

# JOSE MORALES

★ ADVERTISING & GRAPHIC DESIGN ★

Take a look at: [WWW.JLMORALESADV.COM](http://WWW.JLMORALESADV.COM)



## JOSE MORALES

**ADDRESS:** Cra. 24 E - Oeste # 4 – 07, Apto. 301 D / Cali / Colombia

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**E-MAIL:** hello@jlmoralesadv.com

## PROFESSIONAL PROFILE

Over ten years of experience in graphic design and advertising, working with a variety of clients in publicity agencies, newspapers and freelance. Specializing in creation of: logos and corporate identity packages, ads, printed collateral and websites. Expertise to coordinate all aspects in a project, from concept, copywriting to design, even web design and printing.

## WORK EXPERIENCE

### Multimedia Creative

#### JARAMILLO MORA - CONSTRUCTORA

January 2020 – Present, Cali / Colombia

### Graphic Designer

#### GRUPO DECOR

January 2018 – January 2020, Cali / Colombia

### Graphic Designer

#### EL PAÍS S.A. Newspaper

April 2006 – July 2017, Cali / Colombia

Designing all the visuals and graphics in advertising, editorial, and social campaigns, management of visual identity for the brand and its various printed products, on-line services, virtual product and multimedia.

### Graphic Designer

#### DIARIO OCCIDENTE S.A. Newspaper

February 2004 – July 2005, Cali / Colombia

Designing complete identity system from concept to print including logos, page layouts for newspaper, ads, brochures, promotional materials and web design.

### Graphic Designer

#### GENTE PUBLICIDAD & MERCADEO

May 2002 – January 2004, Cali / Colombia

Worked on several campaigns, developing visual concepts and final designs for brands like Centrum, Caltrate, Robitussets, Emulvit, Z-BEC, Nutren, Dristan, among other clients.

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## Publicity Designer

### VISIÓN SATÉLITE S.A

August 2000 – May 2002, Cali / Colombia

Responsible for the visual design of the brand and its products. Design and coordinating production of pieces for marketing campaigns.

## Practicing Student

### EL BANDO CREATIVO

January - April 2000, Cali / Colombia

Worked on a multitude of logos and corporate identity projects for a wide variety of clients. As well providing identity and design in stationary, ads, package and page layout.

## EDUCATION

Academia de Dibujo Profesional, Cali / Colombia

**Technician Professional in advertising**, 1997 – 2000

Academia de Dibujo Profesional, Cali / Colombia

**Design and web site development**, 2010

Academia de Dibujo Profesional, Cali / Colombia

**Marketing for Graphic Design**, 2000

## UPDATES

Universidad EAFIT, Pereira / Colombia

**UX and UI Design**, Mar. 2021

Universidad Autónoma de Occidente, Cali / Colombia

**Digital Marketing**, Dec. 2016

Universidad Autónoma de Occidente, Cali / Colombia

**Creation of web sites with CMS Joomla and Wordpress**, Dec. 2015

## TECHNICAL PROFICIENCY

Plataforms: Mac and Windows

Applications: Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Corel Draw, Adobe Animate, Adobe Dreamweaver, Google Webdesigner, Wordpress.

Jose Luis Morales R