

Daniela Buitrago—

Communications & Graphic Designer

I love creating memorable, unique and smart visuals for humans. I am a strategic thinker, problem-solver and creative individual that wants to make the world a better place by doing functional and beautiful designs.

Education

Bachelor of Communication Design
Emily Carr University of Art & Design
2012 - 2016

Software

Adobe Creative Suite
(Including InDesign, Photoshop,
Illustrator and After Effects)
Wordpress
Invision
Microsoft Office

Skills

Identity & Brand development
Persona & Scenario development
Publication Design
Pre-press Productions
Art Direction
Prototyping
Storyboarding
Project Management
Illustrations
Basic HTML/ CSS
Web Design
Information Design
Photography
Environmental Design
Video Production

Interest & Hobbies

Textile Design, Volleyball, Reading,
Architecture, Urban Planning,
Hiking, Interior Design, Yoga.

Currently

Reading: Nutshell by Ian McEwan
Watching: Vikings
Listening: Natalia Lafourcade

Experience

Communications Designer

Tickit Health (*August 2016 - June 2018*)

- Designed and executed a new brand identity and strategy that increased the company's recognition in the market.
- Supported a software developer team by adding design guidelines, new icons library, colour palettes and template instructions that improved the end product.
- Produced marketing collateral that helped potential clients understand our product and services.
- Prepared and conducted research workshops expanding the company knowledge of its community.
- Continuously mentored co-op students to learn our platform, having a fast and successful on-boarding.
- Assisted in project management and client success to effectively complete projects.
- The product Won the AARP Caregiver Quality of Life Challenge at Health 2.0 - Santa Clara, CA 2017.

Creative Director / Designer

Woo Publication (*May 2014 - April 2016*)

- Accountable for administrative duties like managing schedules, delegating tasks, and managing budgets.
- Overseeing articles and designs submission applications.
- Worked alongside Art Director to create strong and unique concepts, visuals and layouts for the publication.
- Lead the printing process by contacting printers, evaluating paper choices, approving proofs and pre-press file production.
- Updated the publication's website and launch events.
- During my tenure, Woo Publication won 6 design recognitions for print design - first time in the history of the publication (Applied Arts Student Awards (2015 & 2016), Veritiv uVU Awards (2016), Salazar Awards (2015 & 2016), and HOW International Design Awards (2015)

Research Designer

Health Design Lab at Emily Carr (*June - Dec 2015*)

- Brand strategy, visual identity, and prototyping.
- Prepared and conducted co-creation and research workshops.