

Felipe Ramos

Digital Designer
Colombia

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Experience	Zemoga / Formula.Monks - Creative Digital Designer 2020-Now A Media.Monks Company <ul style="list-style-type: none">• Creative Design Leadership: Spearhead the creation of captivating digital assets for Walmart's online platforms, including website graphics, email campaigns, and engaging social media content.• Multi-Platform Expertise: Skillfully craft visuals tailored to various digital channels, ensuring a cohesive and visually appealing brand presence across Walmart's online ecosystem.• Enhancing Customer Engagement: Play a pivotal role in elevating the online shopping experience by designing eye-catching graphics that resonate with Walmart's diverse customer base.
	Enjoy Flowers - Visual Designer 2019-2020 <ul style="list-style-type: none">• Product Design: Innovatively designed and optimized website landing pages, pop-ups, and user experiences to enhance customer engagement and satisfaction.• Marketing Campaigns: Spearheaded the creation of dynamic email campaigns, social media ads, and engaging marketing materials to drive brand awareness and customer acquisition.
	Mercadoni - Regional Latam Designer 2018-2019 <ul style="list-style-type: none">• Strategic Social Media Design: Crafted compelling static and audiovisual content for social networks and Google ads, effectively attracting new customers, generating leads, and driving in-app purchases.• Content Creation Support: Collaborated in the development of engaging email content and social media posts, reinforcing brand messaging and increasing audience engagement.
	La Gallera Creativa - Junior Graphic Designer 2016-2018 <ul style="list-style-type: none">• Printables, email marketing design, audiovisual and social media content for clients like Directv, Sura, Holcim, Cine Colombia, Accenture and Holcim.
Education	Beginner and Advanced UI-UX Design 2022 CODER
	Design for Mobile Devices 2017 Corp. Universitaria UNITEC
	Bachelor - Graphic Designer 2016 Corp. Universitaria UNITEC
Skills & Toolbox	Visual Design, Design Systems, Digital Design, UI-UX Design, Web Design, Prototyping, Wireframing, Motion Graphics, Branding. Figma, Adobe Creative Suite, HTML/CSS, WordPress, Google Workspace, Microsoft Office Suite. AI content generation tools (ChatGPT, Stable Diffusion)