



# tonytacacci Brand Design

**BA Marco Antonio Dávila Real**

Graphic designer specialized in branding and identity design, with experience in various areas such as: research, writing, digital illustration and printing. Dynamic leader with vision, organizational skills, ability to interact in their work environment and a philosophy of producing results. Results that the client values as part of its growth and provide certainty in their investment of creative solutions.

**Current Residence**

Mexicali, Baja California, México.

**Studies**

1990-2000

Felix de Jesús Rougier Institute. Elementary and Secondary Education.

2000-2008

CETYS University, Mexicali. Bachelor Degree in Graphic Design.

[Read more at LinkedIn.com/in/tonytacacci](https://www.linkedin.com/in/tonytacacci)

**Professional Experience**

2003-Present

Freelance Designer. Joined Treasure Secretary since 2009.

2004-2005

Creative Agency "Visual Creativos". Internship as a designer and assistant on many projects.

**Skills**

Software

Microsoft Office, Apple Keynote, Adobe CC (2017), Corel Draw. Wacom Tablet. Apple and Windows.

**Additional**

Knowledge of printing, photography, illustration, writing and research. English Language 85%. Typing 95%. Podcasting.

**Hobbies & Activities**

Musical composition, Creation and appreciation of visual arts, Illustration.

**Academic Achievements**

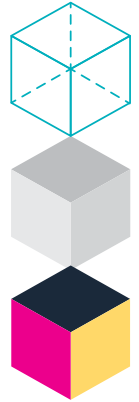
Completion of various workshops for children in public schools: "Man and Nature" (2004) and "the man and his history" (2005).

Academic Exchange on EPSEB University of Barcelona, taking courses in Applied Ergonomics and Psychosociology in Design and Human Resources.

1st prize winner of the Designer of the Year Award (2007) by CETYS University and Recognition from CETYS for designing the interactive catalog of the Graphic Design School.

Kenworth Scholarship Winner by GPA of 9.8, making a quarterly service as an assistant in the management of advertising, at Kenworth's marketing department (2008).

Participation in the publication of two books for the School of Graphic Design of CETYS University (2008). The first being on corporate stationery and the second consisting of a semblance of seven designers, which is downloadable at [tonytacacci.com / egos.pdf](http://tonytacacci.com/egos.pdf)



## Skills

#Naming

#Branding

#Identity

#Digital

#WebDesign

#Advertising

#Creativity

## I speak

Spanish

English

Basic Japanese

HTML

CSS

C++

Javascript

Professional Achievements

- 2007 Exhibition of the Digital Art project *Telmex Invaders* at the Center for Entrepreneurial Development and International Business at CETYS University (June 2008). Project URL: [http://tonytacacci.com/telmex\\_invaders.swf](http://tonytacacci.com/telmex_invaders.swf)
- 2008 Winner Design for the mascot of the Alternate Energy Theme Park in Baja California (October 2008).
- 2009 Organization and participation in the Annual Graphic Design Expo *Tekhné* in the State Center for the Arts in Baja California. Personal work exposed during late December 2008 until January 2009.
- 2010-2011 Joined the Young Businessman Chamber at COPARMEX Mexicali during the actual 2011 period (Confederación Patronal de la República Mexicana).
- 2009-2013 Currently working for clients such as ACXSA Urban Developments, Lubi10, PROVISA Professional Travel Agency, Conventions BC, Franco-American Institute, ESL Insitute, SAHERCOM, Expococinas and others in Mexicali, Baja California, Mexico.
- 2013-2015 Senior designer, art and creative direction at "Krauss & Asociados" marketing agency. Creative project coordination with the design and marketing team. Creative production for regional clients such as Agrobaja, Autoproductos, De Hoyos & Avilés Abogados, Little Caesars, Radiorama, La Voz de la Frontera and the 21th Mayor of Mexicali.  
[Read more at Linkedin.com/in/tonytacaci](#)
- 2015-Presente Complete brand and identity design for regional business such as Romance Bridal Store, Más Vida Movility Service®, Kitchen Factory®, Sé Stevia sweetened products, Viveros Edén Garden Center, Top Solids countertop maker, YamiYami® youthful cafeterias concept, GeoSafe a security service aided by tracking systems, INDERM Dermatology Institute, among others.  
[You can see my latest projects at www.tonytacacci.com](#)

Professional Registry

As personal with professional activities  
RFC: DARM840904K12

Availability for

Full-time job  
Remote work  
Freelance work  
City transfer available

Recente designed brands:



Availability for Giving Speeches:

Full Brand Design  
Brand Experience Mapping  
Design Planning and Costs  
Digital Advertising



**tonytacacci**  
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Graphic Designer

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