

Venancio Bautista Zárate.

Senior Digital Designer — Workflow Optimization • Marketing Operations • Digital Systems

14+ years designing, optimizing and building digital solutions that improve workflows, marketing operations and business efficiency.

Profile

Senior Digital Designer with extensive experience in digital infrastructure, workflow automation, email systems and scalable platforms. Known for solving complex operational problems through design and technology.

Key Achievements

Digital Distribution Platform — 80+ Hotels

Built centralized system with persistent QR architecture reducing update cycles from 2 weeks to 24 hours.

Workflow Automation

Replaced manual file distribution with searchable automated platform improving regional marketing operations.

Email Infrastructure Solution

Solved corporate filtering restrictions implementing alternative hosting architecture ensuring campaign delivery.

Professional Experience

Hyatt Inclusive Collection Design Analyst — 2025 to 2026

Email HTML development, digital asset systems, workflow optimization and marketing operations support.

Hyatt Inclusive Collection Design Manager — 2021 to 2025

Created digital distribution platform for 80+ hotels, automated QR system and regional workflow optimization.

Revista Paddock / Grupo Lansat Senior Editorial Designer — 2015 to 2021

Full editorial design, magazine production, print and digital marketing materials.

VeAnStudio Founder & Creative Director — 2011 to Present

Branding, digital platforms, editorial, print and freelance consulting.

- Workflow Optimization
- Marketing Operations
- Email Marketing (HTML)
- Digital Asset Infrastructure
- HTML / CSS / JavaScript
- Automation & Process Design
- Adobe Creative Cloud

- Figma
- Editorial Design
- Print & Production
- Web Platforms
- Video Editing
- Motion Graphics & Animation

Education

Graphic Design — Universidad Tecnológica de México — 2010

Communication Sciences — Centro Universitario de Comunicación — 2018

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