

ALEXA IBARRA NAVARRO

Senior Graphic & Brand Designer

Specialized in Sports Apparel & Performance Brands

alexai barran@hotmail.com 

linkedin.com/in/alexai barran 

alexai barra.com 

SUMMARY

Senior Graphic & Brand Designer with 9+ years of experience specializing in cycling apparel and brands from concept through production, combining design with technical knowledge of materials, manufacturing, and print. Effective at translating client vision into brand systems across garments, print, and digital applications.

PROFESSIONAL EXPERIENCE

2020 – Present

Senior Graphic & Brand Designer (Sports Apparel)

[Eliel Cycling](#)

Remote

- Lead design of performance cycling apparel and uniform systems for professional teams.
- Develop brand systems including color, typography, graphics, and sponsor integration.
- Translate client vision into production-ready designs through mockups, test prints, and iterative feedback.
- Adapt designs across garment sizes and SKUs while maintaining consistency and technical feasibility.
- Optimize print layouts. Work with production and marketing teams through final manufacturing.

2019

Front-End Developer (Visual Focus)

[Agencia Diso](#)

Remote

- Developed websites for entertainment and events. Adapted templates into engaging layouts.
- Structured content and navigation to deliver clear user experiences under tight timelines.

2017 – 2019

Marketing & Brand Designer

[Datatechnic](#)

Mexico

- Led brand and marketing as a one-person team, including corporate identity and brand guidelines.
- Created digital and print materials. Provided visual assets for web development.

EDUCATION

Bachelor of Engineering in Digital Graphic Design

CETYS Universidad · 2013 – 2017

SKILLS

Design & Strategy

Brand Identity

Visual Systems

Apparel Graphics

Typography

Art Direction

Technical & Production

Production Art

Print Layout Optimization

Garment Design Adaptation

Prepress

Tools

Adobe Creative Cloud

Figma

Opitex 3D

CorelDRAW

CLO 3D