

ANA MARIA MORENO

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PROFESSIONAL SUMMARY

Innovative and detail-oriented graphic designer and lettering artist with solid problem solving skills. 6+ years of experience creating emotionally compelling and highly engaging digital products, social media campaigns, concepts and packaging. Dynamic team player with strong time management and communication skills.

WORK EXPERIENCE

Graphic designer

Sep 2018 - Present

LUMISISTEMAS SAS • Cali, Colombia

- Worked with clients to gather and define requirements, establish scopes and determine project milestones.
- Incorporated information into designs and illustrations to accurately reflect client visions.
- Stay abreast of emerging creative and designing trends, and adopting them to packaging, editorial design, social media campaigns, and digital designs for clients.
- Created brand manifestos for companies, products, projects and personal brands, focusing on finding clear, strategic and communicational concepts.
- Brainstormed strategies to optimize visual impact of designs on target audience.
- Developed innovative designs that resonate with client's look and feel and communicate their brand's believe and purpose through a wide range of media channels.

Graphic designer

Aug 2017 - Aug 2018

El Pais SA • Cali, Colombia

- Developed concepts in collaboration with the creative director, and used them to execute original advertising content with the ideal usage of color, typography, balance and composition for various agency clients.
- Mentored other designers through collaboration and feedback and work with web and video teams to enforce and shape the visual consistency of every communication piece for each brand.
- Designed, produced and adapted marketing tools as documents and sales presentations for the agency and clients.

Graphic designer

Oct 2014 - Dec 2016

Cacumen Post SAS • Cali, Colombia

- Translated strategic direction, briefs and screenplays into high-quality designs, character and background illustrations for animated videos.
- Created and designed marketing and communication graphics for both digital and print media for company clients.

EDUCATION

Bachelor Degree Industrial Design
ICESI University • Cali, Colombia

Jun 2008 - Feb 2014

SKILLS

Personal Skills

- Team player who prioritizes collaborative work
- Innovative and detail-oriented
- Ability to adapt to a wide range of visual design styles
- Outstanding creative problem solving skills
- Fast learner and autodidact
- Written and verbal communication of ideas

Computer Skills

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Adobe Premiere
- Procreate

PROFESSIONAL CREDENTIALS

- Foundations of User Experience (UX) Design - Google
- Start the UX Design Process: Empathize, Define, and Ideate – Google
- Build Wireframes and Low-Fidelity Prototypes - Google

LANGUAGES

- English
- Spanish