GABRIELA VERGARA

GRAPHIC DESIGNER

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PROFESSIONAL SUMMARY

Graphic designer with a background in industrial design and 4 years of experience in visual identity, branding and content for social media and campaigns. I have created identities for internal projects and accelerator programs, and founded my own stationery brand, recovering the initial investment in 2 months. Video editing and 3D modeling round out my profile.

SKILLS

DESIGN: visual identity, logo design, key visuals, templates, layout, social media content, 3D modeling, 3D rendering
VIDEO: editing, post-production, color correction, motion graphics
SOFTWARE: Illustrator, Photoshop, InDesign, Figma, Lightroom, Premiere Pro, After Effects, CapCut, PowerPoint, Keynote
3D: Fusion 360, 3ds Max, SolidWorks, rendering, technical drawing

WORK EXPERIENCE

Video Editor (visual direction and graphics), GF S.R.L. · Milan, 05/2026 - Present
- Shape the visual direction of content: composition, color, typography and pacing.
- Independently edit and post-produce 90+ pieces of content per month in Premiere Pro and CapCut: reels, YouTube videos, podcast episodes and ad spots.

Visual / Graphic Designer, PopulaRise · Varese, 04/2025 - 04/2026
- Designed 3 complete visual identities for internal projects: logo, palette, typefaces, templates and key visuals.
- Designed static and short-form video content for social media and campaigns, reaching 21,000+ views and 1,500 organic interactions.

Graphic Designer, Planted Journal · Remote, 02/2025 - 06/2025
- Created posts and short-form videos for the social channels of an independent art and nature magazine.

Graphic Designer, ARFVE Accelerator · Remote, 02/2025 - 04/2025
- Developed visual identities and digital and print materials for program launches.

Exhibition Design Intern, Nolostand S.p.A. · Milan, 09/2024 - 11/2024
- Produced 3D models, renders and technical drawings for stands at international trade fairs, including EICMA and Assorestauro.

Founder & Designer, Graffiare · Bogotá, Colombia, 2020 - 2025
- Founded a creative stationery brand, managing products, visual identity, production and direct sales. Recovered the initial investment within 2 months.

EDUCATION

- **Master in Event and Exhibition Design**, IULM, Milan, 2023 - 2024
- **Bachelor in Industrial Design**, Pontificia Universidad Javeriana Bogotá, 2018 - 2023, Academic Excellence Award

CERTIFICATIONS

Inside LVMH Certificate, LVMH | Social Media Marketing, Coursera and Meta

LANGUAGES

Spanish (native) | English C1 (TOEFL) | Italian B2 (CELI 3)

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