



Camilo Arango V.

Graphic Designer • Colombian • 32 • Munich, Germany

Digital strategy | Concept development | User Behavior | Branding | UX/UI

I'm a designer who loves creating solutions that actually make sense to people. I'm all about understanding how users think, *what they feel*, and how brands can connect with them in a creative way. Whether it's shaping a brand's identity, simplifying a user journey, or crafting a smart marketing idea I'm always happy when I'm brainstorming and **turning ideas into something people enjoy and remember**.

My career spans ad agencies, public sector organizations, and a pioneering Latin American startup that achieved unicorn status. I specialize in crafting compelling visuals that don't just look good, but **boost engagement**, **drive conversions**, and build **long-term brand loyalty**.

Recent Experience

Graphic Designer | Rev (Remote – SF, USA) Jan 2021 - Dec 2024

- Designed performance-driven visual assets for digital campaigns, newsletters, social media, banners, and landing pages.
- Partnered with SEO and content teams to enhance CRO and optimize UX.
- Developed on-brand visuals aligned with messaging across multiple platforms and devices.
- Key contributor to the BREV template, improving navigation and user retention.

Graphic Designer | Rappi (Medellín, Colombia) Jan 2018 - July 2019

- Designed **ATL & BTL campaign materials** across multiple markets, including Mexico, Uruguay, Chile, Ecuador, and Colombia.
- Created high-quality assets for **social media, digital campaigns, and advertising materials**.
- Known for **quick turnaround times** and ability to deliver creative solutions under pressure.
- Worked in fast-paced, high-growth environments, adapting designs for dynamic brand needs.

UX/UI Designer | Digital Bearhug (Seattle, USA – Remote)

July 2019 - Feb 2022

- Designed branded digital experiences (websites, mobile UI, motion graphics) that elevated user journeys.
- Led heuristic evaluations and A/B testing, achieving significant improvements in usability and conversions.
- Collaborated with dev and marketing teams to execute strategies aligned with KPIs and audience behaviors.

Key Skills & Expertise

- ▶ **Visual Design & Brand Strategy:** Motion graphics, campaign visuals, multi-platform branding
- ▶ **Digital Marketing:** SEO content integration, performance design, social media ads
- ▶ **Localized Brand Execution:** Visual adaptation for different markets, brand consistency
- ▶ **User-Centered Design:** UX/UI, CRO, A/B testing, usability evaluations
- ▶ **Tools:** Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects), Figma, Power-Point, Wordpress and basic HTML.
- ▶ **AI Tools:** Curious and growing interest in GenAI-assisted work for creative optimization
- ▶ **Soft Skills:** Cross-team collaboration, iterative design process, stakeholder management

Education

Graphic Design Bachelor Degree (2016) <i>U.P.B Medellín - Medellín, Col</i>
Master in Behavior Studies <i>EAFIT University - Medellín, Col</i> (Jan 2023 - Suspended due to relocation)

Languages

ENGLISH <i>Fluent</i>	SPANISH <i>Native</i>
GERMAN <i>Basic (A2)</i>	FRENCH <i>Beginner</i>

Why Me?

- ✔ **Experienced in Visual Communication & Branding** – Strong foundation in content creation, design strategy, and campaign execution.
- ✔ **Eager to Expand into Digital Marketing Strategy** – Passionate about integrating SEO, content strategy, and audience engagement into my skill set.
- ✔ **Data-Driven & Strategic Thinker** – Understanding of CRO, performance marketing, and content effectiveness.
- ✔ **Collaborative & Adaptable** – Experience working in fast-paced, international teams and evolving with digital trends.

On a personal note, I'd describe myself as an empathic person, nature/animal lover, vegan, lgtbiq+ who finds inspiration and joy on every corner. I'd be thrilled to discuss how I can bring my skills, collaborative spirit, and passion for good design to your team.

Regards,
Camilo Arango V.

Employment references



Juliana Mejía Giraldo · 1st

Digital Marketing, SEO Specialist, Business Management, and Communications

December 12, 2024, Juliana managed Camilo directly

I had the pleasure of managing Camilo and was able to witness firsthand their exceptional skills as a graphic designer. His passion for design is truly inspiring, and it shows in every project that he undertakes. Camilo is able to combine creativity with technical expertise to deliver outstanding results.

Camilo played a key role in several UX/UI projects during his time on our team, consistently demonstrating a user-centered approach and an eye for detail. Their ability to balance functionality and aesthetics ensured that our sites were not only visually appealing but also intuitive and engaging for users.

What sets Camilo apart is their reliability and sense of responsibility. He consistently met deadlines, communicated effectively, and went above and beyond to ensure that the team's vision was brought to life. Whether brainstorming innovative concepts or refining final designs, he approached every task with enthusiasm and dedication.

It was a privilege to work alongside such a talented professional, and I have no doubt that Camilo will continue to excel and make a significant impact wherever he goes. I wholeheartedly recommend him to anyone seeking a skilled, creative, and dependable graphic designer.



Carlos Patiño  · 1st

Building a thriving culture at REV.

November 28, 2024, Carlos worked with Camilo but on different teams

I had the pleasure of hiring Camilo Arango for a UX/UI Graphic Designer role, and I can confidently say he exceeded all expectations. Camilo's design talent is exceptional—he has a unique ability to create visually striking and user-friendly designs that resonate with any audience.

During his time with us, Camilo supported several key projects and consistently delivered high-quality work. His adaptability and organization ensured that deadlines were met without sacrificing creativity or attention to detail. Whether working on website designs or digital assets, he always brought fresh, innovative ideas to the table.

One of the highlights of working with Camilo was our collaboration on creating branding pieces for internal company events. His designs truly elevated the way we presented ourselves to the team, enhancing the overall experience and helping to bring our vision for each event to life.

Camilo is not only a skilled designer but also a true professional—reliable, easy to work with, and always willing to go the extra mile. Anyone who has the chance to work with him is in for a real treat. I highly recommend him!

Employment references



Johanna Hernandez · 1st

SEO | Content Marketing | Email Marketing | Copywriting | Affiliate Marketing

November 28, 2024, Johanna managed Camilo directly

I worked with Camilo for four years at Bam and REV and can attest to his fantastic professionalism and personality. He is an incredibly talented graphic designer who consistently brings fresh and creative ideas to every project.

We collaborated on several initiatives, like site updates that improved navigation and conversion, email marketing campaigns, rebrands, and UX/UI designs that helped the site stand out and grow significantly.

Not only is Camilo a design rockstar, he's a great team player dedicated to creating work that makes a positive impact. Any company or team would be lucky to have him onboard.



Simon Velez Castaño · 1st

Head of Marketing Yango Colombia

November 13, 2020, Simon worked with Camilo on the same team

I had the opportunity to work with Camilo being part of the Rappi local team. He's a proactive and creative designer. Camilo would be a great fit for any team cause he is a critical thinker willing to accept directions without compromising his ability to challenge them constructively if there is a better way to do them.



Mariana Serna · 1st

Time to transform your investments into real results! Let's unlock growth potential in your business with a data-driven strategy.

November 12, 2020, Mariana worked with Camilo on the same team

I had the opportunity to work with Camilo for a year and I never stopped surprising about his skills, his creativity is unlimited, he is organized, agile, he's passionate about UX and he manages as his second hand After Effects, Photoshop and Illustrator. Also, he is the best branding creator that I have ever met.

We build really successful campaigns together, I really enjoyed and learned a lot working by his side, he is not just a great professional but is also a really easy going person. I highlight his good execution capacity and the balance that he brings to the business