



FRANCISCO DE LA TORRE RODRÍGUEZ

C.C. 1.020.760.742
Birthdate: March 27th 1991
Bogotá D.C. - Colombia
Single

Professional Profile

My name is **Francisco de la Torre**, I'm a **graphic designer** from Universidad Piloto de Colombia.

My focus is on **Branding and Design Management**, and I specialise Brand development and **Web design with Wordpress CMS**

I have a holistic vision of design as a **social discipline whose main foundation is the people**, and visual communication as an agent of change in society and culture.

The most important thing to me is that no matter how aesthetically pleasing my work appears, it **should remain true to its original function.**

www.franciscodelatorre.co

CONTACT

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REFERENCES

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Account Executive
Group Comunicaciones
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Camilo Andrés Albarrán
Lawyer
Calec Abogados
Cel.: 316 5219228



FRANCISCO DE LA TORRE
Graphic Designer

ACADEMIC BACKGROUND

- **Universidad Piloto de Colombia (2009 - 2015)**
Faculty of Arts and Architecture

Franciscan Virrey Solis School - Bogotá
High School Diploma (1996 - 2008)

GRAPHIC DESIGNER

Degree Project: Research Article - Bachelors Degree (with Honours)
"Designers' current outlook on the design processes of web-focused graphic user interfaces"

- **Instituto Caro y Cuervo (March - July 2016)**
Diploma in Pedagogy and Didactics in Teaching Spanish as a Foreign Language

ACHIEVEMENTS

- **Honour Scholarship**
Best grade-point average during 2009
- **Marketing Department Scholarship**
Universidad Piloto de Colombia during 2011 and 2012
- **Participant of the Samples of Works "Diseño se Gradúa" of Cámara de Comercio de Bogotá and RAD.**
"Creamy" Typography - May 2013
"CEF - Canal de Entretenimiento Familiar" Brand - August 2014
"SITP Brand Redesign" December 2014

TRAININGS AND WORKSHOPS

- **Diseño UI/UX (Virtual Course)**
Next_U (2017)
- **3ra Jornada de Investigación en Diseño**
Universidad Santo Tomás (2015)
- **III International Module- Cátedra Andy Stalman**
Universidad Piloto de Colombia / Participant (2012)
- **3th Iconodigmas Meeting - Universidad Piloto de Colombia**
Speaker and Participant of the "PechaKucha" Module (2011)

WORK EXPERIENCE

- **GRAPHIC DESIGNER**
LINGENOS Integral E-commerce
February 2015 - Present
Immediate supervisor
Roger Moreno (Manager)
Tel.: (+571) 516 9089 / (+57) 311 516 8823

Graphic designer entrusted for web design and e-commerce projects.

- **GRAPHIC DESIGNER**
ABRAQUI - Design Studio
February 2014 - Present
Immediate supervisor
María Ángela García (CEO)
Tel.: (+57) 300 2207673

Graphic designer entrusted for web design, editorial and infographics projects.

- **GRAPHIC DESIGNER**
Marketing department
Universidad Piloto de Colombia
August 2011 - February de 2014
Immediate Supervisor:
Johanna Toquica Olave
(Marketing Executive Assistant)
Tel.: (+57 1) 332 2900 Ext. 290

Graphic designer entrusted for internal and external communications, as well as marketing campaigns for digital and print media of the university.

- **FREELANCE - GRAPHIC DESIGNER**
Complejo Internacional de Cirugía Plástica (2017)
Visual identity and website design

La Carreta Dorada (2017)
Visual identity and website design

Oncloud Solutions (2017)
Visual identity design

Inkanta Design Store - Lingenos S.A.S (2017)
Website development

Calec Abogados (2015 - now)
Promotional graphic material designs

GEA SOLUCIONES GIS (2015 - now)
Promotional graphic material designs
User Interface Design

Baker Tilly Colombia (2015 - 2017)
Website development

La Riviera - Lingenos S.A.S (2015 - 2016)
Digital media marketing designs.

Proyectistas Asociados (2015)
Website development

Human Talent Support S.A.S - HTS (2015)
Visual identity design

SURELECSA - Surtieléctricos Santander (2014)
Visual identity design

SOFTWARES AND COMPUTER LANGUAGES

Illustrator - Advanced **HTML y CSS** - Advanced Level
Photoshop - Intermediate **PHP** - Basic Level
InDesign - Intermediate **CMS Wordpress** - Advanced

LANGUAGES SPOKEN

Spanish | Mother Tongue **English** | B2 **Italian** | B1
Modern Greek | A1