RESUME

VERONICA **GODOY**

Full-Stack Designer | Brand & Digital Designer | Visual Communication

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Portfolio: www.vgodoy.com

PROFESSIONAL SUMMARY

Full-Stack Designer with 14+ years of experience creating brand identities, digital experiences, and visual communication systems for companies across multiple industries. Specialized in branding, web design, and visual content creation that strengthens brand presence across websites, social media, and marketing platforms. Experienced in combining strategic thinking with visual storytelling to build cohesive brand experiences and engaging digital content.

Skilled in brand identity development, website design, content design, and digital asset production using modern creative tools and AI-assisted visual workflows.

CORE SKILLS

- Brand Identity Design
- Visual Communication
- Digital Brand Systems
- Web Design (UX/UI)
- Content Design for Social Media
- Graphic Design for Marketing Materials
- Illustration and Digital Graphics
- Video Editing
- AI-Assisted Image and Video Creation

DESIGN TOOLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe Premiere
- Adobe After Effects
- Figma
- Adobe XD
- Canva
- WordPress
- Capcut

PROFESSIONAL EXPERIENCE

Marketing, Web Design & Branding Consultant.
Remote | 2019 - Present
Provide branding, visual design, SEM campaigns mangement and digital content services for entrepreneurs, small businesses, and international clients.

Key contributions:
• Designed brand identity systems including logos, color palettes, typography, and brand guidelines.
• Created website layouts and landing pages focused on clear messaging and strong visual hierarchy.
• Developed visual content for social media including branded templates, graphics, and short videos.
• Produced marketing materials such as presentations, digital assets, and promotional graphics.
• Supported content strategies with visual storytelling and brand consistency across platforms.

UX/UI Expert - AI Training.
Micro 1 | Remote | 2026 - Present
I evaluate and improve AI-generated outputs from a UX/UI perspective. My work involves identifying “AI slop” (generic, low-quality, or inaccurate outputs), correcting and refining written content, and detecting design flaws in AI-generated interfaces and layouts. My feedback helps models learn to produce clearer, more usable, and higher-quality results.

RESUME

Senior Graphic & Web Designer.
AIRO Digital | Remote | 2025- 2026
• Design visual assets for branding and websites.
• Create graphics and layout structures.

Graphic Designer & Digital Process Facilitator.
Design Collective | Remote | 2019 - 2025
• Designed visual assets for digital communications.
• Produced illustrations, graphics, and content materials for digital platforms.

Commercial Manager & Art Director.
Muku Travel Agency | Bogotá | 2018 - 2019
• Led brand communication and visual identity development.
• Designed promotional materials for digital and print campaigns.
• Managed visual content for social media and marketing communications.

Communications & Digital Marketing Coordinator.
Multiparque | Bogotá | 2014 - 2018
• Designed marketing materials for print and digital media.
• Produced visual assets for events, promotions, and campaigns.
• Created social media graphics and promotional content.

Graphic Designer & Illustrator.
4DYAMAX | Bogotá | 2013 - 2014
• Designed packaging and advertising materials for international products.
• Developed illustrations and brand graphics for commercial use.

Graphic Designer.
Vista Productions | Bogotá | 2012 - 2013
• Created visual assets for television and audiovisual productions.

Trusted Advisor at AT&T English Campaign.
Teleperformance | Bogotá | 2011 - 2012
• Provided customer support for telecommunications campaigns.
• Developed communication and service skills in a high-volume environment.

EDUCATION

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

Bachelor of Fine Arts in Graphic Design
Universidad del Zulia, Venezuela

CERTIFICATIONS

- Google Analytics Certification
- Digital Marketing Fundamentals - Google
- SEO & SEM Training - TacticoMD
- Marketing Automation Workshop with Zapier

ADDITIONAL TRAINING

- Digital Marketing with AI
- Introduction to UX Design
- Advanced Adobe Photoshop
- Adobe XD Interface Design
- Digital Lettering with Illustrator and Photoshop
- Food Photography Techniques
- Creative Retouching and Photomontage

LANGUAGES

- Spanish - Native
- English - Professional Working Proficiency

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