

# ANA MARIA COLMENARES

## Art Director and Graphic Designer

As a creative professional, I bring over ten years of experience in graphic design, advertising and interactive design, I am passionate about leadership and mentorship. I thrive in fast-paced environments and am known for my efficient and goal-oriented approach. My experience includes art direction, brand design and creating user-friendly websites with engaging digital experiences. I excel in end-to-end project management and overseeing brand identity and user interface/user experience design. My recent forays into video production demonstrate my ability to integrate visual acuity into dynamic digital experiences.

### CONTACT

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### SKILLS

Senior Digital Lead

Digital Design (UI/UX)

Art Direction

Concept Development

Creative Direction

Branding and Identity

Wireframing and Prototype

Adobe Creative Suite

Figma

### LANGUAGES

Spanish (native)

English (fluent)

### EDUCATION

Bachelor in Graphic Design Degree

Universidad Jorge Tadeo Lozano

Bogotá - Colombia 2008

"Antifuentes" - Antifonts Course

Type School

Buenos Aires - Argentina 2012

"Enter the Type" - Type Design Course

Type School

Buenos Aires - Argentina 2012

"Design of Interactive Experiences"

Certificate IT Institute

Buenos Aires - Argentina 2011

### WORK EXPERIENCE

#### SENIOR LEAD DIGITAL ART DIRECTOR - Kiehl's DMI by L'OREAL

Development of high performing storytelling visual concepts for key pillars and seasonal campaigns

NEW YORK  
Oct 20' - Nov 23'

- Managing and mentoring junior graphic designers on assets execution and concept development.
- Developing and leading multiple concepts for products launches and seasonal campaigns.
- Overseeing design of full digital campaigns including landing pages, hero banners and product detail pages.
- Directing photo ad video shoots to ensure perfect execution of concepts.
- Creation of multiple kit builders for email assembling, based on CRM strategy.

#### UI / UX SENIOR DESIGNER - Kiehl's DMI by L'OREAL

Leading and enabling digital transformation of the main e-commerce platform

NEW YORK  
June 19' - Oct 20'

- Co-designing and implementing Kiehl's Design System, based on NGLORA guideline.
- Building compelling responsive wireframes and prototypes for over 30 evergreen pages for kiehls.com
- Designing multiple landing pages on FIGMA for Kiehl's e-commerce.
- Creating the entire package of evergreen assets across kiehls.com, while adhering to brand guidelines.

#### HEAD OF DESIGN - LNC PRODUCTIONS

Establishment of an internal Design Studio with a revenue increase of 40% .

NEW YORK  
Jan 15' - Jun 19'

- Leading a team of six designers in delivering design strategies and solutions for various B2B clients.
- Collaboration with clients to gather and define requirements, establish project scopes, and manage milestones.
- Strategy, redesign and implementation of new branding.
- Successfully managed end-to-end processes for web design and development, from wireframing to launch.

#### VIDEO ART DIRECTOR - LNC PRODUCTIONS

Elevation and consistency of ad videos and visual signature according to brand guidelines.

NEW YORK  
Jan 14' - Jun 19'

- Ensure the visual look and feel of videos to be cohesive and supportive of the project narrative.
- Responsible for the production of all visual assets required during both the shoot and post-production.
- Overseen the selection of production design elements, including set dressing, costumes, and makeup.

#### DIGITAL ART DIRECTOR - LADO C

Provided guidance to the design team, ensuring the creation of cohesive and consistent visual elements.

BUENOS AIRES  
Sep 13' - Jun 14'

- Leading a team of 15 designers and copywriters in conceptualizing ad ideas for 360 campaigns.
- Developing key visuals to serve as a look and feel guide for multiple assets in ad campaigns.
- Setting the visual tone and style for digital projects resonating with the target audience.
- Overseen the creation of digital assets, including graphics, illustrations, and multimedia elements.

#### ART DIRECTOR AND GRAPHIC DESIGNER - SANCHO BBDO

Contributed to the creative execution of global campaigns for PEPSICO and SAMSUNG.

BOGOTÁ  
Sep 11' - Ago 13'

- Work on the development of 360 projects, for all media, including TV, radio, print and web.
- Oversee multiple product and models photo shoots.
- Translating strategic direction into high-quality design within clients brand identity.

#### ART DIRECTOR AND GRAPHIC DESIGNER - LEO BURNETT

Played a key role in the creation of the award-winning campaign for Directv WORLD CUP 2010 .

BOGOTÁ  
Sep 08' - Ago 11'

- Participation in the development of 360 campaigns for several countries of the region.
- Part of the creative team for McDonalds, Directv, Davivienda Bank and others.
- Creation of digital and print assets, including graphics, illustrations, and multimedia elements.