

Mariana Jordán Gärtner

Design Strategy

Multidisciplinary creative and strategic designer with 10 years of experience working in-house, at agencies, and as a consultant. Constantly engaged in the interplay between strategy and design, I strive to communicate creatively while adding value and maintaining relevance. A hands-on designer, problem solver, and team leader.

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EXPERIENCE

- Madrid, España **MJ Studio** (Creative Studio)
Senior Creative Designer
Jan 2020 - Present
- External designer for performance marketing creatives, increasing acquisition.
 - Art Director: consulting and creating concepts for campaigns & brand awareness.
 - Branding & Logo design for emerging brands, as well as rebranding.
 - Creative Strategy and lead creative for UX/UI projects.
- Madrid, España **LINGOKIDS** (App | Startup)
Art Designer
Feb 2019 - Jan 2020
- Lead creative on projects for the Marketing and Performance teams.
 - Head designer for in-house creation and implementation of rebranding content, focused on acquisition, user experience, engagement, and retention.
- Madrid, España **NATEEVO** (Digital Accelerator | Consulting)
Marketing Designer
July 2018 - Jan 2019
- Head community manager, content designer and copy writer for three accounts.
 - Lead marketing designer for projects for clients like Dufry, Coca Cola, Philips Lighting Spain; including video editing, design social media content and email marketing, creative strategy (online and offline).
- Madrid, España **BYLD | HANDMADE STARTUPS** (Corporate Venture Builder)
Marketing Design Intern
Feb. 2018 - Jun. 2018
- Lead designer on projects from discovery to solution phase.
 - Ideation and implementation of marketing plans, participating in the development of OKRs, strategy, and communication campaigns.
 - Co-designed innovation dynamics for events/challenges.
- Cali, Colombia **YOUNG & RUBICAM** (Global marketing communications company)
Advertising Intern
Aug. 2016 - Oct. 2016
- Collaborated with the creative team on concept ideation, creating communication content, research, and photography projects.
 - Managed social media communications for two brands, creating daily content.
 - Increased brand visibility and social media presence by developing videos for social media and creating photography for advertising.
- Chicago, USA **ART INSTITUTE OF CHICAGO** (Museum - Publishing Department)
Publishing Assistant
Jan. 2016 - May 2016
- Collaborated on photo editing, research, and review for the editing and production of museum books and digital publications.
 - Optimized newsletters.
 - Created an advertising video for the Van Gogh Bedroom's catalogue.
- Chicago, USA **CHICAGO READER** (Weekly Newspaper)
Design & Photography Intern
May 2015 - July 2015
- Designed magazine layouts and advertisement images for social media.
 - Developed on/off photo content published on the "Best of Chicago."
- Cali, Colombia **DULCE PECADO SALADA TENTACION** (Food Company)
Creative & Communication Lead
May 2012 - Present
- Created brand identity and designs for all on/off materials.
 - Web design: dulcepecadosaladatentacion.com.
 - Lead designer, photographer, and creative strategist.

SKILLS

- Creative Strategy Graphic Design
- Motion Graphics UX/UI Video
- Branding Web Design Ideation
- Photography Performance Marketing
- Art Direction Design Thinking ADS
- Illustration Publishing Campaigns
- CRM Design Concept Print Design
- Online Offline Story Telling
- Growth Prototyping RRSS Content
- Packaging Printmaking
- English Spanish

SOFTWARE

- Adobe Creative Suite:**
After Effects, Illustrator, Photoshop, InDesign, Premier Pro
- Figma, Sketch, inVision**
- Microsoft Office Suite:**
Word, Excel, PowerPoint

SOFT SKILLS

- Agile Collaborative
- Open Minded Empathic
- Growth mindset Versatile & Resilient
- Detail oriented Organized

EDUCATION

- Madrid, Spain **INSTITUTO EUROPEO DE DISEÑO**
Master of Design and Innovation
with an emphasis in Communication
Jan. 2017 - Dic. 2017
- Chicago, USA **SCHOOL OF THE ART INSTITUTE OF CHICAGO**
Bachelor of Fine Arts,
Recipient of Merit Scholarship, Honorable Mention in Leadership
Aug. 2012 - May 2016
- References available upon request