



BEATRIZ VELÁSQUEZ

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(940) 279 5568

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SKILLS

Creative problem solving

Interpersonal skills

Computer literacy

Organizational skills

Communication

Time management

TOOLS

Adobe Illustrator



Adobe XD



Figma



Adobe Photoshop



Adobe After Effects



Adobe Premiere Pro



LANGUAGES

Spanish (native)

English (proficient)

EDUCATION

BSc. Product Design Engineering

EAFIT University

Medellín, Colombia

GPA: 3.9/5.0

PURPOSE

To be a facilitator during every human interaction.

SUMMARY

Analytical and detail-oriented professional with exceptional multi-tasking and organizational skills. Committed to excellence in Communications and Customer Service.

Expertise in providing support through empathetic listening and creative problem solving in fast-paced environments. Dependable with acknowledged reputation for integrity and versatility in adapting to new roles and tasks. Proactive and service oriented with excellent interpersonal and communication skills, fluent in Spanish, experienced in working with different teams and individuals at all levels from diverse cultural and socio-economic backgrounds.

WORK EXPERIENCE

AVISTA COLOMBIA

06/2020 - PRESENT

Graphic Designer

- Apply the Design Thinking process to understand and solve the needs of internal customers who use our apps.
- Collaborate with a team of developers and UX designers to create and maintain a Design System for the company's digital products.
- Create semi interactive app prototypes.

Key highlight: Streamlined the design process and got promoted to UI designer in six months.

MULTIPLE CLIENTS

06/2011 - 05/2020

Freelance Graphic Designer and Videographer

- Worked with Design Agencies while taking on solo projects both in Colombia and the United States. Roles included:
 - Writing and proofreading marketing content for social media.
 - Designing presentations for Y-Combinator candidates.
 - Designing logos and recipe eBooks.
 - Creating wireframes and mockups for mobile apps.
 - Filming and editing for individuals and companies.

Collaborations: Y-Combinator, Coinbase, SketchDeck, Cognizant, Aviva Goldfarb's The Six O'Clock Scramble, From the Farmer DC, USfresh, Colombia me gusta, Virel S.R.L, Different Hunger.

COLOMBIA ME GUSTA

01/2017 - 12/2017

Freelance Writer & Editor

- Wrote articles for colombiamegusta.com, a travel and entertainment news outlet.
- Created, planned, edited and scheduled posts for the company's Facebook page with over 2M followers at the time.
- Analyzed reach for posts and articles to strategize ahead on new content.

Key highlight: Started as a part-time writer. Promoted to full-time editor in 2 months, leading a team of seven writers and curating content.