

Nicolas Mogollon Barbosa

Visual Designer AI enthusiast User Interface Art Direction

 www.nicolasmb.com  www.be.net/nicolasmb

 +1 813 404 1894  nicolasbarbosa2002@gmail.com

Certifications and Recognitions


UX Design Fundamentals
Cousera – Google (2023)

Meritorious Thesis -
Universidad Jorge Tadeo
Lozano (2017)

Education


Industrial and Product Design
Universidad Jorge Tadeo
Lozano (2012 - 2017)

Skills

 **Visual Identity**
Branding, typography,
visual storytelling.

 **UI Design**
Prototyping,
wireframing,
heatmaps.

 **Web Design**
WYISWYG,
CMS systems.

 **A.I.**
Use of techniques and
prompts to aid the creation
of images, videos and text.

 **Marketing Strategies**
Social media design,
email marketing, digital
campaigns.

Software

Adobe CC, Canva, Figma, Framer, Wordpress
A.I. tools (Whisk, Flow, Midjourney, Stable
Difussion, ChatGPT etc.).

References

Available upon request.

Work Experience

2025

Visual and A.I. Designer - Invest in Bogotá

- Design of graphic assets for national and international investment promotion events.
- Creation of visual assets for social media campaigns, aimed at informing, promoting and attracting investors to Bogotá, the capital of Colombia.
- Implemented AI to support design workflow across the Design department.

2023 - 2024

Art Director - Ondas y Ecos S.A.S

- Redesigned the company's visual identity across digital platforms.
- Implemented design strategies for web and social media.
- Directed the narrative of the brand Radio a Domicilio. Closeness and familiarity.

2021 - 2022

Visual Experience Coordinator - Areandina University

- Led cross-functional collaboration between the marketing, design and development teams to deliver campaigns aligned with the university goals.
- Created interactive content aligned with brand identity, leading to further improvement and organic evolution of the brand.

2017 - 2022

Digital Graphic Designer - Colombian Ministry of Information and Communication Technologies (MICT)

- Created a wide range of graphic assets for government campaigns, including presentations (PPT/keynote), social media content, email campaigns, infographics, print materials, custom signage, branded mobiliaries and other specialty formats.
- Translated complex research and economic data into accessible visual materials, backed by international partnerships.
- Contributed in strategic planning sessions of the Digital Transformation and Economy departments.