

Graphic Design / Art Direction / Branding / Data Visualization / Digital & Print Design

With 10 years of experience in print and digital design, I create visually compelling work that enhances clarity and engagement. Precision, collaboration, and continuous learning drive my approach, ensuring each design communicates effectively.

I've worked across industries, from environmental conservation to finance, partnering with organizations of all sizes. Now in the financial sector in Canada, I craft materials that inform, recruit, and connect with audiences through branding, infographics, and digital content.

## Work Experience



### Senior Graphic Designer

Canaccord Genuity Corp. / Toronto, CA

Apr 2022 - Present

Supported the growth of Advisor Teams across Canada by developing graphic design materials for over 100 different Advisor Teams, as well as for multiple internal departments. I was initially involved in the creation and development of all design assets required during the company's rebranding process. Additionally, I have contributed to the design and development of materials for both internal and external events. On two occasions, I stepped in as acting team lead when previous leads transitioned to other companies.

- Consistently recognized for leadership potential, taking on acting team lead responsibilities during key periods of transition. Demonstrated strong management skills, adaptability, and a proactive approach to supporting team operations and collaboration.
- Played a critical role in the company's rebranding process by developing all design assets, contributing significantly to the overall success and consistency of the new brand identity.
- Consistently handled three times more design work than any other member of the design team, showcasing exceptional efficiency and dedication to delivering high-quality results under tight deadlines.

### Senior Graphic Designer

Aug 2019 - Nov 2021

Centro de Pensamiento Estratégico Internacional - CEPEI / Bogota, COL

I was responsible for the art direction and design oversight of all internal and external communications, ensuring consistent brand expression across a variety of platforms. My work included the creation of reports, infographics, technical documents, digital assets (for Instagram, Facebook, LinkedIn, and websites), web design, presentations, email campaigns, and branding materials. I collaborated closely with the communications team to develop effective visual strategies for sharing the company's initiatives. Additionally, I managed the design and distribution of mass email campaigns through Mailchimp and oversaw the editing of all video content produced for social media.

- Led visual development of communications, maintaining brand consistency across digital and print channels.
- Designed and executed email marketing campaigns, optimizing layouts and engagement using Mailchimp.
- Edited and refined video content for social media, aligning visuals with brand identity and messaging.

## **Senior Graphic Designer**

Puntoaparte / Bogota, COL

Sep 2016 - Aug 2019

I participated in the design and layout of over 12 editorial products, many focused on high-impact information. I was responsible for the full design of assigned editorial pieces, including infographics and reports. Additionally, I contributed to digital design efforts, creating assets for social media, websites, and e-commerce platforms. I also worked on branding, presentations, and mailings, while leading small teams and communicating directly with clients to incorporate feedback and drive better design outcomes.

- Designed and laid out editorial products, including infographics, reports, and high-impact informative content.
- Created digital assets for Instagram, Facebook, LinkedIn, websites, e-commerce, branding, and presentations.
- Led teams and collaborated directly with clients, gathering feedback to improve design and final deliverables.

## **Graphic Designer**

En Algun Lugar Estudio / Bogota, COL

Jun 2015 - Sep 2016

I was responsible for developing graphic assets and supporting and supervising team members. I oversaw the design of reports, infographics, branding, web design, and digital content for social media, e-commerce, and presentations. Additionally, I was the sole assistant to the art director during video recordings, handling tasks such as lighting setup, camera assistance, and production support to ensure a smooth workflow.

- Developed graphic assets and supervised team members, ensuring high standards across all design outputs.
- Oversaw design of reports, infographics, branding, web content, social media images, and presentations.
- Assisted the art director during video recordings, taking on lighting, camera, and production support roles.

## **Core Skills**

Art Direction, Design Thinking, Digital Design, Brand Design, Editorial Design, Marketing Collateral, Layout, Adobe Creative Cloud, Photoshop, Illustrator, InDesign, Art Direction, Creative Direction, Team Collaboration, Typography, Color Theory, Decision Making, Microsoft Office.

## **Education**

Jorge Tadeo Lozano University Foundation of Bogota

Aug 2008 - Aug 2015

Bachelor Graphic Design

## **Languages**

English (Professional working proficiency)

Spanish (Native)