



Jessica Delgado

UX/UI DESIGNER

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My passion is making things easier through visual design.

As a professional in Graphic Designer, I have had the opportunity of working for more than a decade in a variety of roles. Through these years of experience, I have particularly developed skills in branding, advertising, web design and project management and recently I'd reconnected with my passion through UX/UI. But most importantly, I've learned the importance of teamwork, communication and I've developed skills in solving problems.

EDUCATION

- 2020 Master in Web and Digital Design
SPD- Scuola Politecnica di Design
[Milan - Italy]
- 2010 Certified in Commercial Management
Manuela Beltrán University
[Bogotá - Colombia]
- 2008 Certified in Marketing and Web Design
Jorge Tadeo Lozano University
[Bogotá - Colombia]
- 2006 Bachelor of Graphic Design
Jorge Tadeo Lozano University
[Bogotá - Colombia]

LANGUAGE

- Spanish
- English
- Italian

SOFTWARE SKILLS

Illustrator, InDesign, Photoshop, After Effects, HTML, CSS, Sketch, Adobe XD, JS, GitHub.

WORKSHOPS

- 2020 Service Design (1 week workshop) & SEO workshop (1 week workshop)
SPD- Scuola Politecnica di Design
[Milan - Italy]



WORK EXPERIENCE

- 2012 - now Jes Design | Freelancer **{ Web & Visual Designer }**
Improve and generate and develop visual concepts according to Brand's values.
[World]
- 2020 Adverteam | Advertising Agency **{ Web & Visual Designer }**
Visual design for online campaigns | Creation of key visuals, logos, Digital Post, banners for competition projects.
[Milan, IT]
- 2013 - 2018 FESC | Educational Institution **{ Web & Visual Designer }**
Restructuring and redesign of graphic interface for the virtual programs department (2014). | In-house corporative branding graphic designer and internal-external marketing campaigns for all academic programs at FESC | Senior Graphic Designer in Communication department (since January 2016)
[Cúcuta-COL]
- 2011 - 2012 Illustra Ltda. | Advertising Agency **{ Web & Visual Designer }**
2008 - 2009 Editorial and printed design, web design and branding.
[Bogotá-COL]
- 2011 - 2012 Gosato | Ice cream Shop **{ General Manager }**
Responsible for all aspects of operation and strategy for entrepreneurial venture Ice Creamery located in Bogotá. (General manager duties, customer service, sales, cashier, brand development, etc)
[Bogotá-COL]
- 2009 - 2010 Wells & Cía | Web Design Agency **{ Web Designer }**
Web design and multimedia of external web presence.
[Bogotá-COL]
- 2006 - 2007 La Opinión Ltda. | Newspaper **{ Graphic Designer }**
Conceptualization and design of a gazette publication distributed every Friday along with the newspaper. This publication was targeted to young audiences. Also responsible for the development of all sort of editorial media content such as posters, magazines, brochures, yearly reports, flyers, etc.
[Cúcuta-COL]