Guillermo

Yair Zárate Córdoba

Creative · Brand · Digital Products · AI

Mexico City | yair.zc@hotmail.com | +52 55 43 37 71 13

Portfolio LinkedIn

Professional profile

I design brands and digital products with a business perspective. My background connects creative direction, B2B marketing, audiovisual production, hospitality and entrepreneurship. I apply AI to research, creation and development, guided by my own product, experience and business decisions.

Selected experience

Smart Protein | Founder & Creative Director | 2023-present

Created the business and brand concept, visual identity, food and beverages, recipes, product naming and menus. Creative direction for point of sale, campaigns and content. Created Smart Protein Rewards and developed a nutrition-tracking prototype through AI-assisted development.

UNIGIS | Marketing & Design | 2022-2023

Marketing and design for B2B logistics technology: sales and executive presentations, product communication, content, video and motion graphics. Production and post-production of ALMA AI. Exhibition materials, stands and promotional items, with supplier coordination.

Digital products | Concept, UX & AI-assisted development

UNIGIS Sales Intelligence. Sales research, accounts and business cases. Read-only demo with fictional companies; a project developed after my employment at UNIGIS.

Shopzii. Digital catalogues with shareable links and WhatsApp purchase enquiries.

ARGILORE / AKELARRE. Social plans and people app with day and night identities. Mobile demo with fictional data.

Yard3D. A 3D distribution-centre simulation of yards, docks and vehicles.

Smart Protein Rewards. Digital loyalty card with points, tiers, QR codes and rewards.

Smart Protein Nutrition. Functional nutrition-tracking prototype.

Walmart Mexico | Juguetilandia project

Graphic design for exterior facades, project management and supervision for a nationwide project, with two direct reports.

Business, creative and customer experience

Hospitality / Cancún | 2014-2017. Entertainment, coordination and management / GIO responsibilities. Leadership, events, guest experience, suppliers and multicultural teams.

Intercom | 2020-2021. Sales / Customer Service. Prospecting, negotiation, quotes, ocean, road and air shipments, and after-sales support.

Quad Graphics | 2018-2020. Key Account Manager / Customer Service. Magazine accounts including Men's Health, Airbnb, Women's Health, Esquire and ELLE Decor. Materials, billing, forecasting and delivery coordination.

Publimail | 2017-2018. CSR / Account Executive. Clients, digital marketing, community management, content, Google Ads and sales.

OppsCorp | 2013-2014. Audiovisual production and post-production: scripts, storyboards, audio, editing, animation, motion graphics, colour correction and visual effects.

Grupo Destinos | 2012-2013. Design coordination: identity, advertising, catalogues, presentations, renders, web, events and suppliers.

Pop & Roll | 2011-2012. Branding, store design, product naming, point-of-sale materials, web, social media, photography, video and animation.

Leo Comercial | 2010-2011. Customer service, sales, suppliers, purchasing and inventory.

Independent projects. Why Zii, creative services. Freelance audiovisual production, editing and post-production for VEGA Instruments Canada.

Education | 2 completed university programmes

Animation, Art and Digital Design | Centro Universitario de Comunicación (CUC). Programme completed.

International Trade and Logistics | Universidad del Valle de México (UVM). Programme completed.

Computer Systems Engineering | ESCOM, Instituto Politécnico Nacional. 5 semesters completed; programme not completed.

Certified courses

Leadership and people development; excellence in customer service; work-team management and coordination; event planning and organisation; digital audio and video editing; AI applied to digital content.

Languages: Spanish · Conversational English.