

→ nan

Nancy
Morales
Ricoy

Art Director

Graphic Designer

Marketing Specialist

Based in Mexico City with local and global reach



With **over 7 years of experience as a bilingual designer and marketing strategist**, I specialize in creating impactful, results-driven design projects. Expertise includes UX/UI design, content marketing, and SEO strategy, helping businesses craft their stories and build meaningful connections with audiences. **I'm passionate about launching innovative solutions and developing user-friendly platforms.** Ready for new challenges, I'm seeking senior roles in creative industries.

I'm Nancy, an innovative Graphic Designer with a zest for Marketing

I'm a results-driven graphic designer with content marketing and team leadership experience, creating products that blend function and aesthetics. **I focus on what works, looks great, and connects with audiences.**

[View my portfolio](#)

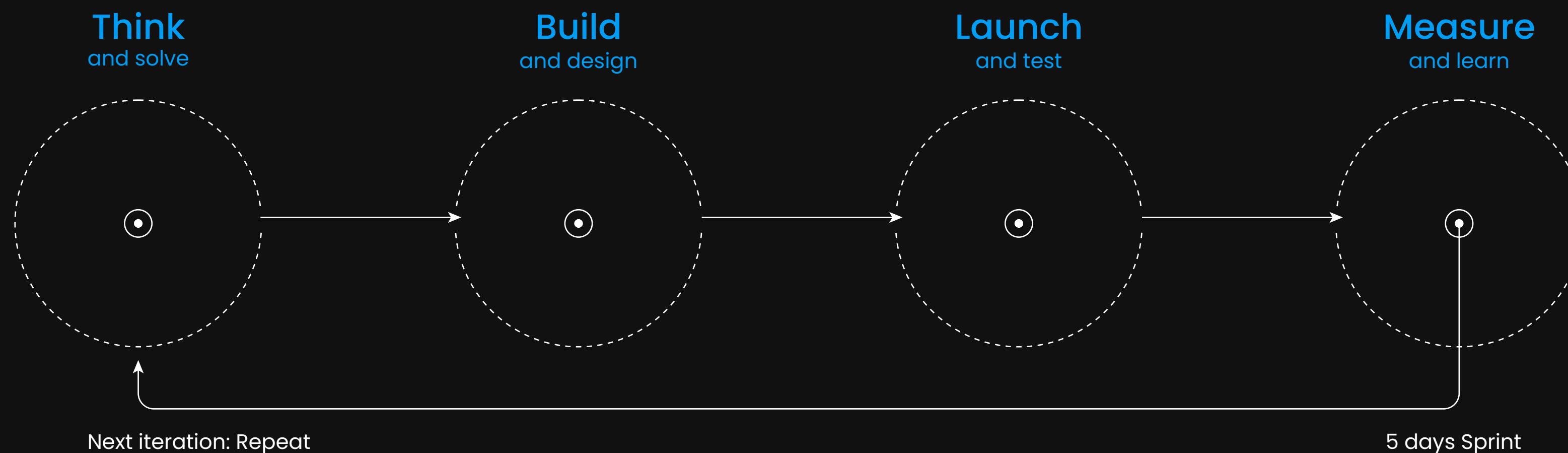
[More about my workflow](#)



This is how I do things

my methodology

My work methodology is simple but powerful: Think, Build, Launch, Measure. I start by digging into the problem, designing smart solutions, then launching and testing to see them in action. Finally, I measure results, learn from them, and get ready for the next iteration. **Each sprint keeps the process dynamic and focused, driving continuous improvement and impact.**



Career highlights? **Developing digital platforms for Mexico City's government to make a real difference for millions**, and launching game-changing automation tools like CloudOCR, CloudPAYit, and CloudPAYit FX. I've also driven paid media campaigns that ramped up engagement and got people talking.

Professional background, education, and certifications

I'm all about blending creativity and strategy! With **skills in UX/UI, graphic design, video editing, and branding, plus a strong marketing toolkit** (think SEO, email marketing, paid media, and content magic), I bring ideas to life in both English and Spanish. **Adobe Creative Suite, Figma, HubSpot, and Google Analytics are just some of my go-to tools.**



REQUORDIT | Document Management Specialist

Lead Marketing Designer and Strategist (2021-Present)

- Led marketing and design projects for automation tech solutions like CloudOCR and CloudPAYit.
- Increased lead generation by 20% through paid media campaigns and email marketing strategies.
- Collaborated with cross-functional teams to launch new products in North America.

Public Agency of Digital Innovation, Mexico City

Government Agency - Lead Visual Designer (2018-2021)

- Designed user-centric digital platforms to streamline government services, reducing in-person visits and improving accessibility for residents.
- Collaborated with cross-functional teams to create intuitive UX solutions, increasing platform efficiency.
- Key contributor to citizen-driven digital services impacting the local community.

SOLCOM Communication Solutions

Graphic Designer (2015-2017)

- Worked with small businesses and startups to develop brand identities and promotional materials for both print and digital.
- Created design solutions for websites, social media, and print, with a focus on user engagement and experience.



Bachelor's degree in Graphic Design

La Salle University, Campus: Mexico City, 2012-2016

- Majored in Graphic Design, diving deep into creativity and visual storytelling.
- Specialized in Digital Design during my final year, honing skills for the digital world.
- Completed professional practices before graduating, gaining hands-on experience early on.
- Studied at a school focused on balancing professional expertise, personal growth, and entrepreneurial spirit.

Google: Foundations of Digital Marketing and E-commerce

Domestika: SEO Fundamentals, Digital marketing strategies: build your online presence, Content Marketing: From Planning to Execution, Creative direction: use storytelling to present and sell ideas.

TEC de Monterrey: Artificial Intelligence in Marketing

CENTRO: Data Visualization Bootcamp

Branding + Web

Feat. CloudPAYit



I was deeply involved in bringing CloudPAYit to life as the lead marketing designer and strategist. From the very start, I crafted the brand identity, ensuring it embodied the platform's secure, innovative spirit. I created everything from the logo to the color palette, building a cohesive look that stands out.

I also took charge of designing the website, focusing on a clean, user-friendly layout that highlights CloudPAYit's features and benefits. My goal was to make the experience seamless and engaging for users right from their first click.

It was exciting to see the product launch successfully, knowing my work helped position CloudPAYit as a go-to solution for making accounts payable smarter and safer!

CloudPAYit

Dive into the CloudPAYit site and check out the full range of features. Every element you see—from the visuals to the smallest design details—was thoughtfully crafted and art directed by me to bring this project to life.

<https://cloudpayit.com>



For more content visit cloudpayit.com

CloudPAYit in **10 minutes**
MAXIMIZING AUTOMATED PAYMENTS

REGISTER NOW!

CloudPAYit WEBINARS

Howdy, valued customer,

Are you already registered and prepared to discover the simplicity of automating payments with our webinar, '[CloudPAYit in 10 minutes: Maximizing Automated Payments](#)'? Don't miss out on this transformative session that will reshape your approach to handling payments.

In a brief 10-minute timeframe, our team of experts will unveil the power of our cutting-edge payment automation solution. Join us to witness firsthand how CloudPAYit can unleash the full potential of your organization by streamlining and optimizing payment processes. This webinar is your gateway to a more efficient and effective way of managing payments, making it an unmissable opportunity for anyone seeking to enhance their financial operations.

When and where?
 Wednesday, December 13, 2023
 GotoWebinar Live Session

Say no more. I want in!

⚠️ If you're unable to attend the live session, just [register](#), and we'll provide you with the recording afterwards.

Stay informed and ahead of the curve!

For more content visit cloudpayit.com

CloudPAYit

THANK YOU!
for attending our webinar
CloudPAYit in 10 minutes:
MAXIMIZING AUTOMATED PAYMENTS

RECORDING AVAILABLE!

CloudPAYit WEBINARS

Howdy, valued customer,

We want to express our deepest gratitude for your participation in yesterday's webinar '[CloudPAYit in 10 minutes: Maximizing Automated Payments](#)'. Your presence made the event truly special, and we appreciate the time and attention you dedicated to joining us. We hope you found the information valuable and that it added meaningful insights to your knowledge.

Relive the session here!

Looking for more content?
Explore our most recent blog post titled '[The Payments Trends for 2024](#)'. Delve into the top ten trends that are set to impact finance and AP leaders in the year 2024. It's an excellent opportunity to stay informed and prepared for the evolving landscape of payments.

We genuinely value your support and involvement in our community. If you have any further questions or feedback, please don't hesitate to reach out. Your input is important to us as we strive to improve and tailor our content to meet your needs.

We look forward to connecting with you again in future events.

For more content visit cloudpayit.com

CloudPAYit

CloudPAYit in **10 minutes**
MAXIMIZING AUTOMATED PAYMENTS

REGISTER NOW!

CloudPAYit WEBINARS

Hey there, valued customer,

Automating payments doesn't have to be complicated!
Join us for the "[CloudPAYit in 10 minutes: Maximizing Automated Payments](#)" live session, the webinar that promises to revolutionize the way you handle payments.

In just 10 minutes, our team of experts will unveil the power of our cutting-edge payment automation solution, see how CloudPAYit can maximize the human potential of your organization through payments automation.

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Speakers:

CloudPAYit email marketing examples

I ran the launch email campaign for CloudPAYit that got people clicking! With a 20% open rate and 98% of emails delivered successfully, we grabbed the attention of both current customers and fresh prospects. This campaign sparked engagement and gave our sales team a solid starting point for follow-ups, helping guide prospects down the path to conversion.

Branding

Feat. PROMINSA



As the creative director for this project, I created every aspect of the brand's redesign. From concept to execution, **I ensured we honored PROMINSA's roots while bringing in a timeless, innovative style that truly reflects where the company is headed.** The result? A visual identity that's rooted in heritage but built for the future.

1 Embracing Evolution

PROMINSA is a civil engineering and architecture firm with 20+ years under its belt, ready for a fresh look to match its evolution. With the founder's architect sons stepping up, the challenge was to keep the legacy alive while leveling up the brand's vibe.

2 A Legacy of Excellence

With projects ranging from large-scale infrastructure to cutting-edge architectural designs, they've built a reputation that spans decades. This rebranding project was a way to honor their solid foundation while also signaling their readiness to embrace new opportunities and expand into new areas of expertise.

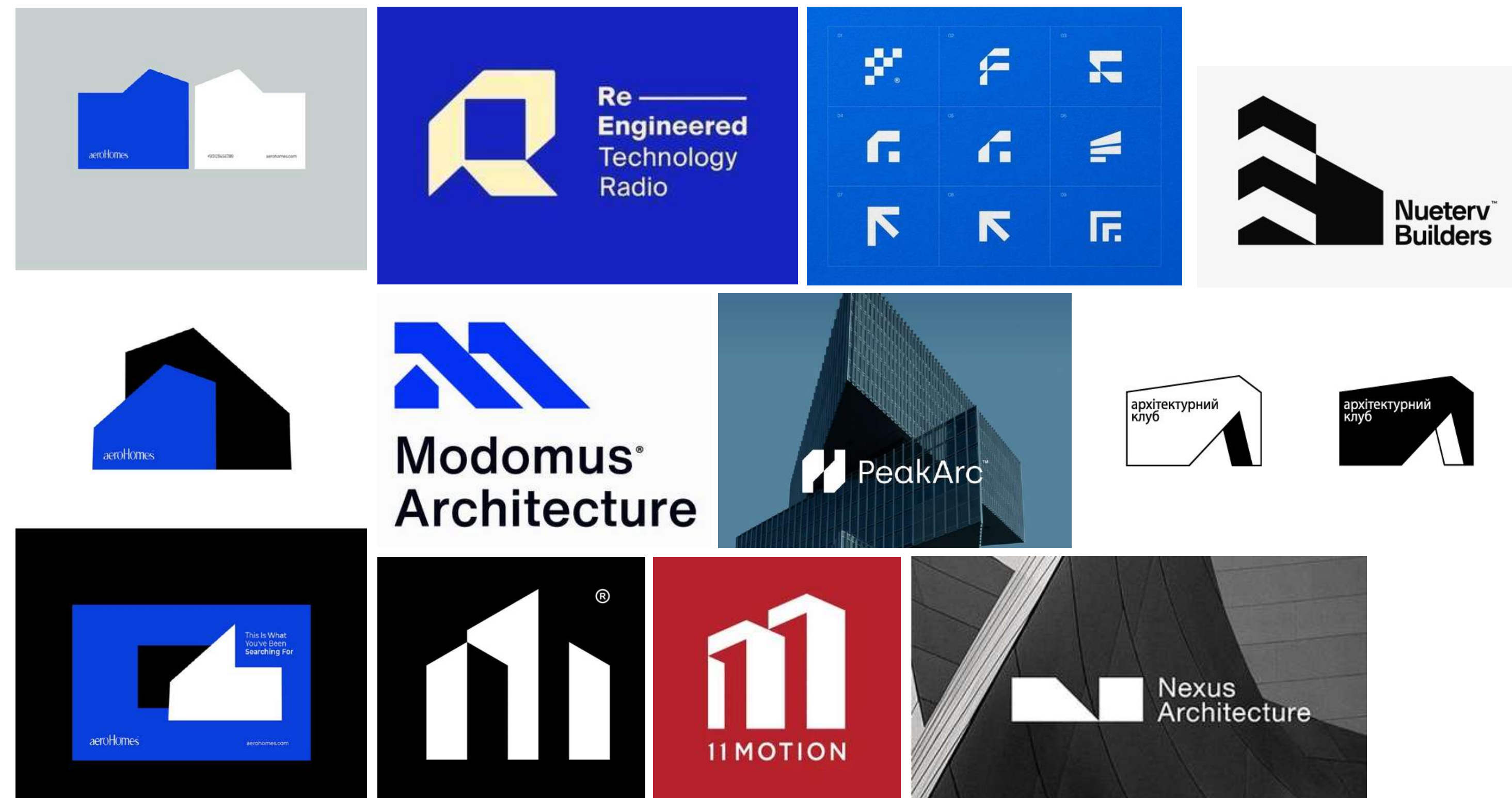
3 Creative Direction with a Modern Twist

I took on the creative direction, blending tradition with a modern twist. We kept the essence of the original logo, crafted by the founder himself, but added sleek, updated elements to show off PROMINSA's growth beyond civil engineering.

Involvement as an Art Director

As the creative director for PROMINSA's rebrand, my goal was to keep the heart of their original design while giving it a fresh, modern vibe. The client wanted to honor the brand's legacy, so I dove into a visual search, gathering inspiration that felt both contemporary and clean. It was all about striking the right balance—keeping the familiar elements that made PROMINSA unique, while updating the look to reflect their growth and forward-thinking approach.

My process for PROMINSA's rebrand started with a deep dive into understanding the essence of their original design and the legacy they wanted to keep alive. I began by gathering inspiration from modern, clean, and timeless visuals to find elements that would blend seamlessly with their established look. This visual exploration involved studying shapes, colors, and typography that felt fresh yet familiar. I sketched out ideas, played with subtle adjustments, and carefully chose elements that honored PROMINSA's roots while bringing a new, contemporary energy to their brand. The creative process was a journey to transform a beloved identity into something that respects the past and embraces the future.



The old look

Here's PROMINSA's original logo—a bold and timeless design crafted by the founder himself. With those strong, interlocking "PM" initials, it's all about stability, expertise, and a no-nonsense approach to industrial projects and maintenance. This logo has been the face of PROMINSA for years, and it's packed with history. As we took on the rebrand, keeping the spirit of this iconic design was a must. Our challenge? Bringing a fresh, modern twist to a classic without losing its roots.



The new look

Here's PROMINSA's new look—same legacy, fresh vibe! The redesigned logo keeps the iconic "PM" initials, but with a sharper, more modern twist. We went for bold, clean lines that communicate strength and stability, a perfect match for PROMINSA's solid reputation in engineering and architecture.

Design-wise, the new logo shines with its simplicity and balance. The updated shape is compact and eye-catching, making it versatile for any medium, from business cards to building signage. The typography is clean and approachable, adding a touch of warmth to the brand. This refreshed identity not only respects PROMINSA's roots but also projects confidence and adaptability—ready to stand out and make a mark in the future.





Building identity: From stationery to team spirit

PROMINSA's brand doesn't just live on paper—it's brought to life through everyday items that connect with employees and reflect the company's identity.

The letterhead, folders, and business cards feature clean lines and geometric patterns, giving them a polished yet approachable feel. Beyond the office, the branding extends to construction helmets, caps, and shirts, adding a personal touch that builds pride and unity among the team. These items aren't just practical—they're a fun way to showcase the brand's personality and values. Whether it's a helmet on-site, a cap worn casually, or a shirt at an event, each piece reinforces PROMINSA's commitment to building not just great projects, but also a strong and engaged community.



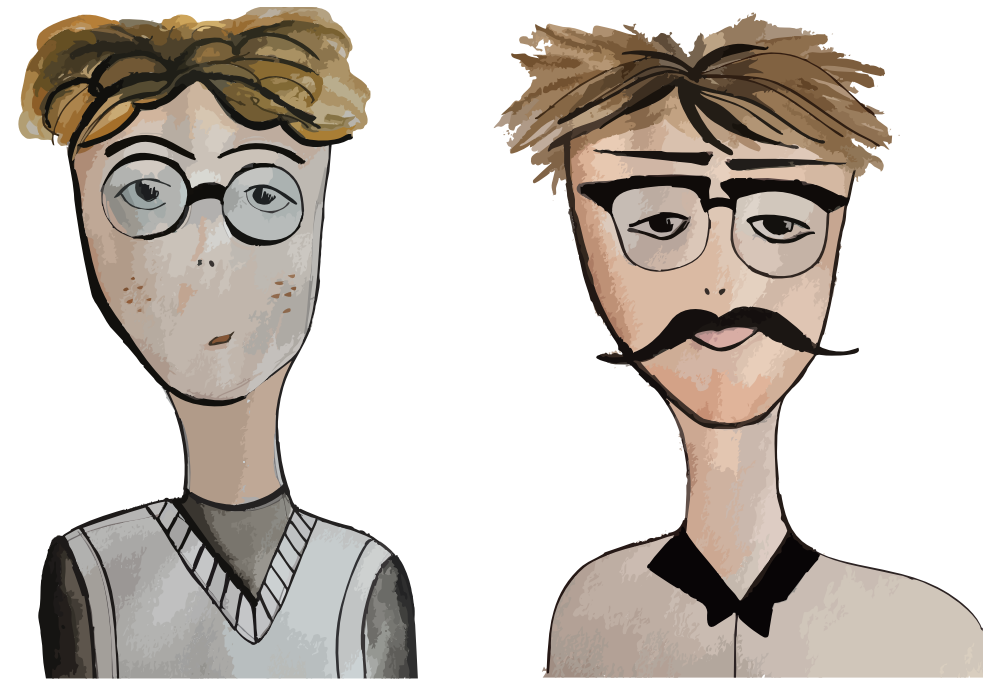
Illustration

Feat. Cucurucho

Involvement as an Art Director

I had the chance to collaborate as an illustrator for a fun project with coffee shop Cucurucho, where the main goal was to bring coffee closer to its customers in a fresh and relatable way. The concept was all about pairing different types of coffee with unique personalities, giving each drink its own character and flair. Whether you're the bold Espresso "business type" or the quirky Macchiato "geek," the idea was to make people feel seen and connected to their favorite cup of coffee.

For the illustrations, I leaned into a boho watercolor vibe to keep things warm and inviting. I wanted the characters to feel hand-drawn and full of personality, with soft brushstrokes and natural textures. This style gave the designs a more organic, playful feel—something that feels personal, like a sketch done just for you. It was a fun departure from clean, geometric vector art, adding charm and a touch of whimsy to the whole project.



Coffee with personality to-go

This design brings the quirky coffee personalities to life on to-go cup holders, turning a simple accessory into a fun, stylish statement. The phrase “Café con actitud” (coffee with flair) perfectly captures the campaign’s bold and fun spirit, making every cup feel like a reflection of the drinker’s personality.

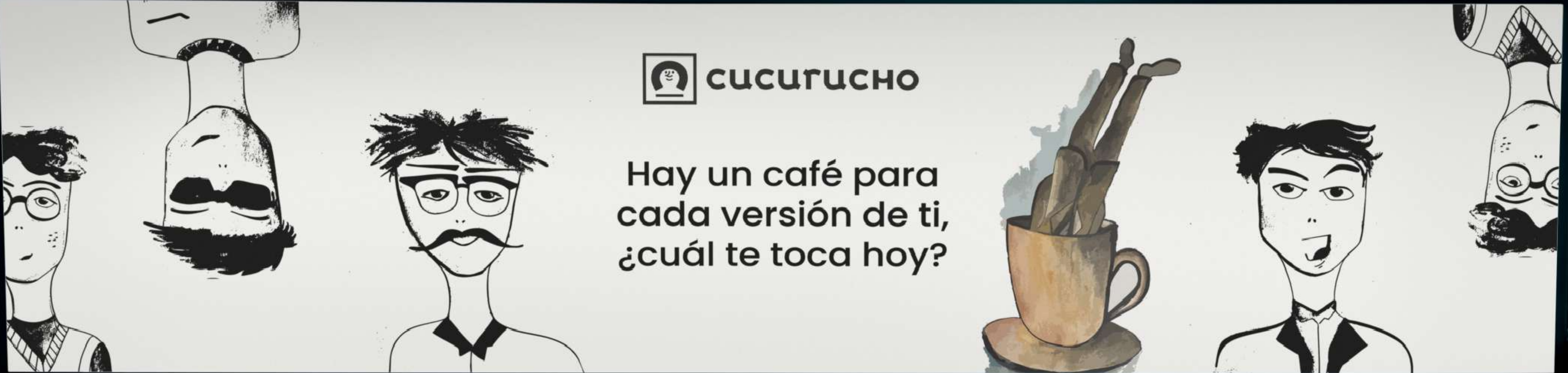
The hand-sketched art style was chosen for its charm and practicality, ensuring clean, striking reproduction on printed materials while keeping the look personal and creative.





CUCURUCHO

Hay un café para
cada versión de ti,
¿cuál te toca hoy?



La fórmula perfecta para mentes brillantes: *macchiato*.

tienda /// cafetería



CUCURUCHO



C. RÍO NAZAS 52 AV. HORACIO 327 C. CAMPOS ELÍSEO 105 C. PACHUCA 87

El café es más que una bebida, es una extensión de quién eres. En Cucurucho, cada taza está diseñada artesanalmente para combinar el sabor perfecto con tu estilo único. Déjate llevar por el Macchiato: una mezcla precisa que inspira y acompaña a las mentes curiosas y brillantes como la tuya. ¡Descubre tu personalidad en cada sorbo!

Simple, genuino y artesanal: el *americano* que te define.

tienda /// cafetería



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Directo al punto, como tú. *Espresso* para conquistar el día.

tienda /// cafetería



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Design isn't just what it looks like; it's how it works, solves, and connects.

Let's create something awesome together! If you're up for turning ideas into memorable experiences, reach out. Want to see more projects under my belt or dive deeper into my marketing expertise? Drop me an email—*i'd love to connect!*

[Send me and email](#)