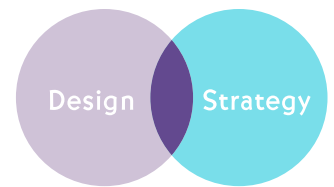


# Mariana Jordán Gärtner

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Multidisciplinary creative and strategic designer. On a constant play with strategy and design, finding ways to communicate creatively while adding value and staying relevant.



## EXPERIENCE

- Madrid, España **MJ Studio (Creative Studio)**  
Creative Strategy Designer  
Jan 2020 - Present  
- External designer for performance marketing creatives, increasing acquisition.  
- Interim Art Director, consulting and creating concepts for paid ad creatives.  
- Logo design and branding for emerging brands.  
- Designer and Strategy head for companys revamping their brand image.
- Madrid, España **LINGOKIDS (App | Startup)**  
Strategist & Growth Marketing Designer  
Feb 2019 - Jan 2020  
- Lead creative on projects for the Marketing and Performance team  
- Head designer for in-house creation and implementation of re-branding 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 in project from discovery to solution phase  
- Ideation and implementation of Marketing plan, participating in the development of OKRs, strategy and communication campaigns.  
- Co-designed innovation dynamics for event/challenge
- Cali, Colombia **YOUNG & RUBICAM (Global marketing communications company)**  
Advertising Intern  
Aug. 2016 - Oct. 2016  
- Collaborated with the creative team in concept ideation, creating communication content, research, and photography projects.  
- Managed social media communication for two brands, creating daily content.  
- Increased brand visibility and social media presence by developing videos for social media and photography for advertising.
- Cali, Colombia **DULCE PECADO SALADA TENTACION (Food Company)**  
Creative & Communication Lead  
May 2013 - Jan. 2017  
- Created brand identity and design for all on/off material  
- Web design: dulcepecadosaladatentacion.com  
- Lead designer, photographer and creative strategist
- Chicago, USA **ART INSTITUTE OF CHICAGO (Museum - Publishing Department)**  
Publishing Assistant  
Jan. 2016 - May 2016  
- Collaborated with photo editing, research and reviewing, for editing and production of museum books and digital publications  
- Optimized newsletter  
- Created advertising video for the Van Gogh Bedroom's catalogue
- Chicago, USA **CHICAGO READER (Weekly Newspaper)**  
Design & Photography Intern  
May 2015 - July 2015  
- Design for magazine layouts and advertisement images for social media.  
- Developed on/off photo content, published on the Best of Chicago.

## EDUCATION

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

References available upon request

## SKILLS

**Creative Strategy:** Research/scouting, Service & experience design, Crossfunctional project management.

**Design:** Graphic, UX/UI, Branding, Web, Motion Graphics, Publishing.

**Prototyping and Growth**

**Digital Marketing:** Design for desktop and mobile, Community management, Campaigns (organic & paid), CRM design

**Communication:** Conceptual and Strategic (online and offline)

**Concept & Ideation**

**Photography and Video:** Storytelling, Production and Post production (digital)

**Fine Arts:** Illustration, Painting, Drawing, Printmaking (offset) & Textile

**Fluent in Spanish and English**

## SOFTWARE

**Adobe Creative Suite:** Photoshop, Illustrator, InDesign, Premier, After Effects

**Figma, Sketch, inVision**

**Microsoft Office Suite:** Word, Excel, PowerPoint

## SOFT SKILLS



Agile



Collaborative



Open Minded



Empathic



Growth mindset



Versatile & Resilient



Detail oriented



Organized