



RAFAEL TORRES
 GRAPHIC DESIGNER & CREATIVE SPECIALIST
 BRANDING | PACKAGING | DIGITAL DESIGN
 Scan for Design Portfolio
 or go to www.rafael-eduardo.com

Contact

Montréal, QC.

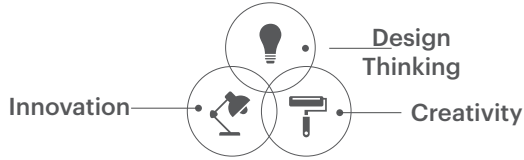
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PROFESSIONAL PROFILE

Graphic Designer with 10+ years of experience in branding, packaging, and marketing design for consumer brands, retail, wellness, and e-commerce. Skilled in creating impactful visual solutions across print, digital, motion, and AI-assisted creative workflows.



TECHNICAL SKILLS

Adobe Illustrator	●●●●●●●●●●
Adobe Photoshop	●●●●●●●●●●
Adobe InDesign	●●●●●●●●●●
Figma	●●●●●●●●●●
Rhinoceros	●●●●●●●●●●
KeyShot	●●●●●●●●●●
After Effects	●●●●●●●●●●
Premiere	●●●●●●●●●●

AI IN MY WORKFLOW

I like to use AI powered tools to accelerate creative workflows while maintaining strong creative direction and design quality.

Claude and/or ChatGPT.
 Brainstorming, copywriting, and workflow support.

Magnific (Freepik) AI tools.
 Asset generation, mockups, concepts and quick visuals.

Other tools used: Figma Weave, Adobe Firefly.

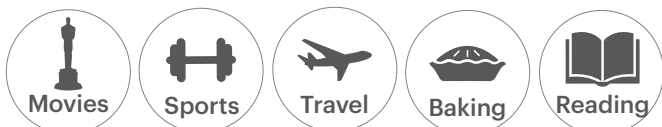
LANGUAGES



EXTRACURRICULAR ACTIVITIES / HOBBIES

Music.
 August 2002 - May 2005. May 2017 - Jun 2018.
 Conservatory of Music of Chihuahua.
 Student of piano and violin.

Student Groups.
 January 2015 - December 2015. ITESM, Chihuahua.
 President of the Student Committee of Industrial Design.



EDUCATION

- Digital Marketing.**
 ILSC Gresytone College. Montréal, Canada.
 March 2022 - May 2023.
- Industrial Design.**
 ITESM. Chihuahua, Mexico.
 August 2010 - December 2015.

PROFESSIONAL EXPERIENCE

Freelancer

January 2015 - To Date.

Graphic Designer.

- Created brand identities, packaging, websites, and marketing assets that helped businesses strengthen brand recognition and presentation, engaging target audiences.

DAVIDsTEA

Montréal, CA. November 2025 - February 2026.

Graphic Designer.

- Created digital, motion, and UI assets for email, web, and social media campaigns.
- Designed packaging, promotional materials, and in-store collateral.
- Produced high-volume creative assets for multiple campaigns and product launches simultaneously.



Smolarz Design

Montréal, CA. June 2022 - November 2025.

Graphic Designer.

- Developed packaging and branding for products sold in retail environments.
- Led projects from concept through production and final delivery.
- Created successful branding for new product lines that enhanced product visibility and recognition.

Pure Health (Natural Supplements Brand)

Chihuahua, MX. January 2018 - April 2022.

Creative Director.

- Directed brand identity across packaging, web, advertising, and marketing channels.
- Created high-performing campaigns that drove engagement and conversions.
- Contributed to increased online sales and customer acquisition through targeted marketing initiatives.

AWARDS / ACHIEVEMENTS

Winner of the "110 Anniversary Logo" contest.
 YMCA (February 2017)

Honorable Mention in Excellence.
 ITESM (December 2015)



Award of Excellence in the Integral Education.
 ITESM (November 2015)

Best Design Project of the Semester.
 ITESM Showroom (December 2014 / 2015)

First Place at the Startup Business Weekend.
 ITESM August 2014.