

Johan Camilo Caicedo Londoño

Digital and Multimedia Designer



Professional Profile

I am a digital and multimedia designer with 3 years of experience, specializing in web, editorial, and illustration design. I have led website redesigns, improving visual identity, communication, and SEO.

With 8 years of experience in editorial design, I have created covers, adapted illustrations, and

laid out publications. I have collaborated on impactful editorial projects.

I stand out for my leadership in projects, from conceptualization to implementation, ensuring high-quality results.

I am proactive, with excellent communication and teamwork skills.

Education

Professional in Digital and Multimedia Design

Universidad Colegio Mayor de Cundinamarca

Graduated, 2016 - 2020

Master's in Animation and 3D Modeling

Universidad Internacional de La Rioja

In progress, 2024 - 2025

Awards

Winner of the Web Interface Design contest

UCMC - 2019



Graphic Design, Web Frontend,
Editorial, Photography,
Audiovisual

Contact

+57 311 4853833 ☎

camilo.design07@gmail.com 📩

Bogotá or remote ⚡

Portfolio 🌐

Work Experience

2020 – Present, Generalist Designer - ILSA

I am a generalist designer at ILSA, focusing on web design, editorial design, illustration, branding, photography, and audiovisuals. I have successfully created and consolidated a cohesive, harmonious, and distinctive visual identity for the institute, which has allowed it to stand out in the market. In addition, I have had the opportunity to lead significant projects for the entity, contributing to the growth and success of the organization.

2023, Web Design - Freelance

I design and develop individual websites in WordPress, focusing on personalized design strategies that highlight my clients' professional strengths and create a prominent brand image in their niche.

2022, Web Designer - ILSA

I led the redesign of the institute's main website, establishing a solid visual identity, improving communication with users, consolidating the institutional archive, and optimizing SEO. This resulted in an increase in traffic to 15,000 unique visitors per month and a better user experience.

2022, Photographer and Videographer - Renta Fácil

Audiovisual production in videos for social networks, corporate video, and corporate photo session.

2020, Video Editor, Advertising Layout Designer, and Photographer - Aire Libre y Aventura

Responsible for the editing of the course "Strength Training" at Kuerfit, as well as the creation of audiovisual pieces and flyers for social networks and the website, along with photographic coverage of the Corre Chicaque event.

Hobbies: Analog photography, watercolor painting, Arduino development, PC building and modding, console modding, cooking, coffee brewing, and plant care.

Software



After Effects
Medium



Illustrator
Medium / High



Photoshop
Medium / High



InDesign
High



Lightroom
High



WordPress
Medium / High