

# MARIANA JORDÁN GÄRTNER

Design Strategy

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I craft bold, performance-driven brand experiences that scale across borders and platforms.

With 10+ years of experience across startups and global brands, I lead creative strategy and execution—from full brand overhauls to digital campaigns and immersive in-store experiences. My work bridges the gap between storytelling and data, blending graphic design, motion design, visual identity and UX/UI, to drive engagement and results. I'm passionate about design that moves people—and businesses—forward.

## EXPERIENCE

### Branding & Graphic Lead **GCG**

Jan. 2024 - Present Miami HDQ (Remote)

- **Led a brand refresh and global rollout across 21+ markets**, unifying visual identity and increasing internal brand recognition and alignment.
- **Directed large-scale asset production across digital and physical platforms**, including fleet branding, uniforms, retail environments, offices, and social media.
- **Led high-impact activations** (e.g., airport advertising, billboards, restaurant partnerships with Wendy's, Carl's Jr., Quiznos), reaching over 2M+ travelers monthly.
- **Streamlined collaboration with agencies and vendors**, improving turnaround time and brand consistency across markets.
- **Developed implementation playbooks and brand standards**, reducing onboarding time for local marketing teams by 40%.
- **Provided creative leadership to cross-functional teams**, ensuring all executions aligned with strategic goals and elevated the brand's presence.

### Senior Creative Designer **MJ Studio**

Jan. 2020 - Dic. 2023 Worldwide (Remote)

- **Led branding and rebranding projects from concept to execution**, resulting in cohesive and scalable brand systems.
- **Designed brand assets** for social media, website, packaging, signage, and events, increasing audience engagement and visual recognition.
- **Developed branding strategies** that balanced business needs with creative vision, helping several startups define their market positioning.
- **Collaborated with marketing and operations teams** across regions to ensure consistency and adaptability of brand visuals across cultures and formats.

### Art Designer **Lingokids**

Feb. 2019 - Jan. 2020 Madrid, Spain

- **Produced key visuals** for ASO, performance marketing, and PR campaigns, directly contributing to a 30% increase in app store conversion rates.
- **Designed and implemented rebranding assets** that improved brand consistency across acquisition and engagement channels.
- **Created engaging visual content for paid campaigns** and organic growth initiatives in a high-growth EdTech environment.

### Marketing Designer **Nateevo**

July. 2018 - Jan. 2019 Madrid, Spain

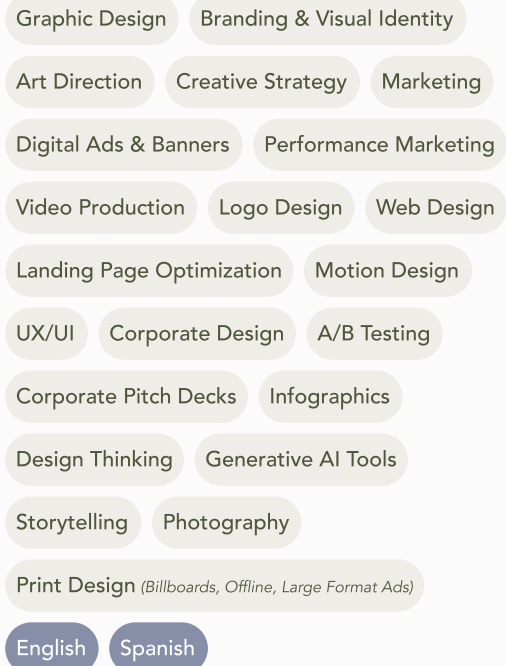
- **Created visual content and managed messaging across three brands**, enhancing brand voice and engagement across digital platforms.
- **Designed digital campaigns for clients including Coca-Cola and Philips Lighting** Spain, increasing campaign visibility through standout creative assets.
- **Collaborated with internal teams** to ensure smooth rollout of visuals across web, social, and CRM channels.

### Advertising Intern **Young & Rubicam**

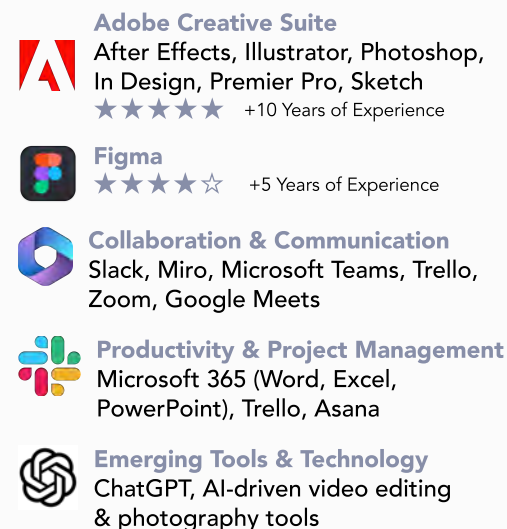
Aug. 2016 - Oct. 2016 Cali, Colombia

- **Supported concept development, visual storytelling, and creative research** for ad campaigns across two accounts.
- **Produced content for social media and brand visuals**, contributing to increased follower engagement and campaign awareness.
- **Assisted in video editing and photography** that improved the storytelling of digital campaigns.

## SKILLS



## SOFTWARE/TOOLS



## EDUCATION

