

Angie Sanchez

Senior Graphic Designer | Brand & Digital Designer Bogotá, Colombia

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ABOUT ME

ANGIE JULIANA SANCHEZ ZAPATA

Creative and strategic Graphic Designer with international experience across branding, digital marketing, social media, UX/UI, and multimedia design. Skilled in transforming marketing strategies and research-driven insights into visually compelling, user-focused creative solutions.

Experienced collaborating with cross-functional teams across Australia, Colombia, and remote international environments to develop cohesive brand systems, digital campaigns, social media content, and website experiences. Strong background in maintaining brand consistency while creating engaging visuals optimized for digital performance and audience engagement.

Proficient in Adobe Creative Suite, Figma, motion graphics, and digital storytelling, with experience supporting fast-paced agencies, marketing teams, and multi-platform campaigns.

EXPERIENCE

Creative Brand Designer & Design Systems Specialist

MRH Fashion Brand | Remote

May 2025 - Dec 2025

- Developed cohesive digital brand identities, website concepts, and social media visuals.
- Designed scalable templates and streamlined visual systems to improve brand consistency.
- Created user-centered design solutions focused on clarity, usability, and visual storytelling.
- Ensured all creative outputs aligned with established brand guidelines.

Senior Graphic Designer & Brand Steward

FIZZ – Luxury Mobile Cocktail Bar | Remote

Dec 2024 - Feb 2025

- Lead visual communication and brand execution across digital and print channels.
- Develop cohesive campaign visuals, social media assets, and branded marketing materials.
- Collaborate with stakeholders to maintain strong brand consistency across customer touchpoints.
- Create visually engaging content aligned with marketing goals and audience engagement.

Digital Visual Communications Specialist

LG Building Management | Sydney, Australia

Feb 2023 - Apr 2024

- Managed visual communication across digital channels and internal marketing materials.
- Designed layouts, monthly content packages, and branded visual assets.
- Supported virtual events and institutional communications with consistent visual branding.
- Contributed to the company's website visual design and digital brand presence.

Multimedia Creative Producer
The Marketing Co. | Sydney, Australia
Dec 2022 - Feb 2023

- Produced and adapted multimedia assets for digital marketing campaigns.
- Developed visual content optimized for web, social media, and email marketing channels.
- Collaborated with internal teams to deliver engaging brand communications.

Visual Narrative Design Specialist
MullenLowe | Bogotá, Colombia
Jul 2022 - Sep 2022

- Designed visual narratives and branded content for social media campaigns.
- Developed corporate presentations, brochures, and communication materials.
- Collaborated with creative and marketing teams to deliver campaign-based design solutions.

Digital Visual Communications Expert
Cedetrabajo | Bogotá, Colombia
Jul 2019 - Dec 2021

- Developed visual communication materials for digital campaigns and institutional initiatives.
- Designed editorial layouts, social media graphics, and campaign assets.
- Translated complex information into accessible and engaging visual content.
- Maintained visual consistency across communication channels.

VOLUNTEER

KOCO Supporters Volunteer – Multimedia & Content Designer
KOICA Colombia | Bogotá, Colombia
Mar 2026 - Present

- Supported cultural and institutional initiatives through audiovisual storytelling and social media content.
- Produced photography, event coverage, promotional assets, and documentary-style content.
- Assisted in visual communication strategies for community and cultural engagement initiatives.

EDUCATION

Advanced Diploma of Digital Marketing
ACBI Australian College of Business Intelligence | Sydney, Australia 2025

Diploma of Digital Marketing
ACBI Australian College of Business Intelligence | Sydney, Australia 2024

Certificate IV in Social Media and Digital Marketing
ACBI Australian College of Business Intelligence | Sydney, Australia 2023

Bachelor’s Degree in Graphic Design (Cum Laude)
Universidad Santo Tomás | Focus in Editorial
Digital Design and Production | Bogotá, Colombia 2019

TECHNICAL SKILLS

- Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro)
- Figma
- WordPress
- Motion Graphics & Multimedia Design
- High-Fidelity Prototyping
- Social Media Design
- Brand Identity Systems
- Basic HTML/CSS
- Google Workspace
- Notion, Trello, Monday.com

AWARDS & RECOGNITION

Lápiz de Acero Awards – Colombia (2023)
Recognized as a contributing designer for the award-nominated Vassar website project.
Project Reference:

- <https://youtu.be/YZlC9PyFbuQ?si=MhSz8D5wv41AIABw>
- <https://www.lapizdeacero.org/nominado/website-feria-vassar/>

LANGUAGES

- Spanish — Native
- English — Fluent