

ANA LALINDE

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Bogotá Colombia

Professional Profile

Master in Publishing Design (Esdesign Higher School of Design Barcelona, Spain), Specialist in Digital Publications and Brands, Bilingual with more than 17 years of experience working in publishing and national companies with brand management / international clients in the development of conceptualization visual and narrative of the graphic communication in Digital and Print Publications, Endomarketing and Corporate Communications processes. Extensive knowledge and experience directing and leading work teams and creative projects through a coherent and forceful chromatic, figurative, and typographical combination against the identified narrative objectives.

Creative, innovative, and strategic thinking to develop Layout, Covers, Books Design, Illustration, Corporate Image and Campaigns.

Leader to work with interdisciplinary teams, ability to adapt in multicultural environments, easy to relate and communicate with different organizational levels and with a high sense of belonging, responsibility, and commitment.

Professional Experience

Zemoga
Bogotá, Colombia.

Senior Creative Designer

April 2022 - Currently

- Responsible with my knowledge of the design process from end to end, good communication skills, and good problem-solving skills applied to:
 - **Brand understanding:** Knows the visual language of a brand and understands how it should be visually represented through various digital channels.
 - **Conceptualization & ideation:** Actively participates in ideation processes, provides references, and delivers structured ideas, with a basic understanding of key objectives and context of where the ideas are going to live.
 - **Attention to detail:** Can deliver flawless work without others' review. Anticipates and considers scenarios others in the team have not identified yet, and based on that, help the team deliver what's expected and include additional scenarios.

Instituto Distrital de Turismo de Bogotá (IDT)
Bogotá, Colombia.

Art Director (Marketing and Advertising Area)

August 2020 - April 2022

- Responsible for leading and coordinating the management of the city brand, conceptualizing the different campaigns created by the team and developing the design of graphic pieces for both print and social media management.
- Achieve a Red Tourism campaign to reconnect with nature, the environment and well-being.

Kreab Colombia · Bogotá, Colombia

Art Director

August 2017 - August 2020

- Responsible for the conceptualization and creation of graphic pieces and digital content. Design and creation of digital and printed magazines, brochures, invitations, announcements, logos, and brand management for our different clients.

McCann · Bogotá, Colombia

Executive Designer

January 2016 - August 2017

- Responsible for the conceptualization and creation of graphic pieces and digital content.
- Design and creation of digital and printed magazines, brochures, invitations, announcements, logos and brand management for our different clients of ARL Sura: Avianca, Opain, Credicorp, Asea, Sodexo, Nestle, ABB, Caracol, Bayer, Pfizer, Asociación de Cafeteros and more.
- Conceptualize graphic communication and corporate communications to different clients and market sectors.

Rocket /LOWE SSP3. · Bogotá, Colombia

Art Director

April 2014 - January 2016

- In charge of brand management, conceptualization, and design of printed, packaging and digital graphic pieces for Glauser, Hendrick's Gin, Reyka and Milagro (William Grants and Sons brands) and IBM Colombia.

*International Trip

2013 - 2014

Education

Esdesign Escuela Superior de Diseño
(Barcelona, España).
Master in Publishing Design
2019

Universidad de Bogotá Jorge Tadeo Lozano
(Bogotá, Colombia)
Specialization in Digital Publications
2011

Universidad de Bogotá Jorge Tadeo Lozano
(Bogotá, Colombia)
Graphic design
2004

Anthropologic.co · Bogotá, Colombia

Brand Director

November 2011 - December 2012

- Brand management, conceptualization, and design of both printed and digital graphic pieces for Onda De Mar and graphic support for other brands such as EMI, Creps & Waffles, Tribeca.

*International Trip

2010 - 2011

Editorial Televisa · Bogotá, Colombia

Graphic Designer

January 2007 - January 2009

- In charge of graphic and creative support to the commercial and marketing department.
- Development of promotional pieces and commercial proposals for special formats managing the graphic standards of each of the company's brands (CARAS Magazine).
- Responsible for the design of multiple sections of the magazine supported by the rest of the team, redesigning some sections with creative and innovative concepts without leaving the graphic concept of the product.

Languages

Español · Native language

Ingles · High Advanced

Other Experiences

LDG Studio Design · Bogotá, Colombia

Publishing - Graphic Designer

January 2009 - April 2010

Iconia Group Ltda. · Bogotá, Colombia

Creator and Partner:
ICONA MAGAZINE print project

August 2006 - January 2007

Santore S.A. · Bogotá, Colombia

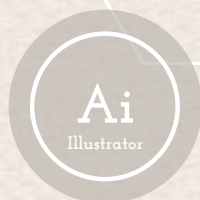
Publishing - Graphic Designer

January 2004 - January 2006

Other activities

Software and Tools

Knowledge level (Adobe CC Creative Suite)



Professional References available upon request

Ana
Lalinder