Lydia J. Gallegos

Multidisciplinary Visual Designer

About

Multidisciplinary Visual Designer based in Mexico City.

I'm used to working and collaborating with interdisciplinary teams. I'm a generalist focused on details and driven by functionality.

My design approach is realistic and creative, supported by skills in traditional media — all that to say that I know how to translate my ideas into graphic solutions that can travel from one medium to another.

My specialty is to build digital systems within branding projects, but have been enjoying creating all sorts of visuals that represent a challenge in efficient cohesive graphic systems.

Skills

Editorial Design
Design Project Management
Print Production

Adobe Photoshop
Adobe Illustrator
Adobe After Effects
Procreate
Figma

Oil, pencil & watercolor painting

Spanish (Native)
English (Full Professional)

Education

2015–2018
Bachelor of Graphic Design
Universidad Autónoma del Noreste

Hobbies

Creative writing.
Painting/Drawing/Pottery.
Climbing.
Photography.

Contact

lydia@hola-hule.com
hola-hule.com
linkedin.com/in/lydia-j-gallegos-1a00a4199
IG. hule_espuma

Work

- 2025–Present
  Sequoia
  Senior Visual Designer

  Senior member of the in-house design team, overseeing brand architecture across product, marketing and internal communications. Led the PeopleLoop sister-brand identity from concept to execution, with a focus on print, event assets, editorial illustration, playbooks and guidelines.

- 2025
  Udemy
  Visual Designer

  Core member of the in-house design team, creating brand assets for digital campaigns, print materials and web & app UI components. Owned select deliverables end to end.

- 2023–2024
  The Branding People
  Creative Leader

  Client facing. Creative strategy and brand storytelling: narratives, positioning, taglines and copy, benchmark research and moodboards, partnering with the Art Director and designers on all deliverables.

- **Design Lead**

  Managed the design team's day-to-day workflow with the Art Director and Creative Lead. Owned independent branding projects and bridged the studio, clients and internal designers.

- 2023–Present
  Studio Cliché
  Senior Designer & Project Manager

  Development and management of design projects ranging from small social media and packaging to corporate identities.

- 2022–2023
  you health® · Miami
  Brand & Visual Designer (Contract)

  Full brand refresh with updated visual and communication guidelines. Designed core brand materials and multi-channel marketing assets alongside in-house design and marketing teams.

- 2021–2023
  NODA Digital Agency · Sydney
  Design Lead

  Client facing. Led UI/UX-focused work, managing cross-functional design & development teams across countries, from strategy and project management to implementation.

- 2019–2021
  The Branding People
  Senior Brand Designer

  Development of a wide range of branding projects with a focus on illustration, digital deliverables and creative concepts.

- 2016–2018
  Ninja Estudio
  Junior Graphic Designer

  Development of small start-up branding projects and digital marketing campaigns.

- 2015–2017
  Marfa Studio
  Internship Trainee

  Digital and print collaterals for Waco Arts & Music Festival (WAMF), plus logistics and on-site support.