



ANA MARIA COLMENARES

Art Director and Graphic Designer

As a creative professional, I bring over ten years of experience in graphic design, advertising, interactive design, and e-commerce. I am passionate about leadership and mentorship, thriving in fast-paced environments and known for my efficient and goal-oriented approach. My expertise includes art direction, brand design, design system implementation, 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 art direction and visual 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

Figma

Adobe Creative Suite

LANGUAGES

Spanish (native)

English (fluent)

EDUCATION

Bachelor in Graphic Design Degree

Universidad Jorge Tadeo Lozano

Bogotá - Colombia 2018

"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

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WORK EXPERIENCE

SENIOR DIGITAL DESIGNER - GOPURE - gopure.com

E-commerce redesign, design system implementation & content creation.

- Redesign of the e-commerce website to improve usability and conversion rates.
- Implemented a scalable design system ensuring consistency across digital touchpoints.
- Created and managed engaging content, including digital assets for marketplaces, as well as email campaigns.
- Collaborated with cross-functional teams to deliver a cohesive and high-impact digital experience.

LOS ANGELES

April 24' - Oct 25'

Remote

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

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

- 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.

NEW YORK

Oct 20' - Nov 23'

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

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

- 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.

NEW YORK

June 19' - Oct 20'

HEAD OF DESIGN - LNC PRODUCTIONS

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

- 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.

NEW YORK

Jan 14' - Jun 19'

DIGITAL ART DIRECTOR - LADO C

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

- 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.

BUENOS AIRES

Sep 13' - Jun 14'

ART DIRECTOR AND GRAPHIC DESIGNER - SANCHO BBDO

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

- 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.

BOGOTÁ

Sep 11' - Ago 13'

ART DIRECTOR AND GRAPHIC DESIGNER - LEO BURNETT

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

- 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.

BOGOTÁ

Sep 08' - Ago 11'