

# Carolain Cofles

Graphic Designer & Illustrator

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## PROFESSIONAL SUMMARY

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Creative and detail-oriented Graphic Designer and Illustrator with over 4 years of experience in visual identity, branding, digital and print design. Strong ability to combine illustration, design principles, and strategic thinking to craft compelling visuals for diverse industries. Skilled in managing multiple projects simultaneously, delivering high-quality results under tight deadlines. Passionate about staying current with design trends and technologies, and collaborating with innovative teams.

## PROFESSIONAL EXPERIENCE

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### Freelance Designer & Illustrator (Remote)

2023 – Present

Worked with agencies and entrepreneurs on branding, presentations, key visuals, and graphic materials for campaigns and events — while traveling across Australia, Bali, France, and Colombia.

### FutureBrand LATAM — Graphic Designer (Remote)

Aug 2022 – Mar 2023

futurebrand.com/hispam

- Created illustrations and brand identity assets for clients in Latin America including Cargill, Ahumada, and Machpay.
- Worked on strategic visual storytelling and design analysis for corporate clients.

### Aluzian Colombia — Graphic Designer (Remote)

Jan 2021 – Aug 2022

aluzian.com

- Designed digital and social media content, created basic animations, and supported product photoshoots.
- Key projects included branding content for NatuEra and Terpel.

### Mundano Estudio — Junior Graphic Designer (Remote)

Sep 2020 – Dec 2020

mundanoestudio.com

- Assisted in packaging design, digital and print materials for national advertising campaigns (e.g. Tostao').

### MUMU - El Branding Love — Junior Brand Designer

Feb 2019 – Sep 2020

mumu.com.co

- Worked on brand strategy, identity design, and illustration for companies including Tyba, Lulo Bank, and Habi.

### 2 Inventive — Graphic Designer

Feb 2018 – Oct 2019

2inventive.net

- Designed visual content for events, brands, and a national TV show (print and digital materials).

## EDUCATION

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Universidad de Bogotá Jorge Tadeo Lozano — Bachelor's Degree in Graphic Design, 2012 – 2017

Coderhouse — UI/UX Design Course – 53 hours, 2022

## SKILLS

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Visual identity · Illustration · Branding · Digital design · Packaging · Time management · Creative problem-solving · Team collaboration · Strategic thinking · Storytelling · Typography · Visual communication · Basic animation with After Effects · Presentation design · Email design

## SOFTWARE PROFICIENCY

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Adobe Creative Suite (Photoshop, Illustrator, InDesign) · Figma · Blender · After Effects · HTML/CSS · WordPress · Procreate · Midjourney · ImageFX · Adobe Firefly · ChatGPT · Office 365

## LANGUAGES

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Spanish — Native | English — Advanced (C1) | French — Intermediate (B1)