

# M. GABRIELA VERGARA

Visual Designer · Brand, Digital Content & Campaign Assets



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## profile

**Visual Designer with 4 years of experience** working across branding, digital content, campaign assets, and spatial design contexts. Strong execution skills and growing visual judgment, developed through hands-on work within marketing teams, creative projects, and entrepreneurial experience.

## education

### Master in Event and Exhibition Design

IULM · Scuola Politecnica di Design – Milan, Italy · 2023-2024

*Focus on spatial communication, brand experience, and exhibition design.*

### Bachelor in Industrial Design

Pontificia Universidad Javeriana – Bogotá, Colombia · 2018-2023

*Academic Excellence Award*

## skills

### Visual & Brand Design

Illustrator · Photoshop · InDesign · Figma · Lightroom

### Content & Motion

CapCut · Premiere Pro · After Effects

### 3D & Spatial Design

Fusion 360 · 3ds Max · SolidWorks

### Presentations

PowerPoint · Keynote

## languages

Spanish · Native

English · C1 TOEFL

Italian · B2 CELI 3

## certifications

### Inside LVMH Certificate

LVMH Moët Hennessy Louis Vuitton

**Entrepreneurship Development Program** · Universidad de La Sabana (2nd place award)

**Social Media Marketing** · Coursera & Meta

**TikTok Shop Academy** · TSP Education Program

## experience

### Visual / Graphic Designer

**PopulaRise** · Varese, Italy · 2025 – Present

- Worked within the marketing team, designing visual assets to support organic social media content and campaign communication.
- Developed standalone visual identities and branding assets for internal projects and initiatives, creating distinct project-specific brand systems.
- Designed short-form video and static content adapted to platform formats and fast production timelines.
- Supported campaign visual direction, ensuring consistency across social content, presentations, and brand communication materials.
- Created organic social media content reaching **21K+** views and generating **1.5K+** engagements.

### Graphic Designer

**Planted Journal** · Remote · Feb – Jun 2025

- Designed visual content for social media, including posts and short-form video, aligned with the brand's art-and-nature identity.
- Translated editorial tone and visual references into consistent digital content across formats.
- Supported audience engagement through visually cohesive storytelling.

### Graphic Designer

**ARFVE Accelerator 2025** · Italy · Feb – Apr 2025

- Developed visual identities and communication materials for program launches.
- Designed digital and print assets ensuring clarity, consistency, and alignment with branding guidelines.

### Founder & Designer

**Graffiare** · Bogotá, Colombia · 2020 – 2025

- Founded and managed a creative stationery brand from concept to production.
- Designed products, brand identity, and communication materials.
- Managed production, promotion, and direct sales, participating in local trade fairs.
- Recovered the initial investment within 2 months, validating product-market fit.

### Professional Internship – Exhibition Design

**Nolostand S.p.A.** · Milan, Italy · Sep – Nov 2024

- Assisted in the design and development of exhibition booths for international trade fairs such as Assorestauro and EICMA (Rho Fiera Milano).
- Supported 3D modeling, renderings, and technical drawings using Fusion 360 and 3ds Max.
- Collaborated with project managers and suppliers to ensure feasibility and on-time delivery.

### Junior Designer (Full-time Internship)

**Banco de Bogotá** · Bogotá, Colombia · Jan – Jul 2023

- Redesigned the internal Vice Presidency website using SharePoint, improving information structure and navigation.
- Increased internal traffic from approximately 90 to 300 visits within the first month after launch.