

MARCELA SILVA NAVARRO

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EDUCATION

Pontificia Universidad Católica de Chile

August 2021 – July 2026

Bachelor of Design (Licentiate in Design & Professional Designer)

Santiago, Chile

- **Thesis Project — SeaSweet:** Design of a family cereal based on the seaweed *Ulva lactuca*, with a graphic presentation system, packaging, and related pieces to reduce food neophobia toward seaweed consumption; in collaboration with the School of Nutrition and Food Engineering. Tested with more than 10 users; defended with highest honors
- **Relevant Coursework:** Digital Infographics, Visual Language, Introduction to Packaging Design, Creative Illustration, Visual Identity and Branding, Design Sketching

PROFESSIONAL EXPERIENCE

Pontificia Universidad Católica de Chile

March 2026 – Present

Teaching Assistant

Santiago, Chile

- Taught classes and mentored students in the School of Design course Design Sketching, for groups of 30–40 students
- Graded and evaluated coursework, with in-class support and review of student progress

Freelance

December 2023 – Present

Designer

Remote

- Delivered 3 graphic design projects for 3 different clients: branding, logos, and visual marketing materials
- Sustained collaboration of 1 year with the same client, ensuring continuity and coherence across deliverables

Freelance

March 2021 – Present

Illustrator

Remote

- More than 100 illustration commissions (editorial, characters, and personal requests), managing 5 projects in parallel
- Delivered custom illustrations across multiple styles, with typical turnaround of 2 weeks per project

Fundación Lontra

April 2025 – August 2025

Graphic Design Intern

Santiago, Chile

- Designed and developed an educational videogame demo in Construct 3, a Figma web prototype adapted to HTML, and social media assets on prevention, rescue, strandings, and breeding of chungungos (marine otters)
- Worked directly with the organization's founder to align deliverables with education and environmental awareness goals

ISS Facility Services

December 2024 – March 2025

Visual Design Intern

Santiago, Chile

- Designed across 10–20 marketing projects: updated commercial and catering brochures, reports, internal communications, and team goal videos
- Developed social media assets, playroom design, and 5 cafeteria proposals for clients such as Abastible, Softys, and Antofagasta Minerals

SKILLS & LANGUAGES

Software: Adobe Illustrator, Photoshop, InDesign, Premiere, CapCut, Figma, Clip Studio Paint, MS Office

Skills: Ethnography, Qualitative Research, Agile Methodologies, AI Image Generation, Animation

Languages: Spanish (native), English (B2)