

# Manuel Corredor

**Email.** [shortfilms002@gmail.com](mailto:shortfilms002@gmail.com) | **Cel.**(403)771-5151  
**LinkedIn.** <https://bit.ly/2kLpx4y> | **Behance.** <https://bit.ly/2kZLkpj>

I am an experienced Senior Graphic Designer with over a decade of experience, I've journeyed through the realms of traditional print design to the ever-evolving landscape of digital media. I excel in translating complex ideas into visually engaging designs, maintaining brand consistency, and meeting deadlines. My collaborative nature, excellent communication skills, and adaptability make me an effective team player. I stay updated with the latest design trends, and my passion for Branding drives me to lead impactful visual storytelling efforts.

## TECHNICAL COMPETENCIES

---

Adobe Photoshop | Adobe Illustrator | Adobe InDesign | Adobe Lightroom | Adobe Premier Pro | Adobe XD | Figma | Miro. | Google Workspace | Office 365

## HIGHLIGHT OF QUALIFICATIONS

---

- 10+ years of design experience spanning traditional print and digital media, with expertise in web and platform design.
- Proven ability to shape product strategy decisions, ensuring cohesive and engaging user experiences across diverse products.
- Adept collaborator within cross-functional teams, offering strategic and tactical support in dynamic and agile environments.
- Demonstrated leadership in design-led projects, proactively identifying solutions for complex challenges.
- Exceptional organizational skills for efficient asset, project, and time management, resulting in high productivity.
- Strong communicator comfortable liaising with senior leadership and clients to champion and execute visual communications.
- Thrives under pressure, maintaining a positive and adaptable attitude while excelling independently and as part of a team.

## RELEVANT EXPERIENCE

---

### Graphic Design

- Utilize graphic design skills to create a wide range of materials, including digital and print media, marketing collateral, advertising campaigns, product packaging, and more.
- Lead the development and maintenance of a consistent visual identity and branding guidelines for the organization, including elements such as logos, colour schemes, typography, and imagery.
- Provide artistic direction to design teams, collaborating with various departments to develop creative concepts that align with the company's brand and objectives.

- Design and produce marketing collateral, including business cards, flyers, brochures, event invitations, posters, banners, and promotional materials, ensuring high-quality, visually appealing deliverables.
- Collaborate closely with cross-functional teams to ensure design materials align with project goals and brand standards, understanding their needs, and providing exceptional customer service throughout the design process.
- Manage multiple design projects concurrently, adhering to deadlines and ensuring successful project completion.
- Maintain strict adherence to branding guidelines, ensuring a consistent and professional visual identity across all design materials.
- Stay informed about industry trends, emerging design technologies, and competitor strategies, applying this knowledge to design projects.
- Conduct thorough quality checks on design deliverables to ensure they meet established standards and are error-free

### **UX Design / Product Design**

- Designed intuitive user interfaces that enhanced user satisfaction.
- Champion user-centric design principles, translating intricate ideas into intuitive and user-friendly designs that prioritize user satisfaction.
- Translated complex ideas into user-friendly designs.
- Develop prototypes to respond to multiple platforms, ensuring a seamless user experience and brand visualization.
- Worked closely with engineering to ensure pixel-perfect implementations.
- Led and guided the creative process, providing artistic direction to design teams and collaborating with other departments.
- Translated research findings into tangible workflows and designs using standard UX tools.
- Optimized and designed the old website to have a new interface using UI/UX concepts design and prototyping.
- Educated colleagues on UX principles and best practices

### **Branding Manager**

- Collaborate with cross-functional teams to develop and maintain a strong visual identity and branding guidelines for the organization.
- Develop and execute branding campaigns to build brand recognition and awareness, both in print and digital formats.
- Lead the creative process and provide artistic direction to design teams, ensuring the alignment of design concepts with brand goals and standards.
- Translate complex ideas into visually appealing and effective design solutions for various media platforms, such as digital and print media, advertising campaigns, and product packaging.
- Collaborate with clients to create designs that accurately reflect their needs and meet project requirements, consistently delivering high-quality and accurate design work.
- Maintain a strong attention to detail and aesthetics throughout the design and development of graphic communication materials.
- Educate colleagues and team members on branding guidelines and principles, fostering a culture of brand consistency and excellence.

## WORK HISTORY

---

- **Communication Design Specialist | Mar 2021 - Aug 2023**  
*Just Eat Takeaway.com*
- **Graphic Designer | Sep 2020 - Mar 2021**  
*Canada*
- **UX Generalist Design | Dec 2019 - Aug 2020**  
*Adventures Abroad | Vancouver, BC*
- **Art Director and Co-Owner | Feb 2013 - Sep 2019**  
*Remake S.A.S | Bogota, Colombia*
- **University Instructor | Jan 2016 - Nov 2018**  
*Corporation Unified National | Bogota, Colombia*
- **Senior Graphic Designer Specialist | Sep 2015 - Dec 2017**  
*US Agency for International Development | Bogota, Colombia*
- **University Instructor | Aug 2016 - May 2017**  
*Corporación Internacional para el Desarrollo Educativo | Bogota, Colombia*
- **Graphic Design | Feb 2012 - Nov 2012**  
*Unicef | Bogota, Colombia*
- **Junior Graphic Designer | Jan 2009 - Nov 2012**  
*University Jorge Tadeo Lozano | Bogota, Colombia*

## EDUCATION

---

- **2012 Bachelor Degree, Graphic Design** | Universidad Jorge Tadeo Lozano, Bogota, Colombia
- **2012 Bachelor Degree, Films Production** | Universidad Jorge Tadeo Lozano, Bogota, Colombia

## CERTIFICATION

---

- **2023 Certification, Google User Experience Design (UX)** | Coursera

## VOLUNTEER EXPERIENCE

---

**2019 Folk Fest, Volunteer Staff** - Winnipeg, MB  
**2019 Arthritis Society, Volunteer Staff** - Winnipeg, MB  
**2019 Humane Outreach for Latin Animals, Volunteer Graphic Design** - Ottawa, ON