



FRANCISCO DE LA TORRE RODRÍGUEZ

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Bogotá D.C. - Colombia

 LINKEDIN

SEE PORTFOLIO

Professional Profile

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

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

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.

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

References

Sandra Santacruz
Psychologist and former coordinator
Cel: +1 (857) 999-6474

Cirley Sanchez Caicedo
Graphic designer
ldime
Cel: +57 314 313 5064

ACADEMIC BACKGROUND

- **Universidad Piloto de Colombia (2009 - 2015)**
Faculty of Arts and Architecture
Bachelor's degree: GRAPHIC DESIGNER
- **Instituto Caro y Cuervo (March - July 2016)**
Diploma in Pedagogy and Didactics in Teaching Spanish as a Foreign Language
- **Instituto Caro y Cuervo (August 2018 - Present - Expected graduation date 2023)**
Masters degree in Teaching of Spanish as a Foreign language

WORK EXPERIENCE

● CONSULTANT / GRAPHIC DESIGNER

Scouting & Promotion Office
Universidad de los Andes
December 2017- Present
Immediate supervisor
Gina Linares Barrero
Tel.: 3394949 Ext. 2188

Graphic designer in charge of graphic communications in order to promote and give information about undergraduate and postgraduate programs.

Consultant focused on customer service and leader of the career decision making workshop "Plan U" for school students.

Webmaster of the main website for applicants on Drupal CMS.

● GRAPHIC DESIGNER

LINGENOS Integral E-commerce
February 2015 - 2018
Immediate supervisor
Roger Moreno (Manager)
Tel.: (+571) 516 9089 / (+57) 311 516 8823

Graphic designer in charge of web design and support on e-commerce projects u sing Wordpress and Magento CMS.

● FREELANCE GRAPHIC DESIGNER ONCLOUD SOLUTIONS SAS

February 2017 - 2018
Contact:
Jonathan Torres (Manager)
Tel.: (+57) 350 430 2537

Frelance graphic designer in charge of Wordpress web and brand design.

● GRAPHIC DESIGNER

ABRAQUI - Design Studio
February 2014 - 2018
Immediate supervisor
María Ángela García (CEO)
Tel.: (+57) 300 2207673

Graphic designer entrusted for web design, Wordpress, 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

Design of marketing campaigns for digital and print media (magazines, newspapers, web and large format graphics)

Design of internal communication campaigns of the university to promote faculty events.

Logistical support in events and university fairs.

OTHER FREELANCE PROJECTS

GEA SOLUCIONES GIS (2015 - 2017)

Contact: **Anny Rubio**
(commercial manager)
Cel.: 317 854 6037

Design of promotional graphic material.
Design of user interfaces for mobile apps.

CALEC ABOGADOS (2015 - 2018)

Contact: **Diana Buenaños Mena**
(Senior Lawyer)
Cel.: 316 491 7015

Website design.
Print and social media design.
Infographics design.

BAKER TILLY COLOMBIA (2014 - 2015)

Contacto: **Cirley Sánchez Caicedo**
(Diseñadora gráfica)
Cel.: 314 313 5064

Website design and template.
development on Wordpress.

SOFTWARES AND COMPUTER LANGUAGES

Illustrator	HTML
Photoshop	CSS
InDesign	PHP (Basic level)
CMS Wordpress	

LANGUAGES

Spanish | Mother Tongue English | Upper Intermediate Italian | Basic Intermediate Mandarin Chinese | HSK1