

Take a look at: WWW.JLMORALES.COM



ADDRESS: Cra. 24 E - Oeste # 4 - 07, Apto. 301 D / Cali / Colombia

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Over ten years of experience in graphic design and advertising, working with a variety of clients in publicity agencies, newspapers and freelance. Specializing in creation of: logos and corporate identity packages, ads, printed collateral and websites. Expertise to coordinate all aspects in a project, from concept, copywriting to design, even web design and printing.

WORK EXPERIENCE

Multimedia Creative

JARAMILLO MORA - CONSTRUCTORA

January 2020 – Present, Cali / Colombia

Graphic Designer GRUPO DECOR

January 2018 - January 2020, Cali / Colombia

Graphic Designer EL PAÍS S.A. Newspaper

April 2006 - July 2017, Cali / Colombia

Designing all the visuals and graphics in advertising, editorial, and social campaigns, management of visual identity for the brand and its various printed products, on-line services, virtual product and multimedia.

Graphic Designer

DIARIO OCCIDENTE S.A. Newspaper

February 2004 – July 2005, Cali / Colombia

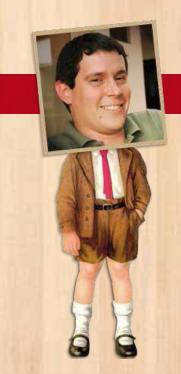
Designing complete identity system from concept to print including logos, page layouts for newspaper, ads, brochures, promotional materials and web design.

Graphic Designer

GENTE PUBLICIDAD & MERCADEO

May 2002 - January 2004, Cali / Colombia

Worked on several campaigns, developing visual concepts and final designs for brands like Centrum, Caltrate, Robitussets, Emulvit, Z-BEC, Nutren, Dristan, among other clients.







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Publicity Designer VISIÓN SATÉLITE S.A

August 2000 - May 2002, Cali / Colombia

Responsible for the visual design of the brand and its products. Design and coordinating production of pieces for marketing campaigns.

Practicing Student EL BANDO CREATIVO

January - April 2000, Cali / Colombia

Worked on a multitude of logos and corporate identity projects for a wide variety of clients. As well providing identity and design in stationary, ads, package and page layout.

EDUCATION

Academia de Dibujo Profesional, Cali / Colombia
Technician Professional in advertising 997 – 2000

Academia de Dibujo Profesional, Cali / Colombia Design and web site development 2010

Academia de Dibujo Profesional, Cali / Colombia Marketing for Graphic Design2000

UPDATES

Universidad EAFIT, Pereira / Colombia UX and UI DesignMar. 2021

Universidad Autónoma de Occidente, Cali / Colombia **Digital Marketing** Dec. 2016

Universidad Autónoma de Occidente, Cali / Colombia Creation of web sites with CMS Joomla and WordpressDec. 2015

TECHNICAL PROFICIENCY

Plataforms: Mac and Windows

Applications: Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Corel Draw, Adobe Animate, Adobe Dreamweaver, Google Webdesigner, Wordpress.

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