



## RESUME

### ANGÉLICA GUERRA PEÑA |

Date of Birth: August 4, 1982 |  
ID Number: 52,960,128, Bogotá, Colombia |  
angelicaloompa@gmail.com |  
Phone: (+57) 313 830 33 50 |  
[www.meninastudio.com](http://www.meninastudio.com)

### GRAPHIC DESIGNER, SPECIALIST IN STRATEGIC DESIGN PROJECT MANAGEMENT.

**I am a professional graphic designer with extensive experience and a master's degree in the strategic management of design projects.** Over the past seventeen years, I have built strong expertise working across advertising agencies and a variety of companies. My focus is on strengthening the visual identity of brands and guiding them strategically toward achieving their communication goals.

### FORMAL EDUCATION

- + | **University of Buenos Aires (Argentina)** 2006 – 2007, Specialization in Design Project Management.
- + | **Jorge Tadeo Lozano University of Bogotá (Colombia)** 2000 - 2005, Bachelor's degree in Graphic Design.

### INFORMAL EDUCATION

- + | **SHUZ-SHUZ, Colombia | 2019** | Screen Printing Workshop.

+ | **MAGMA CERÁMICA, Colombia | 2016** | Ceramics and Pottery Workshop.

## WORK EXPERIENCE

+ | **ART DIRECTOR / Publicis Colombia / 2007 - 2009**

My journey in the advertising field began, gaining initial experiences working with global brands like Telefónica, Renault, and Sanofi Aventis.

+ | **ART DIRECTOR / Leo Burnett Colombia / 2010 - 2011**

Continued my career within the Publicis family, now with more experience, fully immersed in the creative department. Solid ideas and excellent design make for outstanding teamwork. Our efforts bore fruit during these years, and we received several recognitions. Accounts: Seguros Bolivar, Fedco, Liga contra el Cáncer, ONU, Kellogs, McDonald's.

+ | **ART DIRECTOR / Mizar / 2011 - 2014**

From the large corporation to a venture of my own, the idea of working with this independent production company was born, handling projects for national and international brands, and taking them a step further with strategy, design, great ideas, and a positive atmosphere. Clients: Nailen, Smart, SP Pro, Bettina Spitz, Mercanzia.

During this time, I also worked on separate projects with MONITOR, a company responsible for project development for the Ministry of Education and some NGOs: Akudabaura, Justicia Global, Dejusticia, Todos an Aprender, and Colombia Aprende.

+ | **ART DIRECTOR / Gran Comunicaciones / 2014 - 2016**

I started this job as a freelance designer for various artists performing at the Teatro Mayor Julio Mario Santo Domingo. Prominent companies like Flamenco

Antonio Gades, singers like Miguel Poveda, internationally renowned pianists like Tzimon Barto, and world-class singers like Bebe, Jorge Drexler, and Cafe Tacvba proudly became part of our work. I took the lead in graphic design for an entire team in a short period. Clients: Subway, Clínica del Country, ACH (SOI, PSE), Unicentro, Caracol TV, Blu Radio.

#### **+ | ART DIRECTOR / VMLY&R / 2016 - 2019**

On this occasion, I was responsible for art direction and digital communication for several Kimberly Clark accounts, including Huggies, Kotex, and Scott. During these years, I gained extensive knowledge in developing applications, designing websites, researching information technology, social listening, communication by medium, and effectiveness, among other things, and staying up-to-date with the latest communication trends in the digital world.

#### **+ | CREATIVE DIRECTOR / MENINA / 2019 - Actualmente**

Currently work independently, leveraging all the experience gained in various agencies and production companies. Here, I have been in charge of designing and art directing for brands (branding), websites, applications, social media posts, information design, and more:

#### **| CAMBIO Y PRAXIS SAS**

##### **+ EVALUATION CISV / July 2020**

Design and construct a platform and information design for intermediate and final evaluations of the Tejiendo Caminos de Paz project in Caquetá, Cauca, and Putumayo.

##### **+ SYSTEMATISZATION / Broederlijk Delen / October 2020**

Design and construction of a platform, information design, and development of participatory communication workshops for territorial life plans in Colombia.

**+ EXTERNAL EVALUATION / Caritas Suiza / January 2021**

Design and construction of virtual interaction platforms, information design, communication advice, and design for the multi-track peace program.

**+ EXTERNAL EVALUATION / Caritas Suiza / May 2023**

Design and construction of virtual interaction platforms, information design, communication advice, and design for the multi-track peace program.

**+ EXTERNAL EVALUATION / FOFI / May 2023**

Information design, communication advice, and design for the program: "Mujeres y hombres jóvenes rompiendo moldes para erradicar la violencia machista contra las mujeres y las niñas en Colombia."

**| LOS ANDES UNIVERSITY -Colombia. / ENGINEER FACULTY / October 2021 - May 2023**

Information design, internal and external communications, logo design for master's programs, promotion of undergraduate and postgraduate programs, content design for social media, print materials, design and layout for the CONTACTO publication, and cover design for printed publications, among others.

**| OFFICE OF THE HIGH COMMISSIONER FOR PEACE -Colombia. / February**

## 2023 - October 2023

Design of various digital and print graphic materials for the dissemination of communications from the Office of the High Commissioner for Peace, ensuring the correct application of the Colombia Potencia de Vida government brand manual. Graphic system supervision.

### + | 1000HEADS / Oct 2023 - Present

Design and creative thinking for the development of strategic communications on social media for various global brands such as Google Pixel, Lego Education, San Pellegrino, Strava, Ancestry, Kerrygold, Logitech, Massimo Stork, Supercell, among others.

## AWARDS

### "The World Needs More Design" | Client: Congreso 4GN | Agency: VML

- + | Silver, Press, Festival El Dorado 2017 | REF: Displacement
- + | Silver, Press, Festival El Dorado 2017 | REF: Inequality
- + | Silver, Press, Festival El Dorado 2017 | REF: Racism

### "Jungle in Flames" | Client: ONU | Agency: Leo Burnett

- + | Gold, FIAP 2011
- + | Silver, Premios NOVA 2011
- + | Bronze, EAGLE Awards 2011

+ | Publication in the ANUARIO DE LA PUBLICIDAD COLOMBIANA 2012 book

**“Listen to your body” | Client: League Against Cancer | Agency: Leo Burnett**

+ | Silver Sun 2011, Ibero-American Festival of Advertising Communication

+ | Bronze, Premios NOVA 2011

+ | Publication in the ANUARIO DE LA PUBLICIDAD COLOMBIANA 2012 book

**“Renault spirit” | Client: Renault | Agency: Publicis**

+ | Publication in the “ANUARIO DE LA PUBLICIDAD COLOMBIANA” 2009 book

**“Leave Your Mark” | Client: Renault | Agency: Publicis**

+ | Publication in the “ANUARIO DE LA PUBLICIDAD COLOMBIANA” 2010 book