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



EXPERTISE

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 • Decision setting • 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

Selected Artist — Illustration Poster

Valencia College
 Juried Student Exhibition, 2025

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

BRAND STRATEGIST & UX/UI DESIGNER

I design and lead decisions where people, products, business, and technology align.

I'm a bilingual brand strategist with 15+ years in marketing and communication.

Today, I translate that experience into UX/UI and product design, connecting business goals with experiences that feel clear, human, and intentional.

EXPERIENCE & IMPACT

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

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

- Built and led the Marketing & Advertising Department, defining brand strategy across all channels.
- 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.

Interactive & Graphics Design Lab Aide

Valencia College | Orlando, FL | 2024 – Present

- Supported students and faculty with design software and digital tools.
- Facilitate workshops and maintain a collaborative environment.

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

MYLO App (Independent Project) | Orlando, FL | Present

- Designed and developed an AI-powered wellness experience focused on emotional support through creativity.
- Led concept, UX thinking, and interaction design.
- Explored how AI can feel more human, safe, and supportive.

EDUCATION & GROWTH



Interactive & Graphics Design Associate in Science

Valencia College
 Orlando, FL
 Jan 2023- May 2026



MBA- Business & Digital Marketing Program

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



Marketing & Advertising Bachelors Degree

Politecnico Granacolombiano
 Bogota, Colombia
 Jun 1994- Aug 1998