

# JULIANA ARBOLEDA

## Art Director & Visual Designer

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## EDUCATION

### Bachelor of Marketing and Advertising, 2011

Fundación Universitaria  
del Área Andina  
Pereira, Colombia

### Art Direction & Visual Thinking Annual Course, 2013

Haus  
Buenos Aires, Argentina

## LANGUAGE & SKILLS

Spanish Native / English Fluent  
Adobe Creative Suite CS  
Wilcom Embroidery Software  
Oil + Pastel Painting

## FEATURED HONORS & AWARDS

### Effie Awards Colombia

Gold Effie  
Cusezar Matchmaker  
2017

### Young Lions Colombia

Silver – Design  
2016

### Young Lions Worldwide Competition

Design Competitor  
Cannes, France  
2016

### Diente (Association of Argentine creatives)

2X New Talent Interactive Shortlist  
2014

## EXPERIENCE

### Freelance Graphic Designer / Beat The Streets / Los Angeles, CA 2013 - Present

Editorial design for Annual Impact Reports and communication design for special events and competitions.

### Team Leader Art Director / Cheil / Bogotá, Colombia November 2016 - May 2018

Experience managing Samsung's audio and video, home appliances and corporate creative team (Copywriter, Digital Graphic Designer and Art Directors). Working across disciplines to integrate strategies and messaging for social media, online, retail, channel, events, branding advertising and new mediums of communication.

Concept and art direction for Samsung Note 8, S8 and A launching campaigns selecting production partners, casting, wardrobe, set design, and overseeing all post-production including detailed CGI supervision, music and color grading.

Business development work includes concept pitches for Samsung Latin America, Adidas, and Totto (premier Colombian sportswear brand).

Internal lead for creative sessions in search of groundbreaking concepts to participate in advertising and creativity contests.

### Creative + Art Director / SanchoBBDO / Bogotá, Colombia June 2015 - November 2016

Developed on innovative concepts for brand platforms, digital marketing campaigns and art direction for social media, conceptual campaigns, product launches, branding, photography, film and video. Premiere brands include Bacardi, Juan Valdez and brands of the real estate and construction, publishing houses, shopping malls and Beverages industries.

Brief development and directed photographers, film directors, videographers, retouchers and illustrators, supervising the lighting, storytelling, wardrobe, set design, casting and overseeing all post-production like color grading, story telling and music.

Graphic design for packaging, editorial, books and branding projects for coffee house chain Juan Valdez / National Federation of Coffee Growers of Colombia and Postobon Beverages.

Business development work includes concept pitches for Health, life insurance, Beauty, Dairy and Alcoholic drinks brands working across disciplines to integrated strategies and messaging for social media, online, retail, channel, events, advertising and new mediums of communication.

### Junior Art Director / Ogilvy & Mather / Bogotá, Colombia September 2014 - June 2015

Concept and Art Direction for retail and chanel promotional material, product exhibit, seasonal sales events, TV ads and costumer relationship campaigns.

Taking part of creative concept sessions in seach of big ideas with potential to participate in advertising and creativity contests for brands like Pfizer, Kia, Huggies and CocaCola.

### Art Direction Intern / DON / Buenos Aires, Argentina January 2014 - April 2014

### Art Direction Intern / NIÑO / Buenos Aires, Argentina June 2013 - December 2013

### Art Direction Intern / M.A.D.E / Long Beach, CA January 2013