



VERONICA GODOY Brand Identity & Web Designer | Visual Designer

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Portfolio: vgodoy.com (Includes branding, landing pages, visual identity systems, and digital content design.)

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PROFESSIONAL SUMMARY

Brand & Web Designer with 14+ years of experience creating brand identities, websites, and visual communication systems for businesses across multiple industries. Skilled in branding, web layout design, and digital content production. Experienced working with entrepreneurs and international teams to build cohesive brand experiences across websites, social media, and marketing platforms.

CORE SKILLS

- Brand Identity Design & Digital Brand Systems
- Web Design & Landing Page Design (UX/UI Layout)
- Visual Communication Systems
- Graphic Design for Marketing & Social Media
- AI-Assisted Image & Video Creation and Editing

DESIGN TOOLS

- Adobe Creative Suite: Photoshop, Illustrator, Premiere Pro, After Effects
- Figma, Adobe XD, Canva, CapCut, WordPress / CMS Platforms

PROFESSIONAL EXPERIENCE

Marketing, Web Design & Branding Consultant - Remote | 2019 – Present

Key contributions:

- Designed brand identity systems including logos, typography, color palettes, and brand guidelines used across websites, social media, and marketing materials.
- Created website layouts and landing pages focused on clear messaging, intuitive user flow, and strong visual hierarchy.
- Developed branded visual content for social media including graphic templates, promotional visuals, and short-form video assets.
- Produced digital marketing materials and visual assets for campaigns, launches, and online platforms, ensuring brand consistency across all channels.

Senior Graphic & Web Designer - AIRO Digital | Remote | 2025 – 2026

- Designed visual assets for branding, websites, and digital communication materials.
- Created graphics and layout structures for landing pages.

Graphic Designer & Digital Process Facilitator - Design Collective | Remote | 2019 – 2025

- Designed visual assets and graphics for websites, digital platforms, and communication materials.
- Produced illustrations and visual content used across digital media and branded materials.
- Supported creative direction and visual storytelling for collaborative design projects.

Commercial Manager & Art Director - Muku Travel Agency | Bogotá | 2018 – 2019

- Led brand communication and visual identity development for marketing campaigns.
- Designed promotional graphics and marketing materials for digital and print media.
- Managed visual content creation for social media and marketing communications.

Communications & Digital Marketing Coordinator - Multiparque | Bogotá | 2014 – 2018

- Designed marketing materials and visual assets for events, promotions, and campaigns.
- Collaborated with marketing and content teams to develop visual assets for social media and digital platforms.
- Created promotional visual content supporting marketing and brand communication.

EARLIER EXPERIENCE

- **Graphic Designer & Illustrator – 4Dynamax | Bogotá | 2013 – 2014**
Designed packaging and commercial graphics for international consumer products.
- **Graphic Designer – Vista Productions | Bogotá | 2012 – 2013**
Created visual assets and graphic elements for television and audiovisual productions.
- **Trusted Advisor – AT&T Bilingual Campaign – Teleperformance | Bogotá | 2011 – 2012**
Provided bilingual customer support for U.S. telecommunications services.

EDUCATION

Master of Science in Digital Business & Web Analytics | Neetwork Business School – Spain

Bachelor of Fine Arts in Graphic Design | La Universidad del Zulia – Venezuela

CERTIFICATIONS

- Google Analytics Certification – Google
- Digital Marketing Fundamentals – Google
- SEO & SEM Training – TacticoMD by Luis Betancourt
- Marketing Automation Workshop with Zapier - Luis Betancourt
- IA 2026 - Big School

ADDITIONAL TRAINING

- Introduction to UX Design
- Adobe XD & Interface Design - Tito Ramos
- IA Box Pack - 911 Factory
- Introduction to XD Design - Ethan Parry