



BESSIE DANIELA

PACHECO TEJERINA

VISUAL COMMUNICATION

Professional Profile

Professional with 26 years of work experience, recognized for commitment, creativity, and the ability to take on challenges and develop new projects. I stand out for my skill in establishing effective interpersonal relationships and my capacity for teamwork, maintaining fluid and collaborative communication with different areas of the organization. I am resilient and organized, which enables me to perform efficiently under pressure and overcome obstacles along the way. My primary focus is always on achieving the strategic objectives of the company and the team, delivering innovative solutions and solid results.

Trabajo



2002 - 2024

dp /DISEÑO PROYECTUAL | Cochabamba

Design studio

Owner: Development of Corporate Diagnostics, Design, and Consulting in Visual Communication and Corporate Branding. Over 200 corporate consultancies.

dpapel

Owner: Design of personalized stationery and graphic materials.



2016

CODESUR | Cochabamba

Organizing Committee - XI JUEGOS SURAMERICANOS - ODESUR
Head of the Communication and Marketing department



1999 - 2015

Innova Bolivia | Cochabamba

Design studio

Design and Production Manager
Design and Consulting in Visual Communication



1997 - 1998
junio octubre

El Mercurio SAP | Santiago Chile

Newspaper

Graphic Designer - Areas of Infographics, Design and Layout of Supplements (el helm - El Domingo Viajes), Design and layout of sections (Body D Arts and Letters)



2002 - ACTUAL

Teaching| Cochabamba

Universidades

UPB Universidad Privada Boliviana since el 2000 to date

UCATEC Universidad Privada de Ciencias Administrativas y TecnológicasTecnológicas from its foundation - until 2008

UMSS Universidad Mayor de San Simón.

Application course for opening of the graphic design career 2008

Workshop 5 - Degree Project 2017

VISUAL COMMUNICATION



Skills

Graphics programs

InDesign

Illustrator

Photoshop

Dreamweaver

Development

Creativity

Investigation

Time Management

Spirit of Leadership

Decision making

Language

Spanish (mother language)

Speak Write

English

Speak Write

Portuguese

Speak



Education

Formal Higher University Studies

1994 - 1998

UNIVERSIDAD DEL PACÍFICO | Santiago CHILE

Visual Communication

Degree : Graphic Design start 1994 end 1998

Degree Date : July 9th of 1999

2001

National Provision Title| BOLIVIA

Lic. Diseño Gráfico

September 3th of 2001

2005

UNIVALLE| Cochabamba

Universidad Privada del Valle

Diploma in Higher Education

2013

AIU | EEUU

Atlantic International University

M.A. Master of Arts in Communication

(Maestría de Humanidades en Comunicación)

2017

UPB| Cochabamba

Universidad Privada Boliviana

M.B.A. Branding and Corporate Image

2024

Master Marketing - MKT Digital and SMM Specialty



Education

Improvement

1994 - 2023

Seminars| Chile

Pontificia Universiada de Chile
Universidad del Pacifico

1998 - 2015

Seminars | Bolivia

UPB
UCATEC
Bienal del Cartel
Universidad Mayor de San Simón
Instituto
CIDGA

2012 - 2015

Expert Courses| Spain

Master Brand Joan Costa
Diseño Marcas Joan Costa

2016

Expert Courses| Chile

Retail and Interior Design

2017

Political Marketing and Construction
of Public Image

1998

Expert Courses| Bolivia

Branding UPB

2015

e- marketing ADMONWARE

2014

Expert Courses | Bolivia

Branding - Norberto Chavez

2014

Packaging - Adrián Pierini

2024

UX UI - UPB



BESSIE PACHECO
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VISUAL COMMUNICATION

+ Seminars and courses taught

BOLIVIA

- 2010 **UNIVERSIDAD San Simón | Cochabamba**
Guest speaker *Vitamina Gráfica*
- 2011 **UPB | Cochabamba BOLIVIA**
Guest speaker *IV Higher Meeting of Graphic Design*
- 2013/2017 **Guest speaker** *International Day of the Graphic Designer*
- 2012 **CID | Cochabamba BOLIVIA**
Guest speaker *Graphic Design Congress*
- 2013
2014
2015
2016 **UCATEC| Cochabamba**
Universidad Ucatec
Guest speaker *International Day of the Graphic Designer*
- 2013
2015 **UPSA| Santa Cruz**
Workshop
Guest speaker *Design methodologies*
- 2013 **UCATOLICA La Paz**
Workshop
Guest speaker *Design methodologies*
- 2014 **UNIVERSIDAD San Simón | Cochabamba**
Facultad de Arquitectura Carrera de Diseño Gráfico
Guest speaker *Branding & Corporate Brand*
- 2015 **UCATEC| Cochabamba**
First Seminar of Plastic Artists
Guest speaker *Current design*
START UP of Graphic Design and Visual Communication
Speaker- Mentor

+ Seminars and courses taught

EXTRANJERO

- 2010 **UNIVERSIDAD Palermo | B.A. Argentina**
Guest speaker *Corporate Image in BOLIVIA*
- 2010 **UNIVERSIDAD del Pacífico | Santiago Chile**
Guest speaker *Investigative Graphic Design*
- 2010
2017 **UNIVERSIDAD del Pacífico | Santiago Chile**
Guest speaker *Corporate Image*

VISUAL COMMUNICATION

+ ACHIEVEMENTS

■ THESIS TUTORIALS AND DEGREE PROJECTS

| UPB - UCATEC- UMSS DISEÑO GRÁFICO Y COMUNICACIÓN

273 THESIS TUTORIALS

IN GRAPHIC DESIGN, CORPORATE COMMUNICATION AND MARKETING CAREERS

■ TEACHING

| UPB - UCATEC- UMSS DISEÑO GRÁFICO Y COMUNICACIÓN

Since 2002, I have taught in subjects such as Design Methodology, Editorial Design, Personal Brand, Corporate Image, Image Semiology and Research projects for degree in graphic design

■ CORPORATE IMAGE | NATIONAL E INTERNATIONAL

Experience in Corporate Image Consulting Projects

I led and participated in more than 473 corporate image consulting projects, both nationally and internationally. These initiatives have covered various industries and have been developed in the main cities of Bolivia, such as La Paz, Santa Cruz, Oruro, Sucre and Cochabamba. Consulting in Chile. Each project has been designed to strengthen the visual identity of organizations, optimize their positioning in the market and align their strategic communication with corporate objectives. Experience includes the creation and renewal of brands, development of visual strategies and comprehensive branding consulting, achieving measurable and high-impact results for our clients.



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VISUAL COMMUNICATION

EVENTS| Cochabamba

ORGANIZATION OF EDUCATIONAL AND OTHER EVENTS

2013 Creator of the UCATEC Design event - APRIL 27 Attendance 200 people
 (which takes since then)

2014 Event organization Dá DESIGNERS IN HELP Attendance 683 people amount raised \$us 12,780
 Beneficiaries "Children affected by natural disasters"

2016 ORGANIZATION AND LOGISTICS arrival of the ODESUR committee January / April

Welcome Event Video Mapping presentation of Cochabamba to the ODESUR Family - MAY 21 Attendance 400 People

ODESUR Gala Dinner MAY 21 Attendance 280 people

Organizer of ODESUR annual assembly - May 22 Attendance 200 people

2017 DESIGN DAY seminar supervisor 2013 to 2017 UPB April 27

2017 LORENZO SHAKESPEAR TRAINING COURSE (Argentina) September 12 and 13

2023 STOP MOTION COURSE COORDINATOR LUIS TELLEZ (Mexico) May 12-17

PUBLICATIONS| International

UPACIFIC DESIGN MAGAZINE

Paper strategic design year 1998

ALFA FORUM DIGITAL MAGAZINE

Do we design for those who cannot see? 2015

Teaching 2016

SAN SERIF MAGAZINE

Inclusive Design

Contact



Bessie Daniela Pacheco Tejerina
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 BOLIVIAN nationality
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 Vista Verde Condominium

References



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 Graphic Design UPB
 Cel. 774 24411
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Dr. Alberto Arze
 Manager ICAM - Cochabamba
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