

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

Creative leader with 10+ years of experience delivering strategic, high-impact visual communication across financial services and global organizations. Currently leading design execution within a national wealth management firm, supporting over 100 Advisor Teams across Canada.

Recognized for stepping into leadership roles, guiding designers, maintaining brand integrity during rebranding initiatives, and translating business strategy into compelling creative across digital, print, presentations, campaigns, and video.

Hands-on builder with strong design fundamentals, cross-functional collaboration experience, and a deep understanding of compliance-driven marketing environments.

## Work Experience

### Senior Graphic Designer

Apr 2022 - Present

Canaccord Genuity Corp. / Toronto, CA

Lead creative development and execution of marketing initiatives within a national wealth management environment.

#### Creative Development & Brand Execution

- Translate marketing and business objectives into strategic creative solutions across brand, campaign, digital, presentation, and print channels.
- Developed branded marketing collateral, pitch decks, digital assets, infographics, and advisor campaign materials aligned with corporate brand standards.
- Played a key role in firm-wide rebranding, ensuring visual consistency and high-quality execution across departments.

#### Cross-Functional Collaboration

- Partner closely with Marketing, Advisor Teams, and Compliance to produce investment communications that balance creativity with regulatory accuracy.
- Support thought-leadership materials including market commentary, investment insights, and performance reporting visuals.
- Present creative rationale and solutions to internal stakeholders.

#### Leadership & Mentorship

- Stepped in as Acting Team Lead during leadership transitions, supporting workflow prioritization, project reviews, and team coordination.
- Provide constructive feedback to designers to elevate quality, consistency, and efficiency.
- Recognized for high output and strong ownership mindset, consistently managing a significantly larger workload while maintaining brand standards.

## Senior Graphic Designer

Aug 2019 - Nov 2021

Centro de Pensamiento Estrategico Internacional - CEPEI / Bogota, COL

Led art direction across digital and editorial channels within a strategy-focused organization.

- Developed annual reports, technical publications, digital campaigns, websites, and social-first content.
- Designed complex data visualizations and infographics translating research into accessible insights.
- Managed and executed email campaigns using Mailchimp, optimizing layout systems and engagement.
- Oversaw video editing and visual storytelling for digital platforms.
- Collaborated with leadership and communications teams to align creative direction with organizational strategy.

## Senior Graphic Designer

Sep 2016 - Aug 2019

Puntoaparte / Bogota, COL

- Designed and launched 12+ editorial and high-information publications.
- Developed brand systems, presentation templates, digital campaigns, and e-commerce visuals.
- Led small creative teams and managed client relationships.
- Directed visual storytelling through infographics and structured information systems.

## Graphic Designer

Jun 2015 - Sep 2016

En Algun Lugar Estudio / Bogota, COL

- Developed branding, reports, digital assets, and web content.
- Assisted in video production including lighting, camera coordination, and creative support.
- Supervised junior designers and ensured design consistency.

## Core Competencies ⚡

Creative Direction & Concept Development / Brand Strategy & Brand Systems / Integrated Campaign Design / Digital Experience Design / Financial Marketing & Investment Communications / Data Visualization & Thought Leadership Design / Creative Team Mentorship / Stakeholder & Executive Collaboration / AI-Assisted Creative Tools (Firefly – concept exploration) / Adobe Creative Cloud (InDesign, Illustrator, Photoshop, Premiere Pro) / Figma (UI & Digital Layout Systems) / PowerPoint & Presentation Design

## Education ⚡

[Jorge Tadeo Lozano University Foundation of Bogota](#)

Aug 2008 - Aug 2015

Bachelor Graphic Design

## Languages ⚡

English (Professional working proficiency)

Spanish (Native)