

JUAN CARLOS PRADA
DIGITAL GRAPHIC DESIGNER
JUANPRADA.CO

JCP@JUANPRADA.CO
LINKEDIN.COM/IN/JUANPRADA
(+57) 3158733546

Graphic designer since 2009, specializing in digital media. Over the years, I have collaborated on the development of online advertising campaigns across regions like USA, EMEA and MENA, adapting high-impact solutions to different markets.

In addition to my expertise in design and creative production, I have experience coordinating teams and optimizing workflows, aiming to deliver high-quality work efficiently.

I have worked for clients such as General Mills, NBA, Nestlé, IOC, Richemont, Qatar Airways and Colgate, among others.

Proficient in Adobe Creative Suite, Google Web Designer and Figma.

EXPERIENCE

Digital Producer, GroupM – Bogotá, Colombia – March 2022 (current job)

Interactive Designer, GroupM – Bogotá, Colombia – August 2021 → March 2022

UI Designer, Asesoftware – Bogotá, Colombia – May → August 2021

Junior UX/UI Designer, Packen – Bogotá, Colombia – October 2020 → May 2021

Production Designer, VMLY&R – Bogotá, Colombia – August 2016 → October 2020

Freelance Interactive Advertising Designer, Sancho BBDO – Bogotá, Colombia – April → May 2016

Digital Designer, J. Walter Thompson – Bogotá, Colombia – February 2015 → February 2016

Freelance Interactive Designer, OSG Digital – Bogotá, Colombia – July → December 2014

Interactive Designer, OSG Digital – Bogotá, Colombia – September 2010 → December 2013

Digital Designer, Leap Simple – Bogotá, Colombia – January 2009 → September 2010

EDUCATION

Advanced UX/UI Design, Coderhouse – Online – 2020

Foundation HTML, CSS + JS, SuperHi – Online – 2020

UX/UI Design, Acámica – Online – 2020

Certified Illustration Course, Taller Arte Digital – Bogotá, Colombia – 2014

Graphic Design, Universidad Jorge Tadeo Lozano – Bogotá, Colombia – 2005 → 2009