

# CAROLINA ANGEL

Human-Centered Creative Professional | Creative Strategy | Meaningful Experiences | UX/UI Design | Community Engagement | Cross-Functional Collaboration

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**PORTFOLIO** Carolina-angel.com

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## PROFESSIONAL SUMMARY

Human-centered creative and strategy professional with 15+ years of experience leading brand, communication, and customer-centered initiatives across marketing, digital experiences, and collaborative environments. Experienced in bringing structure, ideas, and people together to create meaningful experiences, improve engagement, and support organizational goals.

Combining executive-level marketing leadership with hands-on UX/UI, creative problem-solving, and human-centered design, I bring a collaborative mindset, adaptability, and a strong passion for learning, helping, and contributing within mission-driven and people-focused teams.

## CORE SKILLS

Human-Centered Design | Creative Strategy | UX/UI Design | Community Engagement | Customer Experience (CX) | User Insights | Cross-Functional Collaboration | Stakeholder Management | Facilitation & Communication | Project Coordination | Brand Strategy & Positioning | Wireframing & Prototyping | Figma | Adobe Creative Suite | HTML/CSS | Content Strategy | CRM | AI-Assisted Design | Responsible AI | Problem Solving | Collaborative Leadership

## PROFESSIONAL EXPERIENCE

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### UX/UI Designer — Independent Project

2024 – Present

*MYLO — Human-Centered Wellness Experience · Orlando, FL*

- Led end-to-end concept development for an AI-assisted wellness experience focused on emotional well-being through creativity.
- Conducted UX thinking, interaction design, user flows, content strategy, and visual system development from concept to beta live application.
- Explored how AI can feel more human, safe, and emotionally supportive.
- Awarded Best of Show (Interactive), Valencia College Juried Student Exhibition 2026.

### Marketing & Advertising National Manager

2006–2011 | 2013–2022

*KIA / JAC Colombia — Autocom S.A. · Bogotá, Colombia*

- Built and led the Marketing & Advertising Department, developing national brand and communication strategies across digital and traditional channels.
- Increased web and social engagement by 47% and improved CRM conversion rates from 1.4% to 3% through customer-centered communication and digital optimization.
- Managed annual marketing budgets between \$1.5M–\$2M, coordinating agencies, vendors, and cross-functional teams to execute national campaigns.
- Led collaborative teams of up to 12 professionals, balancing strategy, communication, execution, and stakeholder alignment.
- Directed brand positioning initiatives that placed the company #2 in light trucks and #4 overall in the Colombian automotive market.
- Led digital transformation initiatives during COVID, including virtual showroom experiences and e-commerce solutions.
- Partnered cross-functionally to align customer needs, business objectives, and brand execution in fast-paced environments.

- Co-led award-winning campaigns recognized internationally, including Fuel For Heroes, earning recognition in health, wellness, media, and public relations categories.

## **Project & Marketing Manager**

2011 – 2013

*Donnelly Engineering · Orlando, FL*

- Led corporate communication strategy and supported marketing operations across departments.
- Managed engineering projects through full state approval, ensuring compliance and on-time delivery.
- Coordinated events, trade shows, and client engagement initiatives.

## **Graphics & Interactive Design Lab Aide II**

2024 – Present

*Valencia College · West Campus, Orlando, FL*

- Guide students in UX/UI and design tools (Figma, Adobe Suite) with real-time feedback on concept and execution.
- Facilitate workshops and maintain a collaborative, inclusive studio environment.

## **EDUCATION**

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### **A.S. Interactive & Graphics Design**

Jan 2023 – May 2026

*Valencia College · Orlando, FL*

### **Executive Education Certification — Business & Digital Marketing**

Aug 2020 – Sep 2022

*The Power Business School · Online, Madrid, Spain*

### **Professional Degree in Marketing & Advertising**

Aug 1994 – Aug 1998

*Politécnico Grancolombiano · Bogotá, Colombia*

## **CERTIFICATIONS**

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- AI Proficiency Certification — Anthropic (2026)
- Interactive Design Production — Valencia College (2025)
- Interactive Design Support — Valencia College (2024)
- Content Marketing — The Power Business School (2022)
- Leadership & NLP — CESA Seminar (2020)
- Interior Space Design Certificate — Escuela Colombiana del Diseño y las Artes (2015)

## **AWARDS & RECOGNITIONS**

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- Best of Show (Interactive) for Mylo — Valencia College Juried Student Exhibition, 2026
- Experience-Driven Design Award for Geekstravaganza Redesign — Valencia College, 2026
- Selected Artist — Illustration Poster — Valencia College Juried Student Exhibition, 2025
- Top Automotive Marketing Executive in Colombia — Marketers by Adlatina, 2022
- Best Global Distributor — JAC Corporation (award-winning campaigns recognized globally)
- Fuel For Heroes Campaign — Creative & Production: REDO VISUAL
- Gold — LUUM · Health & Wellness · 2021
- Bronze — WINA · Media · 2020
- Honorable Mention — WINA · Promo Activation · 2020 Public Relations · 2020

## **LANGUAGES**

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- Spanish — Native | English — Fluent