

CAROLINA ANGEL

Creative Strategist | Brand & Experience Design | UX/UI | Marketing | Creative Leadership

Orlando, FL · Open to remote, hybrid, on-site, and relocation

mcarolina.angeljaramillo@gmail.com carolina-angel.com · (863) 969-8935

linkedin.com/in/maria-carolina-angel-jaramillo

PORTFOLIO Carolina-angel.com

PROFESSIONAL SUMMARY

Multidisciplinary creative strategist with 15+ years of experience connecting brand, marketing, UX/UI, and visual storytelling. I lead creative initiatives from strategy through execution and currently combine creative direction, higher education, UX/UI design, and mentorship to create meaningful experiences for people and organizations.

CORE SKILLS

Creative Strategy | Brand Strategy & Positioning | Creative Direction | UX/UI Design | User Journeys & Flows | Visual Storytelling | Presentation Design | Customer Experience (CX) | Cross-Functional Collaboration | Stakeholder Management | Project Coordination | Figma | Adobe Creative Suite | Design Systems | Accessibility (WCAG) | Content Strategy | AI-Assisted Design | Bilingual: Spanish (Native), English (Fluent)

PROFESSIONAL EXPERIENCE

Adjunct Faculty – Interactive & Graphic Design (Part-Time)

July 2026 – Present

Valencia College · Orlando, FL

- Teach undergraduate courses in User Interface and Interactive Design, integrating UX/UI, visual design, branding, accessibility, and industry best practices.
- Guide students in developing user-centered experiences through user journeys, user flows, information architecture, wireframes, prototypes, and interface design.
- Lead design critiques and mentor students in visual storytelling, presentation development, portfolio work, and creative problem-solving.

Creative Director – Public Service (Volunteer)

July 2026 – Present

Ad 2 Orlando · Orlando, FL | Client: Crealdé School of Art · Arts, Education & Nonprofit

- Lead creative direction for an integrated campaign focused on strengthening brand experience and engaging younger audiences.
- Direct visual storytelling across website/UX, social media, photography, print, email, video, and event experiences.
- Guide multidisciplinary creative contributors through concept development, creative reviews, client feedback, and execution.
- Develop reusable creative frameworks and templates to support long-term brand consistency and communications.

UX/UI Designer — Independent Project

Oct 2024 – Present

MYLO — Human-Centered Wellness Experience · Orlando, FL

- Lead end-to-end concept and experience design for an AI-assisted wellness platform, from user flows and content strategy to interaction design and visual systems.
- Explore human-centered approaches to AI that support creativity, emotional well-being, and thoughtful digital interaction.
- 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 national Marketing & Advertising function, directing brand strategy, integrated campaigns, agencies, vendors, and cross-functional teams.
- Managed \$1.5M–\$2M annual budgets and teams of up to 12 professionals across digital, traditional, experiential, and customer-focused initiatives.
- Increased web and social engagement by 47% and improved CRM conversion from 1.4% to 3% through digital and customer-centered optimization.
- Led brand positioning and digital transformation initiatives, including virtual showroom and e-commerce experiences.
- Co-led internationally recognized campaigns, including Fuel for Heroes, awarded across health, wellness, media, PR, and activation categories.

Project & Office Manager

2011 – 2013

Donnelly Engineering · Orlando, FL

- Led corporate communications and coordinated cross-functional projects, events, trade shows, and client engagement initiatives.
- Managed engineering projects through state approval, supporting organization, compliance, and on-time delivery.

E D U C A T I O N

A.S. Interactive & Graphic Design

Jan 2023 – May 2026

Valencia College · Orlando, FL

Executive Certification — Business & Digital Marketing

Aug 2020 – Sep 2022

The Power Business School · Online, Madrid, Spain

B.A. Marketing & Advertising

Aug 1994 – Aug 1998

Politécnico Grancolombiano · Bogotá, Colombia

C E R T I F I C A T I O N S

- AI Fluency: Framework & Foundations — Anthropic Education (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)

A W A R D S & R E C O G N I T I O N S

- Best of Show (Interactive) for Mylo — Valencia College Juried Student Exhibition, 2026
- Experience-Driven Design Award for Geekstravaganza Redesign — Valencia College, 2026
- Top Automotive Marketing Executive in Colombia — Marketers by Adlatina, 2022