

ARIANA MATILDE TORRES CASTRO

JUNIOR ART DIRECTOR / GRAPHIC DESIGNER

Passionate Salvadoran graphic designer based in Paris specializing in bold and authentic visuals. Experienced in creating assets and communication materials across digital and print, with strong skills in collaboration, coordination, and storytelling. Always seeking growth and new creative challenges.



TECHNICAL SKILLS

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

Languages:

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

Figma
Adobe

- Illustrator
- Indesign
- Photoshop
- After Effects
- Lightroom

Notion
Midjourney
Wordpress / CSS /
Elementor

WORK

VEJA / INTERNSHIP APR–SEPT 2025 | PARIS, FRANCE

Creation and production of digital assets (B2C newsletters, homepages, invitations, communication materials).
Cross-team collaboration with web, wholesale, HR, communication, press, development, etc
Developed strong skills in communication, coordination, and project management within the retail and sneaker industry.

ANANA PAPERS / INTERNSHIP JUN–AUG 2023 | SS, EL SALVADOR

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

SUSANA DIAZ / INTERNSHIP DEC 2022 | SS, EL SALVADOR

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

UNICEF (HÉRAULT) / GRAPHIC DESIGNER MAR 2022–DEC 2023 | MTP, FRANCE

Volunteer and in charge of poster design for local event affiliated with the association.

EDUCATION

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

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

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

INTERPERSONAL SKILLS

Great communication
Critical thinking
Adaptability
Autonomy
Perseverance
Team Spirit

INTERESTS

Gastronomy
Sports (Baseball)
Sewing
Volunteering