JULIAN PARDO

GRAPHIC DESIGNER

UX/UI DESIGN - PHOTOGRAPHY - BRANDING

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PROFESSIONAL SUMMARY

Creative Graphic Designer with 6 years of experience bringing bold ideas to life through branding, web design, and photography. I thrive in fast-paced agency environments, where strategy meets storytelling and deadlines spark innovation. From building immersive digital experiences to shaping visual identities with purpose, I design with intention, always thinking beyond the screen. My work blends conceptual thinking with strong visual execution—whether it's launching a new brand, crafting a campaign, or capturing a story through the lens. Detail-obsessed, idea-driven, and fluent in the Adobe suite, I'm ready to make noise where creativity counts.

KEY SKILLS

- **Creative problem solving** – Able to generate innovative ideas and turn concepts into effective visual solutions.
- **Attention to detail** – Ensures accuracy and consistency across all design materials.
- **Time management** – Efficient in meeting tight deadlines and juggling multiple projects.
- **Collaboration and teamwork** – Comfortable working within cross-functional teams and creative environments.
- **Adaptability** – Open to feedback and quick to adjust to new directions or client needs.
- **Critical thinking** – Approaches challenges analytically to find the best visual strategies.

TECHNICAL SKILLS

- Adobe Photoshop
- Adobe Premiere
- Wordpress
- Zbrush
- Adobe Illustrator
- Adobe Lightroom
- HTML
- Mac OS
- Adobe Indesign
- Figma
- Autodesk Maya
- Windows SO

PROFESSIONAL EXPERIENCE

Web development Internship - Shopify specialist
Anamu Boutique (Sydney,Australia)
Aug 2021 - Nov 2021

Brought beauty online—designed and launched a fully branded Shopify e-commerce site for a cosmetics company, transforming their product line into a seamless digital shopping experience.

- Customized themes using HTML/CSS and Shopify tools to ensure responsiveness, intuitive navigation
- Focused on clean UX, fast loading, and mobile-first design to reflect both form and function.

Graphic Designer - Digital and Techincal Visuals
Electricos Internacional LTDA (Bogota,Colombia)
Feb 2019 - May 2019

- At Electricos Internacional, I turned volts and wires into clean, compelling visuals. As the in-house designer, I built a strong visual ecosystem that helped clients understand and connect with highly technical products—through both screens and paper.
- Designed and continuously updated the company website, ensuring a seamless user experience with clear navigation and fully updated product information.
- Directed and executed product photography, crafting high-quality visuals that fed into catalogues, web pages, and launch materials.

Content developer - Visual Learning Experience
Atento (Bogota,Colombia)
May 2016 - July 2018

I designed learning journeys that didn't feel like training. As the creative behind e-learning environments, I transformed onboarding into an engaging, visual-first experience that helped new hires feel confident and connected from day one.

- Developed visual ecosystems for corporate training modules, blending storytelling, UX, and brand identity to make complex content intuitive and digestible.
- Designed full e-learning experiences—including slide decks, animations, icons, infographics, and interface elements—for platforms like Moodle.

Graphic Designer - Product Launch & Brand Activation
Adgrupo S.A.S (Bogota,Colombia)
May 2014 - May 2016

Where science meets storytelling, I turned complex veterinary innovations into eye-catching, campaign-ready experiences. In this role, I was the visual brain behind product launches in the animal health world—designing everything from glossy editorials to giant event banners.

- Brought veterinary products to life with launch kits that combined substance and style: magazines, pendons, inserts, and branded merch—all designed to stick in memory and spark curiosity.
- Created visual universes for national congresses and product unveilings, developing event identities across print, digital, and motion platforms.
- Translated technical content into sleek editorial layouts and infographics, making complex information engaging and accessible

Graphic Designer - Performance Apparel
Motas Sport (Bucaramanga,Colombia)
June 2012 - March 2014

From pitch to podium, I shaped the visual identity of custom sportswear for athletes who live to move. For almost two years, I was the creative force behind dynamic designs for football clubs, basketball teams, and cycling squads—transforming fabric into storytelling.

- Conceptualised bold, high-impact uniform graphics that fused performance with personality, elevating team presence on and off the field.
- Crafted seamless sublimation patterns and garment prints tailored to each sport's culture, ensuring every jersey felt like a second skin.

EDUCATION AND QUALIFICATIONS

Bachelor in Graphic Design
Fundacion Universitaria los Libertadores - FULL, Colombia 2018

Seminar in Design and Motion
Fundacion Universitaria los Libertadores - FULL, Colombia 2018

Course in Video Editing
Luma Studio, Colombia 2014

Advanced Diploma in Graphic Design
Universidad de Santender - UDES, Colombia 2011

REFERENCES

Available upon request