



MARIA JULIA PLAZA VIVAR

SKINCARE SPECIALIST
& GRAPHIC DESIGNER

EDUCATION

SKINCARE SPECIALIST ESTHETICIAN

2022 - 2023 | Escuela de Cosmetologia y Dermocosmiatria Body look - 360 HOURS

IED - INSTITUTO EUROPEO DI DESIGN - ITALIA

2001 - 2002 | Web Design & Strategy Master

UNIVERSIDAD SAN FRANCISCO DE QUITO - ECUADOR

1994 - 1999 | Bachelor's Degree (B.A.) en Graphic Design Minor in Art - GPA: 3.72, Magna Cum Laude.

CEI - CENTRO EDUCATIVO INTEGRAL - ECUADOR

1984-1993 | Bachelor's Diploma in Chemist Biologist

ABOUT ME

I am an esthetician and a creative graphic designer with a strong professional background in the entire creative process, including conceptualization, planning, and execution. Since high school, I have been interested in skin care treatments, which inspired me to combine both careers. My work focuses on creating art for social media, catalogs, corporate identities, logos, and specific projects, while also helping clients with their skin care needs.

CONTACT

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WORK EXPERIENCE

SKIN CARE SPECIALITS - ESTHETICIAN

SKINLAB ROOM | 2021- Present

- Skin Care Specialist with 3 years of experience in facial treatments, skin analysis, and product consulting. Passionate about helping clients achieve their best skin through customized treatments and skin care education.
- Provide personalized skincare treatments enhancing client satisfaction and retention.
- Conduct skin assessments to tailor treatments, boosting client outcomes and loyalty.
- Collaborate with team to optimize service delivery, improving client experience.
- Maintain detailed client records ensuring consistent high-quality care.
- Performed advanced skincare treatments, enhancing client satisfaction. Developed personalized regimens, boosting repeat visits. Mastered new techniques, elevating service quality.
- Meticulously executed facial procedures, ensuring optimal results. Maintained stringent hygiene standards, safeguarding client health. Documented treatment progress for continuous improvement.
- Introduced new treatment combinations, addressing diverse skin concerns. Adapted techniques for sensitive skin types, expanding client base. Stayed current with industry trends.
- Educated clients on proper skincare routines, empowering long-term skin health. Provided emotional support during transformative treatments. Collaborated with team to enhance overall spa experience.

FREE LANCE - SENIOR GRAPHIC DESIGNER

MARIA JULIA PLAZA STUDIO GRAFICO | 2007 - 2022

- Owner and responsible for the creation and organization of the creative process: conceptualization, planning, execution of graphic arts for online designs and publications on social networks, packaging design, events, catalogs, corporate identity, logos, posters, maps.

SENIOR GRAPHIC DESIGNER

INALPROCES - KIWA SNACKS | 2018 - 2019

- In charge of designing packaging, graphic pieces for events, arts for social networks, and necessary material for internal and international events.
- Video editing
- File organization

PROFESSIONAL SKILLS

Software: Photoshop, Illustrator, InDesign, iMovie, Microsoft Excel, Microsoft Word, Microsoft Power Point, Outlook Express, Management of Google Workspace tools (Google Docs, Spreadsheets, Google Drive, Gmail); Microsoft Windows 2000, 98, 95; Very good knowledge of Macintosh OS; Photography; Printed design; Illustration: vector
Skin: Facial and body Massage

LANGUAGES

Spanish: mother tongue;
Italian: very good knowledge, fluent (written and spoken);
English: good knowledge (written and spoken);

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SENIOR GRAPHIC DESIGNER

GOLDEN BAY HOTEL - GALÁPAGOS ISLAND | 2015 - 2018

- Responsible for supporting the design area with all the arts for social networks, creation of the Hotel's corporate image (logo, stationery, amenities design, corporate identity manual, design of the sign and internal signage)
- Management of the purchasing and logistics area of all food and necessary products that go from Quito and Guayaquil.
- Search for high quality special items according to requirements.

ENTREPRENEUR OWNER AND MANAGER

GÖZÜ SAL Y DULCE BY BARLOVENTO RESTAURANTE, MALL EL JARDÍN | 2015 - 2016

- Responsible for supporting the design area with all the arts for social networks, creation of the brand image and the premises
- Supervise employees, suppliers, administration

KEY ACCOUNT EXECUTIVE - PUBLICITY DEPARTMENT

EDITORIAL ENSA GROUP OF MAGAZINES VISTAZO AND EMCOVISA GROUP OF MAGAZINES COSAS | 2013 - 2014

- Sale of advertising space.
- Coordinate with the clients and the advertising agency the elaboration of ads, inserts, menus, posters and such. I helped in projects to enhance the coverage and volume of sales.
- Magazines from Vistazo Group: Vistazo, Hogar, Mamá, Estadio, América, Economía, Generación 21, Hola!, y The Economist.
- Magazines from Cosas Group: Cosas, Casas, VIDAActiva, Clubes.

SENIOR GRAPHIC and WEB DESIGNER

WORLD FOOD PROGRAMME OF THE UNITED NATIONS | 2002 - 2012

- Senior Part Time Graphic Designer Consultant of the ADIA (ICTI) division
- Creation of graphic material for the website and intranet, printed designs for events, logos, providing internally contracted services from the different departments of the WFP Rome-Italy

SENIOR GRAPHIC and WEB DESIGNER

ROMA CONGRESSI | 2005 - 2007

- Part Time Supervisor of the graphic design department of the events of the Roma Congressi - Rome - Italy
- Responsible for the creation of the new corporate image of the company, logo, stationery, and website.

OWNER - SENIOR GRAPHIC DESIGNER

IMAGRAF DESIGN | 1998 - 2001

Graphic designers studio working on communicating, creating and developing advertisements, brochures, corporate identity, logos, posters, maps, illustrations, labels - packaging, and other graphic design projects.

Our clients:

- *EMPRESA CENTRO HISTORICO DE QUITO-ECUADOR* - Company of the Municipality that maintains the part of the historical center of Quito
- *GRIDCOM-PROINMOBILIARIA-PRODUBANCO-PROINCO* - Compañía Multidiversica
- *PROINDUSQUIM CIA. LTDA.* - Chemical Products Company
- *POWER LA, EUROVIAGES* - Travel Agency
- *MACHIAVELLO ARQUITECTOS* - Architecture Studio
- *ROTARY CLUB* - International Club that helps people in need
- *DIEGO ARTETA ARQUITECTOS* - Architecture Studio
- *PLAZA, PLAZA & PLAZA ESTUDIO JURIDICO* - Law Firm
- *CESAR EGAS ESTUDIO LEGAL* - Law Firm
- *PETIZO - BANANA* - Banana Export Company
- *UVEPOL* - Company that produces materials for plantations

AWARDS AND ACHIEVEMENTS

- Included in the Chancellor's list in recognition of having one of the highest averages during the years of study at the Universidad San Francisco de Quito | 1997-1999
- Letter of appreciation from the USFQ - Universidad San Francisco de Quito, for helping and being part of the preparation of the image of the First Congress of Journalists | April 1998
- Diploma of Excellence from the USFQ - Universidad San Francisco de Quito, for an excellent job in the Advance Graphic Design class | 1998
- Diploma of Excellence from the USFQ - Universidad San Francisco de Quito, for an excellent job in the Office Design class | 1998

MAIN INTERESTS

- Skincare Treatments
 - Branding
- Corporate Identity
 - Social media
- Vector illustration
 - Fashion design
 - Jewelry
- Spinning & Funtional

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WORK REFERENCE

Jeaneth Mier

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Ana Alvarez

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Academic Director Owner
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Rose Ane Mejía

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Denise Veiga

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