

LIDIA BARRERA

Graphic Designer – Visual Content & Operations

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Creative and organized Graphic Designer – Visual Content & Operations with experience producing visual assets, managing content calendars, and supporting project workflows across education, tourism, and administrative sectors. Skilled in branding, website design, and project coordination. Bilingual professional with strong organizational and communication skills, delivering high-quality visual and operational support on time.

SKILLS

Project Coordination: Production workflows, budget tracking, content planning, remote team collaboration
Design & Tools: Adobe Creative Suite, Canva, ClickUp, Trello, Google Workspace, WordPress, AI-enhanced design tools
Communication: Bilingual (Spanish-English), client collaboration, Visual storytelling and brand communication

PROFESSIONAL EXPERIENCE

Creative Producer - Winged Whale Media

Calgary AB (Remote) | 2024 - Present

- Design and produce visual assets and materials for VR, AR, 360° video projects, presentations, and social media campaigns.
- Develop and manage social media content calendars, planning posts and campaigns aligned with brand guidelines.
- Support project workflows and client communications, including meeting preparation, documentation, and administrative tasks.
- Maintain organized digital files, version control, and project deliverables.

Graphic Designer & Branding Specialist - OB Digital

Calgary, AB / Freelance | 2016 - 2022

- Develop brand identities and visual assets for clients, including logos, color schemes, typography, and guidelines.
- Design and maintain websites and landing pages using WordPress and Wix, currently expanding skills in Webflow.
- Create social media content and campaigns aligned with client brand strategies.
- Support content planning and visual storytelling to ensure cohesive branding across platforms.
- Organize project files and deliverables to ensure timely completion of client projects.

Administrative Assistant - Automotora Candia

Santiago, Chile | 2016 - 2022

- Managed administrative workflows for vehicle ownership transfers, ensuring accuracy and compliance with legal requirements.
- Prepared digital forms and online payments for Chilean tax authorities (SII), meeting strict deadlines.
- Organized and maintained secure digital records of client and vehicle documentation.

EDUCATION

New Media Production & Design | Southern Alberta Institute of Technology (SAIT)

Calgary AB, Canada | 2022 - 2023

- Training in digital media production including graphic design, video, animation, UX, and web design.
- Developed skills in creative project planning, production workflows, and digital storytelling.

Bachelor of Education in English Teaching | Universidad de Santiago de Chile (USACH)

Santiago, Chile | 1999 - 2006

- Training in curriculum design, lesson planning, and communication for diverse audiences.
- Developed strong skills in organization, cross-cultural communication, and content structuring.

CERTIFICATIONS

Brand Design Foundations – LinkedIn Learning (2024); Project Management Simplified – LinkedIn Learning (2023); Meta Business Suite – In Progress (2026)