



Juan José R. Gärtner

Graphic Design, Marketing Design, UX/UI Design,
Multimedia production, Website Design.

Portfolio: gartlery.com

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PROFESSIONAL EXPERIENCE

Improntus, Senior Designer (2024 - Present)

- Designed websites and digital experiences using UX/UI best practices.
- Led branding and corporate identity development for the client.
- Created visual assets for social media and point-of-purchase (P.O.P) campaigns.

Omni.Pro, Marketing Designer (2022 - 2023)

- Managed ecommerce and CMS platforms, implementing user-optimized interfaces.
- Designed email marketing assets and social media visuals.
- Developed branding and UX assets for digital campaigns.

Pangea Consultants, Digital Designer (2021 - 2022)

- Executed website and UX/UI projects with CMS management.
- Created social media and email marketing assets aligned with brand guidelines.

Grupo Raíz, Marketing Designer (2020 - 2021)

- Developed websites and UX interfaces for real estate projects.
- Produced integrated marketing campaigns with custom visual assets.
- Led branding, social media, and email campaign design.

Freelance Designer, Graphic & Multimedia Design (2016 – 2020)

Clients: YMCA América, BusCar, others.

- Delivered full creative solutions: websites, branding, editorial, and motion graphics.

PROFILE

Multidisciplinary designer with 9+ years of experience crafting engaging visual solutions across graphic design, marketing, and UX/UI. Proven ability to lead and execute projects from concept to completion, including web design, branding, social media campaigns, and multimedia production. Passionate about creating user-centered, aesthetic, and results-driven experiences for digital platforms and brands.

ACADEMIC HISTORY

Higher Education

2014 - 2016

A.A in Multimedia Production – SENA

2016 - 2018

Graphic Design B.F.A – Fundación Universitaria del Área Andina

Foreign Language

2008 - 2009/2012

English – C1 Level – Oxford Institute

Continuing Education

2016 - 2025

- UX/UI Design
- Web Design (HTML5 & CSS3)
- WorldSkills Web Design Training
- Adobe Photoshop – Visual Communication
- SQL Database Development

Tools & Platforms

Figma · Adobe CC (Illustrator, Photoshop, After Effects, Premiere) · WordPress · Office · HTML5/CSS3 · Canva · Trello · Mailchimp

KEYWORDS

Graphic design, Branding, Illustration, P.O.P, Social media, Email marketing, **UX/UI**, CMS management, Website design, Marketing design, Motion graphics, **Illustrator**, Photoshop, After Effects, **Figma**.