



Graphic Design and Marketing with a Master's Degree in Art History

Yanira Rodríguez

Editorial, packaging, advertising and corporate design. Digital marketing, community manager. Teaching, consultancy and administration in the graphic field. Research, criticism and art curatorship.



Academic career

- 20018 - 2020 | Digital Marketing | DCI - Berlin Germany
- 2007 - 2009 | Master's Degree in Art History | UNAM - Mexico
- 1990 - 1994 | Degree in Graphic Design | UIC - México

Professional career

- 1996- to date: Editorial design, packaging, advertising, corporate, digital marketing and art curatorship.
 - OmniSavy UG. Co-founder and Director of Design and Advertising.
 - GlobalMX Network Germany chapter. Creative Industries/Social Responsibility.
 - Shindo Mexico. Co-founder and Director of Design, Advertising and Digital Marketing.
 - IMAJUR. Community Manager and Director of Graphic Design and Advertising.
 - Centro de Investigaciones y Estudios Avanzados del Instituto Politécnico Nacional based in Berlin Germany / Editorial Design.
 - Masich Internal Arts, Vancouver Canada / Editorial Design
- Department of Publications and Editorial Promotion UNAM / Editorial Design.
- 2007 - 2010 Lecturer at postgraduate level ICEL University and Intercontinental University.
- 2007 - 2010 Coordinator of the Design and Marketing degrees at Instituto de Estudios Universitarios "IEU".
- 2005 - 2007 Manager of Graphic and Structural Design Smurfit Kappa
- 1997- 2005 Art and Design Manager -Grabados miniGRIP de México S.A. de C.V.
- 1995-1997 DTP Design | Senior Graphic Designer
- 1994-1995 Junior Graphic Designer. Folia S.A. de CV

RGMX and Extracurricular Activities/ Awards and Distinctions

- Co-Editor of the book "Mexican Professionals in Germany".
- Co-Editor of the 5 books of the Taichi curriculum.
- Supporting the coordination of Social Responsibility and Creative Industries Germany Chapter of the RGMX
- Publication in: The Journal for the Tai Chi Union of Great Britain No. 58 pages 7-11
- Interview: The Key Inspiration - <https://thekeyinspiration.com/yanira-masich-mexicanas-en-alemania/>
- Curatorship and Exhibition: Brüchen Baun 13. Sept. bis 20. Nov. 2016. Meyer's Hotel Berlin Germany.
- Curatorship and Exhibition: Contemporary Mexican Artist 20-27 Sept.2016. The Gallery, Berlin Germany.
- Science, Technology and Innovation Award for the development of Mexico in the area of Social Sciences with Master Thesis work: The Anguish of Sören Kierkegaard in the Work of Julio Galán in the current context -<https://pcti.mx/>

Diverse information:

- Adobe software, content creation in networks.
- Spanish C2, English C1, German B2, Italian A2



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