Juanita Gómez

Graphic Designer :)



01. Profile

Hi there, I'm Juanita :)

I'm a graphic designer based in Medellín, Colombia, focused on **marketing-oriented graphic 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 leaving room for **creative, out-of-the-box thinking.**

I'm naturally curious and continuously looking for ways to refine my design process and improve efficiency without sacrificing visual impact. I also incorporate **AI tools** into my workflow.

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

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

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
As part of my Bachelor's degree, I completed coursework in graphic and communication design as an emphasis area.

01/15 – 12/20
Bachelor's Degree in Product Design Engineering
EAFIT University | Medellín, Colombia
I received multiple nominations for the EAFIT A3-OE Design Awards for student product design projects.
GPA: 4.67 / 5. Graduated at the top of my class.

2014
High School Diploma
Colombo Británico School | Envigado, Colombia
Named valedictorian of my graduating class.

03. Skills

Soft Skills

I'm creative, responsible, and team-oriented, with strong attention to detail. I'm known for being adaptable and solution-oriented, and for bringing a proactive mindset to everything I do.

Technical

Photoshop	Illustrator	Figma
Intermediate	*Advanced*	*Intermediate*
ChatGPT	**Nano Banana**	**Canva**
Advanced	*Advanced*	*Advanced*

Additional tools and platforms I'm familiar with: Instagram, Facebook, TikTok, Wix, Blender, Cinema 4D, After Effects, Affinity, Klaviyo, Attentive, HubSpot, Claude.

Languages

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

04. Work

04/2023 – Present
Senior Email & SMS Graphic Designer
BAD Marketing | Remote
I currently work full-time at a U.S.-based marketing agency, designing high-converting email and SMS campaigns for clients across various industries. I manage the entire process, from copywriting and visual design to email building, applying email marketing best practices throughout. My work includes promotional campaigns, product launches, educational content, and automated flows.

I also analyze campaign performance and use A/B testing to make data-driven design decisions, identify opportunities for improvement, and optimize results. My work has been featured on *Really Good Emails*, *Email Love*, and the *Chase Dimond Newsletter*.

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:** $1.9M USD in email-attributed revenue during the 2025 Black Friday & Cyber Monday season.

03/2025 – Present
Graphic Designer
Colombian Delegation, Global Sumud Flotilla | Remote
I currently volunteer as a Graphic Designer, creating visual content for social media and digital campaigns supporting pro-Palestinian advocacy. I helped grow the account from 2K to 45K followers through strategic visual communication.

12/2022 – 04/2023
Graphic Designer
Emblem | Remote
Part-time role at a U.S.-based marketing agency, where I designed static and animated 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 visual communications for the Project Management Office and implemented a digital communication channel that served as an internal information hub.

05. Interests

- **Arts & Culture**
- **Mental Health**
- **Cinema**
- **Sustainability**

06. Contact

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Portfolio