



FLAVIO SERRANO

Graphic Designer & 3D Artist

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✉ dg.flavio.israel@gmail.com

📍 Charlottetown PE

👤 ABOUT ME

Hello, my name is Flavio Serrano. I am a Graphic Designer and 3D Artist currently based in Canada, with over 17 years of professional experience. I have worked with advertising agencies and private organizations, including **Gandhi**, **BlackBerry**, **Cometra**, **Seguritec**, and **GSI**.

I am a creative and reliable professional with strong experience in advertising campaigns, illustration, and 3D art. I am comfortable working both independently and as part of a team, consistently delivering high-quality results.

🔑 KEY SKILLS

- ✓ Strong knowledge of 3D modeling and texturing workflows
- ✓ Photomontage and digital retouching
- ✓ Web design
- ✓ Digital illustration
- ✓ Corporate branding (logos, brand guidelines, etc.)

📖 EDUCATION

Formal Education:

2025 - Present Video Game Art and Animation by Holland College in Canada.

2024 - 2025 Fundamental Arts by Holland College in Canada

2005 – 2008 Degree in Graphic Design granted by the **Technological University of Mexico, S.C.**

2010 Diploma in Structural Programming, at the National Polytechnic Institute.

2011 Diploma in PHP at The Mexican National Polytechnic Institute.

2000 Diploma of the Classic Graphic Design course, issued by the Benito Juárez county council in the Cultural Center "Quinta Alicia".



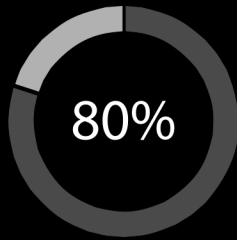
● SOFTWARE



● LANGUAGES



SPANISH



ENGLISH


● PERSONAL REFERENCES

-CHRIS SHARPLEY
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-TIFFANY BAXTER
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● HOBBIES & INTERESTS



 **WORK EXPERIENCE**

» Designer at "Peimber Grafica Creativa" (2001-2002).

Advertising agency where I started my professional career having as main responsibilities the design of packaging, illustration and dealing with suppliers and service providers.

» Designer at "Reforestemos Mexico" (2008-2009).

A non-profit institution in which I provided support in the production of advertising and didactic graphic materials, having as an outstanding project the realization of the concept and art of a product of the company (InvernaKids).

» Freelance Designer (2010).

A period in which I worked for different companies, focusing mainly on branding, advertising and web design.

» Designer at TechMedia (2010-2011).

Advertising agency where I consolidated my knowledge in programming and multimedia design. In this company I was in charge of the web design area, being responsible for managing and updating the web pages of the most prominent clients of the company such as **COMETRA**, **SEGURITEC**, **SEPSA** and **GSI**.

» Designer at Sferea Studio (April 2011- July 2011).

Agency specialized in the design and development of applications for mobile devices where I worked in the area of graphic design, animation and programming. In this agency, I worked as a project leader in the development of art and conceptualization of applications for companies such as **Gandhi** and **BlackBerry**.

» Professor at "CUC University" (2011-2013).

University where I developed as a teacher, teaching the subjects of Digital Design (Illustrator, InDesign, and Photoshop), Video Game Development, 2D Animation and Professional Presentations.

» CEO and Director of DavinciSchool (2013 – Present).

Starting in 2013, I decided to venture into the private sector and found my own company, which I was able to stabilize and make profitable through an advertising strategy based on search engine optimization and online marketing. From its foundation to date, we have provided training services to both individuals and renowned companies in Mexico, as well as to government and public health institutions. In addition to being CEO of my company, I have also worked as a teacher, teaching subjects such as Digital Graphic Design, Photomontage and Retouching with Photoshop and Lightroom, Editorial Design with InDesign, and Programming with HTML5 and CSS3, among others.