiple projects and deadlines simultaneously; collaborates with cross-functional teams (copywriters, developers, production); bilingual Spanish–English (TOEFL).

SELECTED CLIENTS AND INSTITUTIONS

Diageo · Santillana · Samsung · Toyota · LEGO Foundation · UNESCO · Grupo México · Cineteca Nacional · Canal Once · Penguin Random House · INAH · Danone · Bimbo · CONACULTA · Mexican Senate

KEY SKILLS

Design & Creative: Graphic Design · Art Direction · Editorial Illustration · Editorial Design · Digital Design · Visual Identity · Iconography · Exhibition Design (Museography) · Large-Format Design · Visual Concept Development
Media & Content: Digital Campaigns · Social Media Content Grids · Web & App Design · Newsletters · Out-of-Home Advertising · Educational Materials · TV Production Design (Props & Set Design)
Management & Collaboration: Production Coordination · Multi-Project & Deadline Management · Creative Brief Interpretation · Design Proposal Presentations · Feedback-Driven Iteration · Cross-Functional Collaboration
Tools: Adobe Photoshop · Adobe Illustrator · Adobe InDesign · Procreate · macOS · Microsoft Office

PROFESSIONAL EXPERIENCE: DESIGN, ART DIRECTION & PRODUCTION

Contra el Viento Producciones 2025 – 2026

Graphic Designer & Illustrator | TV series “Detrás del Telón,” Canal 11 (Mexico), premiere: September 22, 2026

- Designed the graphic identity, props and set design for the series, defining the visual identity seen on screen.
- Illustrated and produced graphic and art pieces for 22 episodes, working alongside production teams to meet November-March shooting schedule.

Fundación Grupo México (Grupo México Foundation) 2021 – 2023

Graphic Designer & Illustrator

- Developed the graphic design, editorial layout and illustration for the 10-volume collection “Educación para la salud y la vida” (Health and Life Education), supporting early childhood education.

LEGO Foundation 2018 – 2020

Graphic Designer & Illustrator

- Designed and illustrated educational, advertising and outreach materials: teaching resources, iconography, editorial reports and large-format pieces.

Yves Rocher 2017 – 2019

Graphic Designer

- Designed and adapted materials and newsletters for the December holiday season.

Syrup Collective 2016 – 2018

Graphic Designer

- Designed social media materials for Mía by Xytotest, out-of-home advertising and social media for Frontón México, and social media content grids for multiple brands simultaneously.

Re-Hab, Architecture & Museography Studio 2014 – 2019

Graphic Designer & Production Coordinator

- Designed graphic materials for exhibitions at the Museum of Memory and Tolerance (2014–2018) and for the May 5th commemorative parade in Puebla (2014 and 2017).

- Designed the graphics for the Stanley Kubrick exhibition (2016) and produced the graphics for the “Disney in Mexico / Coco” exhibition (2017) at the Cineteca Nacional
- **Lunave Digital Media Agency 2010 – 2014**

Graphic Designer & Art Director

- Led and executed digital design projects (campaigns, social media grids, websites and apps) for Danone, Coca-Cola, Manpower, Bimbo, Diageo, Toyota, Samsung, Singer, Fonatur, and INAH.

EDITORIAL ILLUSTRATION & PUBLICATIONS

Santillana **2026**

- Illustrated the book “Las Lúters,” by Bernardo Fernández (Bef), forthcoming.

UNESCO **2025**

- Illustrated the book “Nursing the Future,” part of the Voices for a Future Generation initiative.

Reclaiming You **2020**

- Illustrated the book “Reclaiming You,” by Jeanette Harrington, published in Australia.

Editorial B de Blok (Random House) **2017-2018**

- Illustrated “#YoNomás digo,” by Irma Gallo, and “El Arcoíris de Alondra,” by Chrystel Guczka.

CONACULTA (National Council for Culture and the Arts, Mexico) **2016**

- Illustrated the online project “Un libro de,” which brings classic books and texts to young people and the general public to promote reading.

EDUCATION

Universidad Iberoamericana, Santa Fe campus **2004 – 2009**

Bachelor’s Degree in Graphic Design

LANGUAGES

Spanish: Native | English: Professional / Full Professional Proficiency | TOEFL