

Juanita Gómez

Graphic Designer :)



01. Profile

Hi there, I'm Juanita :)

I'm a graphic designer based in Medellín, Colombia, focused on **marketing design**, particularly email campaigns and social media advertising.

I hold a degree in Product Design Engineering, which informs my **clean, structured, and user-centered approach**, while still allowing space for **creative, out-of-the-box thinking**.

I'm naturally curious and continuously looking to refine my design process and improve efficiency without losing visual impact, often incorporating **AI tools** into my workflow.

I'm also interested in **design for activism and social impact**, using visual communication to support awareness and collective action.

I value **integrity, clear communication, and collaboration**, and I strive to bring a **reliable, positive energy** to every team I work with.

03. Skills

Personal

I'm creative, responsible, and team-oriented, with strong attention to detail. Known for being reliable and adaptable, I bring a proactive mindset and positive energy to everything I do.

Technical



Other technical skills/ software I have knowledge on: Instagram, facebook, Tik Tok, Wix, Blender, Cinema 4D, After Effects, Affinity, Klaviyo, Attentive, Hubspot, Claude.

Languages

Spanish: Native speaker
English: Advanced (IELTS Academic Band 8.0)

05. Likes

- 🎨 Arts & Culture
- 🧠 Mental Health
- 🎬 Cinema
- 🌱 Sustainability
- ✍️ Design

02. Education

- 03/21 - 06/22
Diploma in Marketing and Communications
ILSC Greystone College - Melbourne, Australia
- 07/20 - 02/21
Certificate IV in Marketing and Communications
Lonsdale Institute - Melbourne, Australia
- 02/20 - 07/20
International Exchange Program
Swinburne University of Technology - Melbourne, Australia
To complete my Bachelor's degree, I took courses in graphic and communication design as an emphasis line.
- 01/15 - 12/20
Bachelor's degree in Product Design Engineering
EAFIT University - Medellín, Colombia
Received multiple nominations for the EAFIT A3-OE Design Awards for student product design projects.
GPA: 4,67 / 5. Graduated top of my class.
- 2014
High School Diploma
Colombo Británico School - Envigado, Colombia
Top distinction as Valedictorian during the secondary and middle school cycle.

04. Work

- 04/2023 - Present
Email & SMS Graphic Designer
BAD Marketing - Remote
My current full-time role at a U.S.-based marketing agency. I design high-converting email and SMS campaigns for clients across various industries, managing the full process from copywriting and design to building. I have strong expertise in email marketing best practices, and my work has been featured on *Really Good Emails*. Alongside my team, I've helped drive strong results for our clients:
 - **Simpler Hair Color:** \$7M USD in email-attributed revenue in 2024.
 - **Organics Ocean:** \$7M USD in email-attributed revenue during the 2025 Black Friday & Cyber Monday season.
- 03/2025 - Present
Graphic Designer
Colombian Delegation, Global Sumud Flotilla - Remote
Current voluntary work, where I design visual content for social media and digital campaigns supporting pro-Palestinian advocacy. Helped grow the account from 2K to 45K followers through consistent, strategic visual
- 12/2022 - 04/2023
Graphic Designer
Emblem - Remote
Part-time role as a graphic designer for Emblem, a U.S.-based marketing agency. I designed static and dynamic ads, as well as social media content for net-positive partner brands.
- 06/2021 - 12/2022
Graphic Designer / Art Director / Social Media Manager
Kingdom of Light - Melbourne, Australia
While living in Australia, I co-founded a scented soy wax candle brand. I led the entire branding process and managed all social media channels.
- 01/2019 - 07/2019
Internship
Bancolombia - Medellín, Colombia
I supported graphic communications within the Project Management Office. I implemented a virtual communication channel used as an internal information hub.

06. Contact

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Portfolio