

Software

- Suite Adobe Design
- Suite Affinit Design
- Office
- Html and Wordpress basic

Experience:

My work experience started with editorial design, illustrations for children's books, later my curiosity led me to develop my creativity in a more comprehensive way, writing and developing content for different brands and projects in advertising agencies and commercial projects. With this approach and dedicated more to direction, I led teams in multi-

disciplinary projects focused on the development of a concept in a transmedia way, from video creation, photography or formats that generated conversation. In recent years, this creative work has turned towards the social, helping different national and international organizations to improve their communication and creativity in programs whose basis is change, compassion and promoting a kinder creative society.

I truly believe that creativity can change the world but You have to save the world by telling good stories.

Skills:

- Illustration: Creating visually striking and conceptually rich illustrations, bringing ideas to life through various artistic styles.
- Content creation: Creation of attractive content on different platforms, combining creativity with strategic messages.
- Graphic Design: Experience in graphic design, with a keen eye for layout, typography and visual hierarchy to deliver impactful designs.
- Leadership; In teams of designers and creatives, supervising creative processes and guaranteeing the delivery of high quality projects.


Creative
consultant

Civicus Monitor: Since 2019 I has been working as a creative consultant to create concepts, graphics and illustrations for multiple projects such as the annual People Power Attack report, The Watchlist, Stand As My Witness. Also helping to improve the website and communication on social networks. The core of CIVICUS is the freedom of expression and protest of civil society.

OACP (Office of the high commissioner for the peace process): "En Vos Confió" was the concept of this work on the recovery of trust after the war in Colombia. Through workshops and creation of strategies. I led teams of designers and creators from each region, supervising the creative process in order to have a more authentic voice from the regions.

HuevoFrito Studio: Developed and implemented content strategies and created scripts focused on campaigns that effectively communicated brand stories and messages as an independent consultant to the studio.

Poliedro Studio: With the British Council and the ICBF (Colombian Child Protection Institute), I created a campaign as a creative director about second chances for young people looking for new opportunists against all odds. We created mini documentaries of the young people who went through the Colombian penal system so that in their own words they could tell us their dreams and their desire to believe in change.


Creative
direction

YoungMarketing: Creative director of different content projects that include TedxBogotá and creativity workshops for companies that sought to raise awareness of co-creation in teams and improve their communications between multidisciplinary work teams.

FactorialMedia: Creation of scripts, leading design teams and multiplatform campaigns for brands, companies and events.


Design

FLIP (Foundation for Freedom of the Press): Creation of concepts, graphics and design for the 2018 annual report and other projects related to press freedom in Colombia.

RTVC (National Public Television): Head of design for different projects as ads, concepts for tv shows, web and transmedia projects.

Sancho BBDO: Creative designer on the digital department creating content and strategies for brands on social media to generate engagement. Mostly of the work was for Ferrero group brands (Nutella, Tic Tac, Rocher and Kinder).