

ARIANA MATILDE TORRES CASTRO

Junior Art Director / Graphic Designer

As a passionate Salvadoran graphic designer, I specialize in crafting bold, impactful visual identities. From concept to completion, I create unique and authentic universes that resonate. Driven by a constant pursuit of growth, I merge creativity with strategy to infuse each project with meaning and purpose.

EDUCATION

Bachelor in Graphic Design,
Communication 360 Multimédias
MONTPELLIER, FRANCE
2022-2025
ESMA École Des Métiers Artistiques

Preparatory Year in Applied Fine Arts
MONTPELLIER, FRANCE
2021-2022
ESMA École Des Métiers Artistiques

General Baccalaureate (Mention Bien)
EL SALVADOR
2018-2021
LFSS Lycée Français de San Salvador

TECHNICAL SKILLS

Visual Identity
Communication Strategy
Digital / Print
UI/UX Design
Translation

Languages:
Spanish (native)
English (bilingual)
French (bilingual)
Portuguese (intermediate)

Adobe:
- Illustrator,
- InDesign,
- Photoshop,
- After Effects,
- Lightroom
Figma
Trello
WordPress / CSS

INTERPERSONAL SKILLS

Critical thinking
Adaptability
Autonomy
Perseverance
Team spirit
Active listening

PERSONAL INTERESTS

Gastronomy
Sports (Baseball)
Sewing
Volunteering



PROFESSIONAL EXPERIENCE

Internship / Ananá Papers
Jun - Aug 2023 | San Salvador, El Salvador

Custom design for stationery, decorations, and business merchandising. Development of a sample box of printed products for new clients. Product conception and vector illustrations.

Internship / Susana Díaz
Dec 2022 | San Salvador, El Salvador

Discovery of textile and fabrication printing processes. Client order management, sales, and relations. Observation of operations and personnel management.

GRAPHIC DESIGNER / UNICEF (Hérault)
Mar 2022 - Dec 2023 | Montpellier, France
Design of posters and publicity for local events. Volunteer (still active) for events affiliated with UNICEF Hérault.