



LAURA MARÍA NAVARRO H.
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ACADEMIC TRAINING

DESIGNER
August 2013 - March 2018
Design Undergraduate
University of the Andes

ACADEMIC BACHELOR
August 1999 - June 2013
Colegio Santa Francisca Romana

UNDERGRADUATE ACHIEVEMENTS

Average: 4.07
Thesis results: 4.67

For my thesis I designed a strategy to promote the use of the bicycle for beginners in Bogotá, through an app that offers incentives and collaborations among the members of the community.

PROFESSIONAL SKILLS

Responsible, creative, with initiative and punctual. Facility for teamwork, both in groups of designers, as multidisciplinary, and in high pressure conditions. Qualified to develop strategic design and user experience projects, I have the ability to understand the needs of users, through observation and analysis.

WORK EXPERIENCE

GRAPHIC DESIGNER- MARKETING VIRTUAL EMILY

January 2021 - Present

Development of graphic content for 3 clients of Real Estate, such as posts for social media (design and captions), brand design, web design, magazine design, as well as video editing. Additionally, data entry in Excel, follow up boss and constant contact.

DESIGNER SYNERGY CONSULTING GROUP

January 2020 - January 2021

Development of graphic content for the company and clients, such as pieces for social networks, brand design, web design, infographics, as well as video editing, stand design and experiences.

MANAGER AND GRAPHIC DESIGNER M & M LEPETIT

August 2017 - Present

M & M Le Petit is my pastry business, in which I develop graphic content for the company, design a website and manage social media for brand positioning.

FREELANCE IN SOCIAL MEDIA MANAGEMENT M & M PONQUÉ DECORADO

August 2016 - December 2021

Development of graphic content for the company and management of social networks for brand positioning.

PROMOTORA EN EVENTOS- IMPACTO INTERECTIVO S.A.S

June 2017 - December 2019

Promoter in events for brand activations of different companies in Bogotá. Customer service and photocabin management.

DESIGN CONSULTING ALPINA COLOMBIA S.A

July 2016 - December 2016

Development of a design project in the Alpina innovation and marketing areas, in which a strategy was designed to generate exponential growth in the results and activities carried out in these areas.

FREELANCE GRAPHIC DESIGNER SASANA COLOMBIA

March 2016 - April 2016

Design and development of company emergency maps.

PHOTOGRAPHY SESSION SERVICE CHRISTINE 207

October 2015 - November 2015

Development and execution of photography session for pastry products.

DESIGN ASSISTANT (SUMMER INTERNSHIP) TECNIPROYECTOS S.A.S

June 2012 - August 2012

Development of graphic pieces for the launch of a housing project.

MANAGEMENT OF SOFTWARE AND TOOLS

Levels

High, Medium, Low

Illustrator (H)
PremierPro (H)
3Dmax (M)
AutoCad (M)
Excel (M)
Photoshop (M)
Invision Prototype (M)

ENGLISH LANGUAGE SCORE

TOEFL: 86

PERSONAL SKILLS

I love challenges in life, get out of the comfort zone. The understanding of other people is of great importance, which is why I seek social service activities in order to help others.

COURSES AND SEMINARS

AIESEC ANDES **July 2017**

Innovation talk and workshop

UNIVERSITY OF THE ANDES **August 2013**

Wiring Challenge (Workshop)

Development of electronic prototypes in Wiring, to develop design challenges.

CERTIFICATIONS

DIGITAL MARKETING **NEXT U**

April 2018-April 2019

8 modules approved for digital marketing certification

ELECTRONIC COMMERCE **NEXT U**

April 2018- May 2019

6 modules approved for e-commerce certification

GOOGLE ADS BASICS **NEXT U**

April 2018- May 2019

1 module approved for certification in Google Ads fundamentals

SEO / SEM **NEXT U**

April 2018-December 2019

8 modules approved for SEO / SEM certification

VOLUNTEERS

AIESEC ANDES **July 2017 - November 2017**

Team leader

Global Incoming Volunteer Area

In charge of the logistics of arrival and establishment of young foreigners, who carry out social volunteers in Bogotá. Additionally, hold talks and activities with topics to strengthen the personal and social growth of the volunteers. So that their experiences were enriching.

AIESEC ANDES **January 2016 - June 2017** **Team member.**

Team Experience Area

Responsible for carrying out activities to strengthen the leadership of young AIESECOS and monitoring the different areas for their proper functioning.

IMMERSION **December 2015**

Community service in sidewalks in Somondoco, Boyacá (Little town in Colombia).

Construction of wood stoves and living with the community.