



KATHERINE ALEJANDRA REYES TOMBE

Interactive Media Designer
Communicator with a Digital Focus

Contact

+57 3014386847

reyeskatherine119@gmail.com

Cali - Colombia

[Professional portfolio](#)

[Behance](#)

About me

I am an Interactive Media Design and Communication student with experience in graphic design, social media management, multimedia production, and project coordination. I have worked on interdisciplinary initiatives, developing brand identity, graphic pieces, and visual communication strategies in academic settings, student associations, and as a freelancer.

Creative, organized, and proactive, I combine aesthetics and functionality to offer innovative solutions with visual impact, integrating technical and creative skills into each project.

Languages

Spanish (native)

English B1
Linguaskill from Cambridge
2020 Certification

Work Experience

Puck Digital Agency – Atlanta (Remote)

Junior Designer
Apr 2025 – Present

Design and production of graphic and audiovisual content for brands, managing scheduling, publishing, and analyzing results to optimize digital campaigns and strengthen their social media presence.

Eduteka Center – Icesi University

Graphic and Multimedia Designer
Mar 2024 - May 2025

Creation of tutorials and graphic pieces for educational platforms, increasing resource accessibility by 60%. Audiovisual production for institutional events, with special participation in the coverage of the center's biannual event.

Communications Program – Icesi University

Community Manager
Aug 2023 - Dec 2024

Social media management that increased reach on Instagram by 80% through the creation and programming of strategic content that strengthened interaction with students, faculty, and alumni, consolidating the program's digital community.

AECOM – Icesi University

Freelance Designer
Nov 2024 - Dec 2024

Complete redesign of the association's visual identity, including the logo, characters, slogan, and brand manual. Creation of institutional materials such as letterheads and t-shirts, achieving more coherent, solid, and engaging communication.

Icesi University – Cali, Colombia

Academic Monitor
Jan 2023 – Jun 2025

Support in graphic and audiovisual design for academic projects and seedbeds, contributing to more than eight initiatives. Advice on visual materials that improved the institutional presentation and communication.

Education

● Interactive Media Design

Icesi University – Cali, Colombia
January 2021 – December 2026

● Digital Communications

Icesi University – Cali, Colombia
January 2022 – December 2026

● University of Monterrey – Monterrey, Mexico

International Exchange Semester
January 2025 – May 2025

● Lacordaire Bilingual School – Cali, Colombia

Academic Baccalaureate
June 2020

Technical skills

- Proficiency in Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro, After Effects, XD).
- Design and prototyping with Figma.
- Community Manager management (content, engagement, analytics).
- Visual content creation for social media using tools such as Canva and Procreate.
- Video production and editing.
- Branding and visual identity design.
- Content writing and adaptation for digital media.

Soft skills

- Leadership and team coordination
- Effective communication
- Teamwork
- Creativity and innovation
- Time management and organization
- Adaptability in changing environments
- Problem-solving and decision-making
- Critical thinking and analysis
- Results-orientation
- Proactivity
- Empathy and interpersonal skills
- Continuous learning

Featured projects

● Vonnacher Taekwondo Garza Sada

University of Monterrey – Monterrey, Mexico
Jan – May 2025

Advertising plan for a three-person team in the Advertising Creativity course. Project winner of the Best Advertising Plan award.

● Secretariat of Equality and Inclusion of Nuevo León

University of Monterrey – Monterrey, Mexico
Jan – Mar 2025

Institutional media management and digital dissemination of International Domestic Workers' Day, resulting in the publication of a television news report.

● Bancóldex - Digital Real Estate Showcase, Icesi

University – Bancóldex, Colombia
Aug – Nov 2024

UX/UI design in the Integrative Project II course, improving the presentation of the digital showcase by 80% and fully prototyping the project for implementation.

● UXLab Icesi - Thesis Project

Universidad Icesi - Cali, Colombia
August 2025 – Present

Operations Designer at UXLab Icesi, improving communication between teams and tutors, optimizing feedback and deliverables management.

Courses and certifications

● Storytelling and Digital Marketing

Banco Santander | Open Academy
March 2025

● Writing, Editing, and Grammar Course

Universidad Icesi - Cali, Colombia
August 2024

● Advanced Figma Passport

Universidad Icesi - Cali, Colombia
November 2023