

JULIO CESAR HONORATO

SENIOR GRAPHIC DESIGNER • CREATIVE LEAD • BRAND IDENTITY • PACKAGING DESIGN • ART DIRECTION

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✅ Work Authorization: Legally authorized to work in Belgium. No employer sponsorship required.



PROFESSIONAL SUMMARY

Senior Graphic Designer with 15+ years of international experience leading branding, packaging, and visual communication projects across Europe and Latin America. Extensive expertise delivering more than 50 packaging projects annually for global FMCG brands and managing creative initiatives across 7+ product lines. Proven track record of leading multidisciplinary teams, optimizing production workflows, and creating strategic visual solutions for organizations including EHMA, Nestlé, Nescafé, Unilever, GSK, SC Johnson, Disney, Marvel, and Nickelodeon.

AREAS OF EXPERTISE

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|--------------------------------------|-----------------------------------|----------------------------------|----------------------------------|
| • Brand Identity & Visual Systems | • Brand Strategy | • Packaging Artwork & Production | • Cross-functional Collaboration |
| • Packaging Design (FMCG) | • Editorial & Publication Design | • Print Production | • Brand Guidelines & Governance |
| • Creative Direction & Art Direction | • Design Systems | • Creative Project Management | • Visual Communication |
| • Licensed Product Development | • International Brand Development | • Multilingual Communication | • Stakeholder Management |

PROFESSIONAL EXPERIENCE

SENIOR DESIGNER 2023 - Present

European Health Management Association (EHMA) - Belgium

- Lead the visual communication and branding of European health initiatives involving multidisciplinary stakeholders across multiple countries.
- Designed and implemented a cohesive visual identity system that strengthened EHMA's brand recognition and improved consistency across publications, campaigns, reports and digital communications.
- Contributed to increased audience engagement by delivering clear, accessible visual communications aligned with European Commission standards.
- Developed scalable design systems supporting multilingual communication across Europe.
- Collaborated with policy experts, researchers and communication teams to translate complex information into engaging visual content.

CREATIVE DIRECTOR 2020 - 2023

Grupo Cosmic / Nestlé LATAM - Mexico

- Directed branding and packaging development for more than 7 product lines, including Nespresso, Dolce Gusto, Nescafé and Coffee Mate.
- Led a multidisciplinary creative team of 3 designers, overseeing concept development, artwork production and final implementation.
- Managed the delivery of more than 50 packaging projects annually, ensuring brand consistency and production quality across multiple LATAM markets.
- Contributed to successful packaging redesigns that supported product growth and improved shelf impact for key Nestlé brands.
- Optimized packaging production workflows, reducing revision cycles and production costs while maintaining compliance with global brand standards.

SENIOR DESIGNER 2017 - 2020

Marks / SGS CO - Mexico

- Delivered branding and packaging solutions for international FMCG clients including GSK, SC Johnson, Glade, Mr. Muscle, Duck, and Kool-Aid.
- Produced production-ready artwork while ensuring technical accuracy and compliance with global brand standards.
- Supported the successful delivery of 50+ packaging adaptations annually across multiple international consumer brands.
- Collaborated with cross-functional teams to improve artwork quality and reduce production revisions.

GRAPHIC DESIGN LEAD 2015 - 2017

Bonafont - Mexico

- Led the development of internal communication campaigns supporting commercial and marketing teams.
- Designed visual assets for corporate communications, promotional initiatives and training materials.
- Strengthened brand consistency across multiple communication channels through the creation of high-quality graphic resources.

SENIOR DESIGNER 2012 - 2015

Best Trading S.A. de C.V. - Mexico

- Designed licensed consumer products and packaging for Disney, Marvel, Nickelodeon, Peanuts, Angry Birds, Star Wars and Sanrio.
- Delivered hundreds of packaging concepts and licensed product designs while maintaining strict compliance with international licensing requirements.
- Contributed to faster global artwork approvals by developing packaging solutions that consistently met Disney and Sanrio brand standards.
- Collaborated with manufacturers and licensors throughout the product development lifecycle.

JUNIOR DESIGNER 2008 - 2012

Artes Gráficas Panorama Freelance - Mexico

- Designed magazines, books, manuals, brochures, posters and educational publications.
- Produced editorial layouts, illustrations and visual communication materials for commercial and educational clients.
- Developed creative concepts from the initial briefing through final print production.

EDUCATION

Master's Degree in Graphic Design UNAM - National Autonomous University of Mexico. 2003 - 2008

TECHNICAL SKILLS

Adobe Creative Cloud (Illustrator, Photoshop, InDesign, Firefly) • Figma • Premiere Pro • Final Cut Pro • Canva • Microsoft Office

LANGUAGES

Spanish (Native) • English (Professional) • French (A2 – Currently Improving)

SELECTED CLIENTS

Nestlé • Nescafé • Disney • Unilever • Marvel • Nickelodeon • GSK • EHMA • Bonafont