

PROFILE

I design corporate identity systems for large B2B organizations, through a New York brand consultancy: the NFL, Prysmian, Hofstra and others across sports, healthcare, industrial energy and higher education. Before that, seven years as creative director for clients across Colombia, the United States, Canada, Spain and Mexico.

My job is making small companies look big,  
and complicated companies legible.

EXPERIENCE

Senior Graphic Designer

MBLM · New York, NY · March 2022 - Present

Brand programs for global clients across sports, healthcare, enterprise software, industrial energy and higher education, most of them B2B organizations at an inflection point: a restructure, a merger, a shift in category. My job, as part of the team, was to make them legible.

- Concept and sketch development, from strategy to first mark
- Brand and corporate identity design
- Extending the resulting visual system into new applications
- Print production: CMYK separations, dielines, bleed and safe-zone specs

CLIENT WORK

The **NFL**, **CommScope**, **Prysmian**, **symlr**, **CentralSquare**, **Hofstra**, **PPL**, **Accolite** and others, across sports, telecom, energy, healthcare technology, public safety software, behavioral health, higher education and financial marketing.

Graphic Designer

EMCALI · Cali, Colombia · 2025 - Present

Communications and campaign design for a public utility serving over two million people.

Creative Director

Syngular · 2015 - 2022

Seven years leading brand and identity work for clients across Colombia, the United States, Canada, Spain and Mexico. Led the creative team from concept to delivery, across corporate identity and personal branding.

Founder & Designer

@elgraficorojo · 2024 - Present

A sports design project with a real audience: 18,000+ followers across Instagram and X. Also my lab for testing AI tools and new ways of working, alongside hand-drawn work.

Capabilities

Brand · Editorial · Production · Digital ·  
Social · Direction

Tools · Illustrator, InDesign, Photoshop, Figma

Education

**Graphic Communication**  
Unicatónica · Cali, Colombia  
2012 - 2015

Languages

Spanish (native)  
English (professional)

References

Available on request.