

José Miguel Andrade

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Quality Assurance Analyst and Graphic Designer with experience in global agencies such as Publicis Groupe and Design Pickle, as well as a strong background in freelance international projects. Specialized in Creative QA, graphic design, illustration, and workflow optimization, ensuring brand consistency and creative excellence across LATAM and global campaigns, with a proven track record of delivering 3000+ monthly assets and leading QA across 15+ countries.

Skills

- **Creative & Design Tools:** Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects), Figma, custom illustration, UI/UX design,
- **Quality Assurance & Workflow:** Creative QA, Graphic Quality Control, Copy Review, Creative X, Workflow Optimization
- **Project Management & Remote Tools:** Slack, Microsoft Teams, Asana, Trello, Jira, Notion, ClickUp
- **Office & Productivity:** Microsoft Office (Word, Excel, PowerPoint), Google Suite (Docs, Sheets, Slides, Drive)
- **Languages:** Spanish (Native), English (C1 Advanced); French (B2); English-Spanish Translation

Experience

SEP 2025 - PRESENT

Publicis Groupe (PXP), Bogotá, COL - *Creative QA Analyst*

- Led the Creative QA process across 15+ LATAM markets for Nestlé Nutrition Studio as the sole Creative QA Analyst.
- Conducted quality assurance on deliverables for social media, TV, digital campaigns, and print advertising.
- Performed copy review to ensure linguistic accuracy, tone, and brand consistency.
- Implemented workflow organization systems (weekly planners, brand-based file management), Reducing rework by 15% through structured feedback and QA processes.
- Ensured regional brand consistency and error reduction across multi-market campaigns.

JUN 2023 - SEP 2025

Design Pickle, Scottsdale, USA (Remote) - *Creative Quality Specialist*

- Reviewed and approved 3000+ creative deliverables monthly (30+ tickets/day, averaging 6–7 assets each), including graphic and logo/branding design and video assets, ensuring alignment with brand guidelines and client expectations.
- Provided structured feedback and coaching to designers and video editors.

JUL 2022 - JUN 2023

Branditt, Bogotá, COL - *Graphic Designer*

- Designed and delivered creative assets for social media (LinkedIn, Facebook, Instagram), web campaigns (banners, blogs, emails), and digital marketing initiatives.

- Produced videos, photography, motion graphics, and animations, enhancing engagement across multiple platforms.
- Collaborated on branding and content strategies for multinational clients including Royal Canin, Michelin, and Bigpass Edenred, ensuring consistency across global campaigns.

JUN 2017 - PRESENT

Freelance - *Illustrator and Graphic Designer*

- Delivered custom illustration, branding systems, editorial illustrations, and promotional materials and graphic design solutions for international clients in Canada, the U.S., and LATAM.
- Collaborated with organizations such as The GLOW Centre (University of Waterloo, Canada), Rock Paper Smashville, and multiple YouTube & Twitch content creators.
- Built long-term client relationships through effective communication, project management, and creative problem-solving.

Education

FEB 2024 - FEB 2025

National University of Colombia (Universidad Nacional de Colombia) - *Specialization/Postgraduate Diploma in Design Pedagogy*

- Focused on teaching methodologies, design theory, and learning processes applied to creative disciplines.
- Explored the intersection of education and design, gaining expertise in mentoring, training, and communicating complex creative concepts.
- Strengthened abilities to evaluate and guide creative work, complementing professional experience in creative quality assurance and feedback.

JUN 2017- FEB 2022

National University of Colombia (Universidad Nacional de Colombia) - *Bachelor's Degree in Graphic Design*

- Comprehensive training in visual communication, illustration, branding, and design theory.
- Developed strong foundations in graphic design, digital media, and user-centered design.
- Participated in multidisciplinary projects, combining art, technology, and communication to solve creative challenges.
- Built technical expertise with Adobe Creative Suite, visual storytelling, and design research.

JUN 2024- SEP 2024

National University of Colombia (Universidad Nacional de Colombia) - *Diploma in Scientific Illustration*

AUG 2021- OCT 2021

California Institute of the Arts (CalArts), Online (Coursera) - *Courses in UI/UX Design and Graphic Design*

Awards

Latinx in Gaming Grant Winner (2023) - *Latinx in Gaming*

International grant awarded to support professional growth in the gaming and creative industries through education, equipment, and career development opportunities.