

Portfolio

KEYLA ZERMEÑO

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Keyla Zermeño

GRAPHIC DESIGN

I'm a Graphic Designer with over 15 years of experience in branding, web design, editorial layout, and social media. I help businesses and startups build cohesive visual identities that connect with their audiences.

My approach is both creative and strategic: I balance strong design aesthetics with clear communication goals. I've worked remotely with international teams and led projects from concept to execution.

I believe in building brands with intention and design that feels human, elegant, and bold.

SKILLS

Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, XD)

Figma

Microsoft Office Suite (Word, Excel, PowerPoint)

Canva

Midjourney, ChatGPT (AI-powered creative tools)
Wordpress, Squarespace, Clickfunnels, GoHighLevel, Elementor

Branding

THE BRAND OF YOUR BUSINESS IS UNIQUE, SO MUST REPRESENT THIS UNIQUENESS.

As a designer, my purpose is to create logos with my clients can identify their company and the values that represent them.







BRIEF

Family-owned and operated for over 40 years, Classic Cleaners & Tailors is a third-generation dry cleaner. As such, the brand needed to freshen up and modernize to appeal to a younger audience.

DESIGN IDEA

A Clean brand that conveys the freshness of the newer generation, but delivers a clear message.



Modern Style, **Classic Clean**



BRIEF

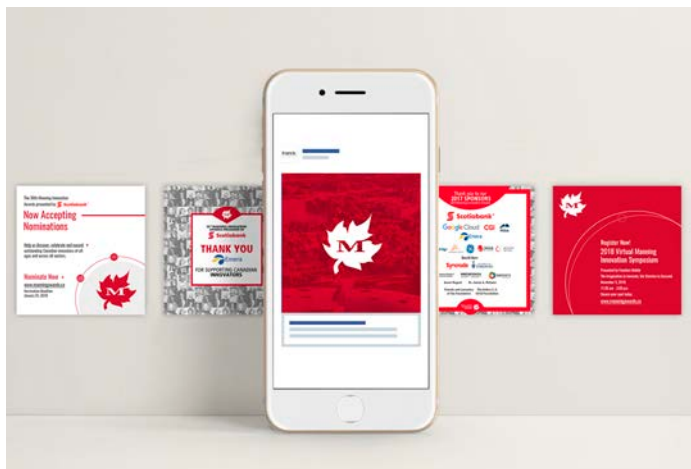
ShiftOHS, formerly Chandler Consulting, is a Canadian occupational health and safety company specializing in workplace fitness-for-duty programs, drug and alcohol testing, and compliance training. They need a fresh brand that shows trustworthiness and modernity.

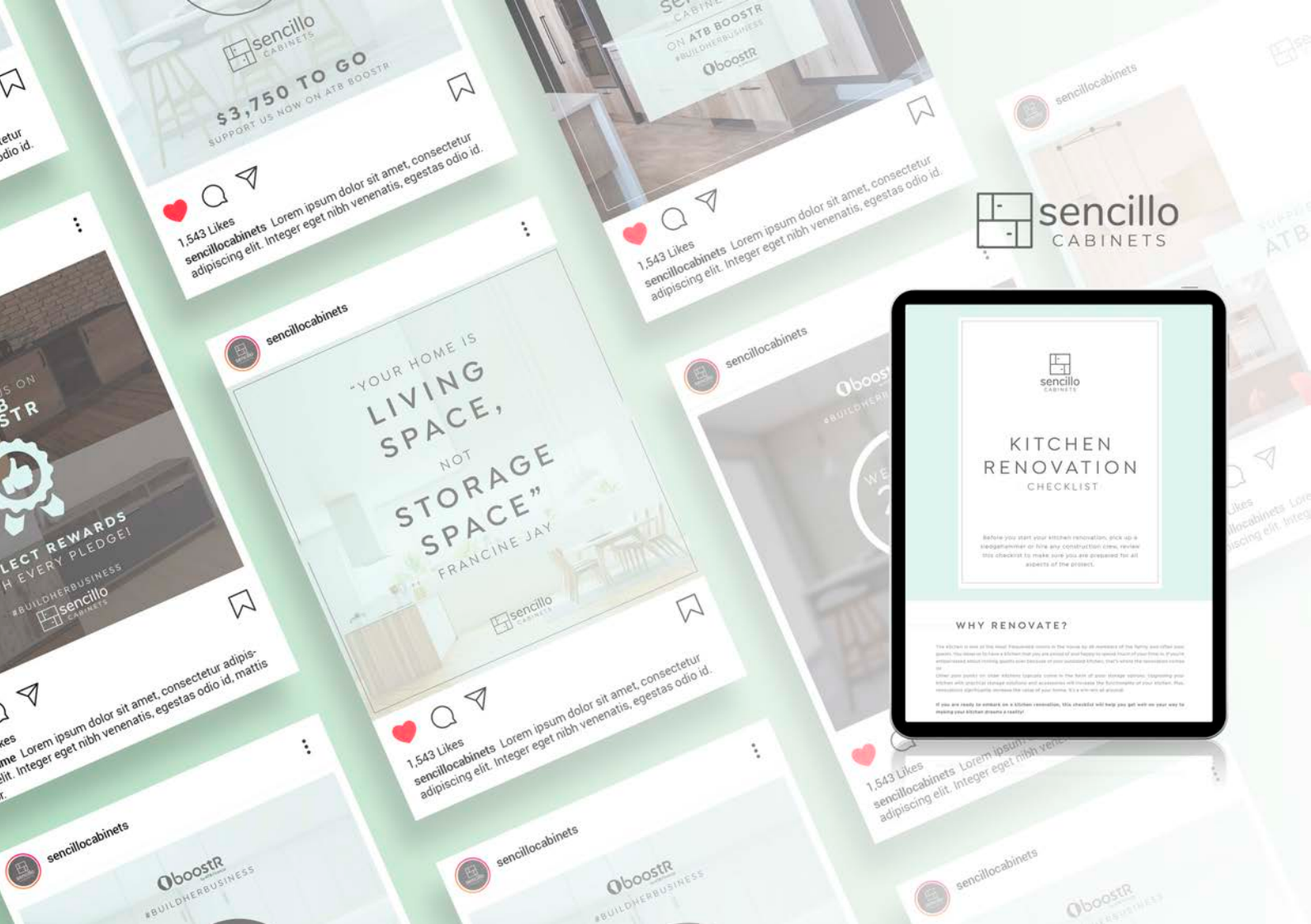
DESIGN IDEA

A clean and modern approach that lets people recognize the brand more easily.

Social Media







\$3,750 TO GO
SUPPORT US NOW ON ATB BOOSTR



1,543 Likes

sencillocabinets Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer eget nibh venenatis, egestas odio id.



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"YOUR HOME IS
LIVING
SPACE,
NOT
STORAGE
SPACE"
FRANCINE JAY



1,543 Likes

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sencillo
CABINETS



KITCHEN RENOVATION CHECKLIST

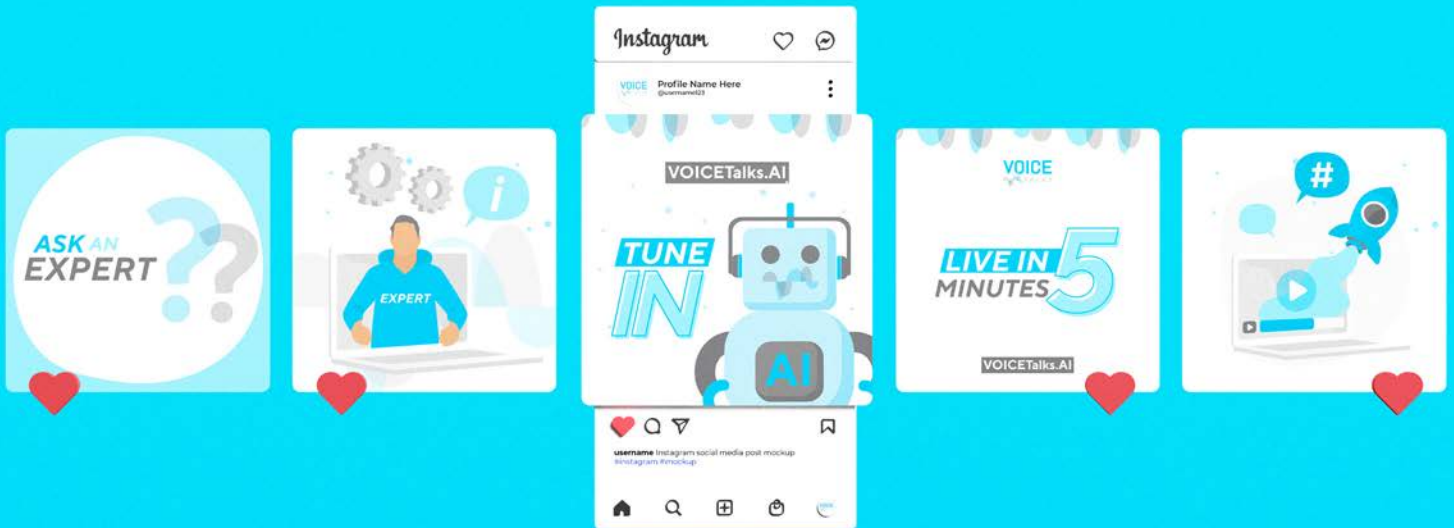
Before you start your kitchen renovation, pick up a tradeshammer or hire any construction crew, review this checklist to make sure you are prepared for all aspects of the project.

WHY RENOVATE?

The kitchen is one of the most important rooms in the house for all members of the family and other close guests. This means you have a kitchen that you are proud of and happy to spend hours of your time in. If you're unsatisfied about living space or because of your current kitchen, that's where the renovation comes in.

Other good points to make kitchen renovation come in the form of your storage system. Organizing your kitchen with practical storage solutions and accessories will change the functionality of your kitchen. This renovation significantly increases the value of your home. It's a win-win all around!

If you are ready to embark on a kitchen renovation, this checklist will help you get well on your way to making your kitchen dreams a reality!



BRIEF

VOICE.AI is an event focused on the latest trends in AI and voice technology, bringing together industry leaders to explore the future of voice solutions and customer experience.

DESIGN IDEA

A dynamic and technology-driven visual system created for social media, combining bold graphics, modern typography, and engaging compositions to capture the energy of the event and make complex topics feel accessible and exciting.

¿Qué es APERTURA?

Exposición Parte 2

LA APERTURA SE MIDE EN PARADAS F-STOP



Profundidad de Campo



Entre más abierta esté la pupila (apertura/diámetro), entrará más luz a la cámara, esto a la vez crea un efecto que cuando te enfocas en un objeto hace que se borre más el fondo.

Entre más cerrada esté la pupila (apertura/diámetro), menos luz entrará a tu cámara pero también hace que toda la imagen esté enfocada.

WWW.MICAFECREATIVO.COM



SHUTTER SPEED

Usa un Shutter Speed Lento:
De 60 a 150 si tu bebé está dormido.



Usa un Shutter Speed moderado:
De 125 a 250 cuando tus pequeños están jugando en el parque



Usa un Shutter Speed rápido:
De 500 a 2000 si tus pequeños juegan deportes de alta velocidad



ENTRE MÁS CHICO SEA EL NÚMERO, MÁS LENTO ES TU SHUTTER SPEED.
ENTRE MÁS GRANDE SEA EL NÚMERO, MÁS RÁPIDO ES TU SHUTTER SPEED.

WWW.MICAFECREATIVO.COM

BRIEF

Mi Café Creativo needed a series of worksheets and educational materials to explain technical photography concepts in a simple and approachable way.

DESIGN IDEA

A friendly and engaging visual system that transforms technical information into easy-to-understand content, using clear layouts, playful graphics, and accessible language to make learning photography more enjoyable.

Reputation Management
and Social Media:

HOW POST-SECONDARIES CAN STAY ON TOP



alchemy
COMMUNICATIONS INC.

Nolahi

CYBER MONDAY

MEGA SALE

GET \$125 OFF

USE CODE: **MONDAY**

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PBS
Precise Building
Specialties, LLC




Factory Cabinets

REQUEST YOUR QUOTE NOW.

Nolahi

Holiday

SALE

CODE: **HOLIDAY**

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\$100 OFF

SHOP NOW



BrainTrust Philanthropy
Brain Trust Philanthropy Powered by Vitres

EPISODE 1

HERE AND NOW PHILANTHROPY

Panel Guests
Brian Bowman Scott Decksheimer Ron Bailey



With Your Host: **Vincent Duckworth**

Web Defender

**WIN A WEBSITE
REDESIGN!**



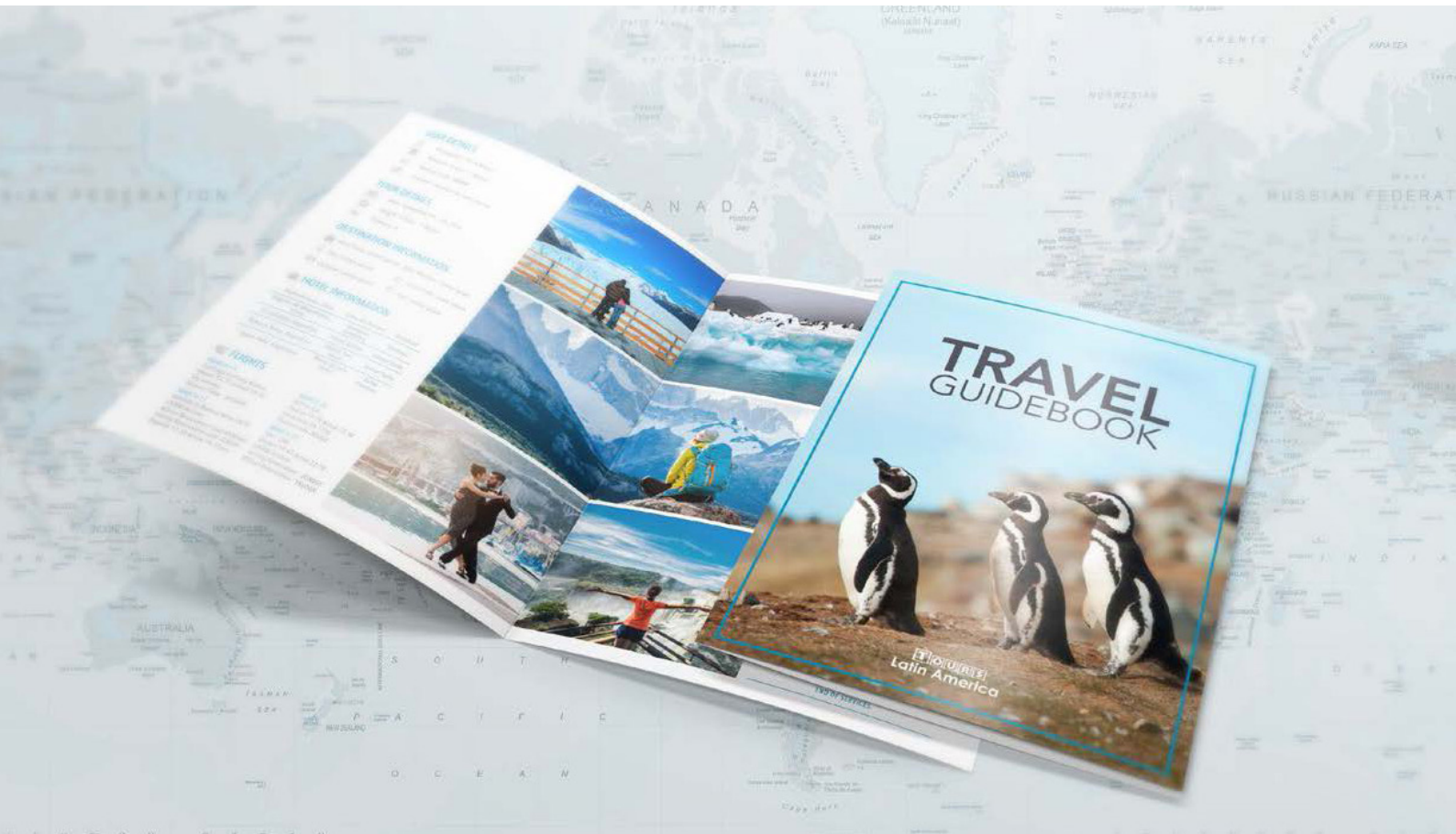
TO CELEBRATE OUR
FIRST BIRTHDAY
we are giving away a free
website redesign to the value of
\$4,000!!!

All you need to do is subscribe to
any of our packages before the
31st September.
It's that simple.

BONUS

Recommend us and if they subscribe you get another entry into the draw.
There is no limit to how many entries you can have.

Print Media



23% COMISIÓN VENTA NOCTURNA



Viajes **SEARS**

CONÉCTATE CON PEO

SUMA PUNTOS Y DESCUENTOS

SÍGUENOS EN LA WEB



ENCUENTRANOS EN NUESTRAS REDES SOCIALES

Y OBTÉN UN 18% DE DESCUENTO

ENCUENTRA LOS MEJORES PAQUETES. TODOS LOS DESTINOS!

puntadelesteoperadora

peo



18% OFF

YA ESTAMOS EN EL **OUTLET**

STAND 126



SEMANA SANTA EN PEO

¡Viaja a Punta Cana!

TAMBIÉN CONTAMOS CON PAQUETES A

MACHU PICCHU

CUBA







BRIEF

Vitreo Group needed a company brochure that clearly presented its services, expertise, and capabilities while creating a strong and professional first impression.

DESIGN IDEA

A modern and polished editorial design that combines strong imagery, clear information, and structured layouts to showcase Vitreo Group's work and communicate the company's expertise with confidence.



BRIEF

LINE-X provides upgrades of their trucks, Jeeps, and vans with their signature spray-on bedliners and extensive range of vehicle accessories.

DESIGN IDEA

Explore endless possibilities of customization and use of a LINE-X vehicle to make adventure the standard.



BRIEF

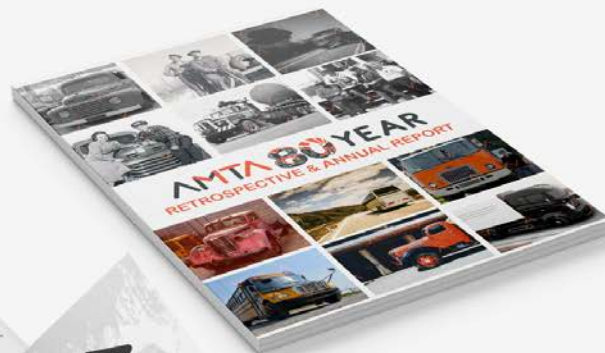
High-Level networking event that connects enterprise leaders, startup founders, and government officials to discuss AI deployment at scale.



DESIGN IDEA

Create a prospectus brief that portrait the futuristic novelty into an interconnected ecosystem across several investors and attendees.





BRIEF

Celebrating 80 years of AMTA, a company with a long-standing legacy in Alberta's transportation industry, the annual report needed to communicate its history, growth, and continued evolution.

DESIGN IDEA

A strong editorial design that combines AMTA's established legacy with a modern, industrial aesthetic, creating a report that feels both professional and forward-looking.



Web Design



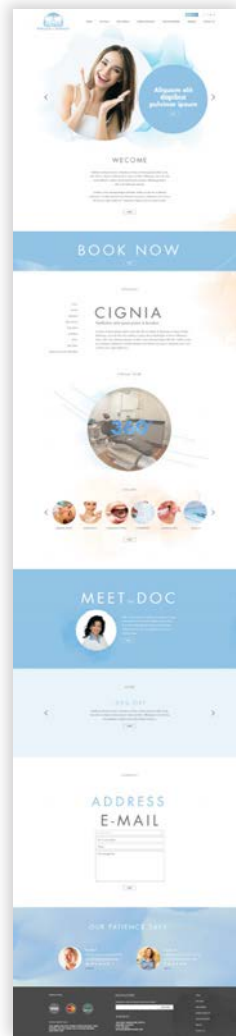


BRIEF

Essex Lease Financial Corporation needed a complete website that would establish trust, clearly communicate its financial services, and create a professional digital presence for its clients.

DESIGN IDEA

A clean and confident web design focused on clarity and credibility, using structured layouts, strong typography, and a professional visual language to make the company's services easy to explore and understand.



Apparel



