

Jessica María Casillas Shelly

+52 664 628 1492 · jessica.casillashelly@gmail.com · www.jessyshelly.com · Tijuana, B.C. México

INDUSTRIAL DESIGN ENGINEER

ITT graduate, with experience in graphic design. Passionate about creation & design. Knowledge in brand maintenance & advertising creation, enthusiastic about visual communication & strategic design, I am seeking to develop my career in graphic design within a creative environment.

SKILLS

Adaptable

Creative

Communication

Organization

Teamwork

Proactive

Problem-solving

Attention to detail

WORK EXPERIENCE

3H COMMUNICATION SYSTEMS

September 2024 - Present

Design Assistant

- Design RF Filters based on client needs using Softwares such as AutoCad and Solidworks, creating visual aids that enhance production assembly to meet client requirements and avoid mistakes during manufacturing phase.
- Generate Bill of Materials.
- Developed fixtures in SolidWorks/AutoCAD.
- Coordinate with engineering and planning department to meet product shipment deadlines.
- Manage document control for engineering department.

CG INDUSTRIAL SUPPLY S&C

January 2024 - August 2024

Design Intern

- Made design proposals in Solidworks Software, focusing on client needs.
- Chose materials for the design needed according to durability and practicality.
- Made a prototype for a stretch film dispenser using principles of ergonomics.
- Developed renders for final design proposal.
- Editing and styling for final design presentation in Adobe Photoshop.

COMERCIALIZADORA SHELLY

June 2019 - June 2020

Graphic Designer

- Maintenance of the company's identity.
- Designed corporate stationery such as business cards, letterhead, labels & brochures.
- Creation of ads & strategy for social media & webpage.
- Product photography for social media ads.
- Creation of promotional videos showcasing best-selling products to drive sales.
- Analysis of trends & market for content creation.

EDUCATION

Industrial Design Engineering

Instituto Tecnológico de Tijuana
(August 2019- August 2024)

COURSEWORK

Solidworks

Cetys Universidad (2023)

User Experience

Coursera (2025)

ADDITIONAL

Technical skills: Photoshop, Illustrator, After Effects, Acrobat, Microsoft Office, HTML, CSS, Figma.

Language: Spanish (native), English (C1), French (A2)