

Camilo Arango V.



DIGITAL STRATEGY

CONCEPT DEVELOPMENT

USER BEHAVIOR

BRANDING

UX -UI DESIGN

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Profile

I'm a passionate designer with over 8 years of experience crafting **user-centric** visual solutions and helping build cohesive brand identities. I love simplifying people's lives through thoughtful solutions. I thrive on brainstorming, finding effective communication strategies, and aligning marketing goals with design to deliver impactful results.

Experience

Rev

UX/UI Designer 📍 (Remote) SF, USA

Jan 2021 - Dec 2024 (4 Years)

SEO and CRO projects. UX/UI improvements, working closely with the Opti, Content, and Development teams. Digital marketing key strategies. Multi cultural remote team.

Digital Bearhug

UX/UI Designer 📍 (Remote) Seattle, USA

July 2019 - Feb 2022 (1 yr 5 mos)

UX/UI Designer on a digital advertising agency based in Seattle, CA. Web design creation, CRO strategies, UX optimization, branding, digital marketing.

Rappi

Graphic Designer 📍 Medellín, Col

Jan 2018 - July 2019 (1 yr 7 mos)

Designer of dynamic appealing contents and strategies for a pioneering Latin American unicorn startup. Great performance around teamwork projects and under pressure work.

Achievements

- Key contributor to the BREV template, ensuring design consistency while demonstrating strong leadership, problem-solving, and proactive skills.
- Successfully completed a critical, time-sensitive task in half the time, ensuring its annual completion with my exceptional team
- Partnering to deliver a precise heuristic evaluation that surpassed expectations, boosting client's website conversions significantly
- Achieved a remarkable sales increase for my client through impactful digital marketing campaigns on 2022.
- Designed visual assets for ATL and BTL campaigns across Mexico, Uruguay, Chile, Ecuador, and Colombia.
- Known for delivering creative solutions quickly and effectively, while keeping the process fun and engaging.

Work Tools

PERSONA CREATION

JOURNEY MAPS

BRAINSTORMING

ADOBE ILLUSTRATOR

ADOBE PHOTOSHOP

ADOBE XD

ADOBE AFTER EFFECTS

WORDPRESS

ZEPLIN

PHOTOGRAPHY

MIDJOURNEY

EMAIL MARKETING

HOTJAR

MOTION GRAPHICS

CONCEPTUALIZATION

CRO

Education

Graphic Design Bachelor Degree (2016)
U.P.B Medellín - Medellín, Col

Master in Behavior Studies
EAFIT University - Medellín, Col
(Jan 2023 - **Suspended** due to relocation)

Languages

ENGLISH
Fluent

SPANISH
Native

GERMAN
Basic notions

FRENCH
Beginner