

LIDIA BARRERA

Graphic Designer & Creative Project Manager

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Creative and detail-oriented Graphic Designer with a degree in New Media Production & Design from SAIT. Proven expertise in visual design, branding, and digital/print media production. Skilled in project logistics, client communications, and budget management to deliver impactful marketing materials. Thrives both independently and collaboratively, creating designs that align with brand goals and exceed customer expectations.

Experience

Creative Project Manager. *Winged Whale Media – Calgary, AB | June 2024 – Present*

- Managed project logistics, scheduling, and post-production timelines with ClickUp.
- Facilitated client correspondence and communication between teams.
- Meticulously prepared agreements, managed budgets and tracked receipts.
- Efficiently organized file sharing through Google Cloud and Dropbox.

Freelance Custom Stationery Designer. *Self-employed - Santiago, Chile | 2008 – 2021*

- Crafted custom event stationery and digital products tailored to client needs.
- Built strong, long-term client relationships through adaptable design.

Substitute English Teacher. *Liceo Nacional de Maipú – Santiago, Chile | May – November 2007*

- Led diverse student groups and developed engaging teaching strategies to support their individual learning needs.

Volunteer Leadership. *Church of Jesus Christ of Latter-Day Saints – Santiago, Chile & Calgary, AB | 2000 – Present*

- Proactive event planner, organizing and leading community events for 20-100 participants.
- Engaging instructor and mentor for various age groups, enhancing public speaking and teamwork.

Education

New Media Production & Design. *SAIT, Calgary, AB | 2023*

- Graphic Design, Visual Design, Website Design, Adobe Creative Cloud, UX/UI, Marketing Strategies, Branding, Social Media

English Teaching. *USACH, Santiago, Chile | 2007*

- Focus on Group Management, Content Planning, Public Speaking, Creative Skills

Skills

Technical: Adobe Photoshop, Illustrator, InDesign, UX/UI Design, Photography Editing

Project Management: Trello, ClickUp, Google Drive, Dropbox, Budgeting, Client Relations

Languages: Spanish (Native), English (Advanced)

Soft Skills: Communication, Teamwork, Problem-Solving, Creativity, Time Management