

Carolain Cofles

Graphic Designer & Illustrator

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Professional Summary

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 contributing to innovative and collaborative teams.

Professional Experience

Freelance Designer & Illustrator — Remote

2023 – Present

Collaborated on various short-term creative projects while studying English and 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 + digital materials).

Education

Universidad de Bogotá Jorge Tadeo Lozano

Bachelor's Degree in Graphic Design

2012 – 2017

Coderhouse

UI/UX Design Course – 53 hours

2022

Skills

Visual identity · Illustration · Branding · Digital design · Packaging · Time management · Creative problem-solving · Team collaboration · Strategic thinking · Storytelling · Typography · Visual communication

Software Proficiency

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

Languages

Spanish — Native

English — Advanced (C1)

French — Beginner (A1)