

HELLO!

I'm Angie

Graphic Designer

About me

ANGIE JULIANA SANCHEZ ZAPATA

Creative and strategic visual design leader from Bogotá, Colombia focused on transforming research-driven insights into visually compelling graphics. With extensive experience in both digital and print design, I excel at upholding brand integrity across diverse platforms and delivering on-brand creative assets that support national campaigns and franchise initiatives. Passionate about quality and simplicity, I work closely with cross-functional teams and stakeholders to ensure each project reflects cohesive brand expression and creative excellence.

Operational Skills

- Project Coordination & Time Management.
- Cross-Department & Franchise Collaboration.
- Maintaining and Elevating Brand Consistency.
- Creative Workflow Optimization and File Management.
- Responsiveness to Fast-Paced, Agile Environments.
- Quality Assurance in Brand Communication.

Awards

- **LAPIZ DE ACERO AWARDS – Colombia (2023)**

Contact: +57 3167416866

Recognized as a key product designer for the award-nominated Vassarpage website design.

More details:

<https://youtu.be/YZIC9PyFbuQ?si=MhSz8D5wv41AIABw>

<https://www.lapizdeacero.org/nominado/website-feria-vassar/>

Experiencie

Senior Graphic Designer & Brand Steward

(05/2025 - Present)

Contact: +51 301 6164049

MRH Fashion Brand

- Delivered comprehensive 360° brand analysis to shape innovative digital product design strategies.
- Advised on visual storytelling and maintained brand consistency across digital interfaces for national campaigns.
- Collaborated with internal teams to execute engaging, high-impact creative solutions in line with strategic marketing goals.

Creative Brand Designer & Design Systems Specialist

(12/2024 - 02/2025)

Contact: +51 319 6736870

FIZZ – luxury mobile cocktail bar

- Developed cohesive digital and print brand identities, including custom website designs and social media graphics.
- Crafted streamlined user experiences with scalable templates and brand-approved design systems.
- Acted as a brand steward ensuring that all creative outputs met established guidelines and franchise standards.

Digital Visual Communications Specialist

(02/2023 - 04/2024)

Contact: +61 466 607 171

LG BUILDING MANAGEMENT, Sydney, AUS

- Built and maintained a consistent brand identity across digital and print channels.
- Developed designs that supported engaging user journeys and upheld brand integrity.
- Ensured all creative assets adhered to high quality standards and internal brand guidelines.

Visual Narrative Design Specialist

(07/ 2022 - 09/2022)

Contact: +57 01 704 9166

Mullen Lowe, Bogotá Colombia

- Conceptualized engaging visual narratives and cohesive brand communications for social media networks.
- Designed corporate materials including brochures, brand books, and toolkit presentations to support on-brand messaging.

Multimedia Creative Produce

(01/2023 - 02/2023)

Contact: +61 499 932 663

The Marketing Co., Sydney, AUS

- Produced and adapted multimedia assets for dynamic digital storytelling and brand promotion.
- Interpreted creative requests into compelling visual solutions optimized for web, social, and email channels.

Digital Visual Communications Expert

07/ 2019 - 12/ 2021

Contact: +57 01 704 9166

Cedetrabajo, Bogotá, COL

- Sole designer managing visual content across digital channels and internal communications.
- Translated complex reports into visually engaging layouts and delivered monthly content packages.
- Led visual strategy for virtual events and institutional conferences, ensuring brand consistency during dynamic transitions.

EDUCATION

Advanced Diploma of Digital Marketing

ACBI Australian College of Business

Intelligence

Sydney, Australia

2023 - Enrolled

Graphic Designer | Cum Laude Recognition

Emphasis on Design and Digital Editorial Production

Santo Tomas University

Bogotá, Colombia

10/12/2019

Bilingual

ENGLISH (fluent) / SPANISH (fluent)

TECHNICAL SKILLS

- Adobe Creative Suite (Photoshop, Illustrator, After Effects, Premiere Pro, XD).
- Figma, WordPress, Illustrator.
- Notion, Trello, Monday.com , Google Suite.
- High-fidelity Prototyping, Motion, and Interaction Design Techniques.
- Basic HTML/CSS for quick adjustments and web optimization

Say hi
– I'd love to
hear from you

