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



EXPERIENCE & IMPACT

Interactive & Graphics Design Adjunct Faculty

Valencia College | Orlando, FL | July 2026 – Present

- Teach undergraduate courses in User Interface Design, integrating UX/UI principles, branding, accessibility, and industry best practices.
- Mentor students through project-based learning, design critiques, and portfolio development.

Interactive & Graphics Design Lab Aide

Valencia College | Orlando, FL | 2024 – Present

- Supported students and faculty with Adobe CC, Figma, and digital production.
- Facilitate workshops and maintain a collaborative environment.

Marketing & Advertising National Manager - [Visit Case Study](#)

KIA Motors / JAC Colombia | Bogotá, Colombia | 2006–2011 & 2013–2022

- Built and led the Marketing & Advertising Department, managing strategy and cross-functional teams.
- Increased web and social engagement by 47% and improved CRM conversion from 1.4% to 3%.
- Managed \$1.5–\$2M budgets and led cross-functional teams.
- Positioned the brand #2 in light trucks and #4 overall.
- Led COVID digital shift, launched virtual showrooms, and e-commerce solutions during market disruption.
- Directed award-winning campaigns recognized globally.

Project & Marketing Manager

Donnelly Engineering | Orlando, FL | Jan 2011 – Jun 2013

- Led marketing and communication efforts while coordinating engineering projects.
- Achieved 100% state permit approvals and supported business growth.
- Managed events, client engagement, and internal operations.

FEATURED CASE STUDY

Product Designer & UX/UI- [Visit Case Study](#)

MYLO App (Independent Project)

- Designed and developed an AI-powered wellness app from concept to beta, leading product strategy, UX research, and interaction design.

LEADERSHIP & SERVICE

Creative Director – Public Service (Volunteer)

AAF Ad 2 Orlando | July 2026–Present

- Lead creative direction and campaign development for nonprofit initiatives.

EDUCATION & GROWTH



Interactive & Graphics Design
Associate in Science

Valencia College
Orlando, FL
Jan 2023– May 2026



Business & Digital
Marketing Program
Certificate

The Power Business School
Online – Madrid, Spain
Aug 2020 – Sep 2022



Marketing &
Advertising
Professional Degree

Politecnico Gran Colombiano
Bogota, Colombia
Jun 1994– Aug 1998

BRAND STRATEGIST & UX/UI DESIGNER

Bilingual Brand Strategist with 15+ years in marketing, communications, and UX/UI design, creating human-centered digital experiences aligned with business goals.

COMPETENCIES

Design & Technology

Design with Intention • UX/UI • Figma • Adobe • Web Design (HTML/CSS) • AI-assisted Design • Responsible AI

Marketing & Communication

Brand Strategy • Digital Marketing • Google Analytics • Meta Ads • SEM Content Strategy • Storytelling

Business, Strategy & Results

Business thinking • Process framing • CRM • Data-Driven Decisions • Stakeholder management • Cross-functional Leadership • Project flow Agencies & suppliers

LANGUAGES

Spanish Native
English Fluent

AWARDS & RECOGNITIONS

Best of Show (Interactive)

Mylo- Valencia College
Juried Student Exhibition, 2026

Experience-Driven Design Award

Geekstravaganza Redesign,
Valencia College
Juried Student Exhibition, 2026

Top Automotive Marketing Executive in Colombia

by Adlatina, 2022
[Link to article](#)

Award-Winning Campaigns

Best Global Distributor — JAC Corporation

Fuel For Heroes Campaign

Creative & Production: REDO VISUAL

Gold LUUM · Health & Wellness · 2021
Bronze WINA · Media · 2020
Honorable Mention WINA · Promo & Public
Relations Activation · 2020