

DAVID VARGAS

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Senior Graphic Designer / Brand Strategy / Creative Leadership / Digital & Campaign Execution

Senior Graphic Designer with 10 years of experience creating high-performing digital and print creative for consumer-facing and corporate brands. Skilled in designing social media advertising, marketing campaigns, and multi-channel brand assets that balance performance and visual storytelling. Experienced in concept development, rapid iteration, and collaborating with cross-functional teams to translate insights into engaging, conversion-focused creative. Passionate about evolving brand systems and delivering visually compelling work that connects with audiences across digital platforms.

Work Experience ⚡

Senior Graphic Designer

Apr 2022 - Present

Canaccord Genuity Corp. / Toronto, CA

- Developed marketing and campaign assets for 100+ Advisor Teams across Canada, including digital ads, social media content, presentations, and branded communications supporting client acquisition and engagement.
- Designed and adapted creative across multiple formats and channels, balancing brand consistency with performance-driven design requirements.
- Concepted and executed marketing materials with a focus on clarity, engagement, and visual impact across digital and print platforms.
- Managed a high-volume workload (20+ projects monthly), delivering high-quality creative under tight timelines while maintaining strong attention to detail.
- Co-led the Advisor Marketing design team during transition periods, guiding creative direction, coordinating priorities, and supporting team members to deliver consistent, high-quality work across multiple projects.
- Collaborated with cross-functional teams to translate business needs into effective visual solutions and scalable design outputs.
- Continuously explored new tools and workflows, including AI-assisted design processes, to improve efficiency and enhance creative output.

Senior Graphic Designer

Aug 2019 - Nov 2021

Centro de Pensamiento Estrategico Internacional - CEPEI / Bogota, COL

- Designed multi-channel marketing assets including social media content, email campaigns, website graphics, reports, and presentations.
- Concepted and executed digital marketing campaigns, translating complex information into engaging and visually compelling content for diverse audiences.
- Adapted visual styles across different formats and platforms, ensuring brand consistency while responding to campaign needs.
- Collaborated closely with communications teams to develop strategic visual content aligned with messaging and audience engagement goals.

Senior Graphic Designer

Sep 2016 - Aug 2019

Puntoaparte / Bogota, COL

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 marketing assets for social media (Instagram, Facebook, LinkedIn), websites, and e-commerce platforms, supporting brand and campaign initiatives.
- Led teams and collaborated directly with clients, gathering feedback to improve design and final deliverables.

Graphic Designer

Jun 2015 - Sep 2016

En Algun Lugar Estudio / Bogota, COL

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.

Technical Skills ⚡

Adobe Creative Cloud (Photoshop, Illustrator, InDesign, After Effects), Figma, Mailchimp, Digital Advertising Design, Social Media Creative, Microsoft PowerPoint, Print Production

Design & Marketing Skills ⚡

Art Direction, Branding, Brand Guidelines, Data Visualization, Editorial Design, Infographic Design, Marketing Campaigns, Corporate Communications, Presentation Design, Digital Marketing Assets, Digital & Social Media Design, Creative Team Mentorship, Brand Strategy & Brand Systems, Integrated Marketing Campaigns, Social Media Advertising, Performance Creative, Visual Trend Awareness.

Education ⚡

Jorge Tadeo Lozano University Foundation of Bogota

Aug 2008 - Aug 2015

Bachelor Graphic Design

Languages ⚡

English (Professional working proficiency)

Spanish (Native)