

Alejandra
Rendon Santa

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Visual Artist & Graphic Designer

Miami, Florida

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🌐 www.alejandrarendon.com

Bachelor in Visual Arts specialized in visual communication with 4+ years of experience in graphic design. Capable of producing images, designs and concepts applying creative critical thinking and following a brand's guidelines. Detail oriented, proficient in Adobe Creative Suite and a textile art enthusiast.

Education

2011 - 2016 | Cali - Colombia.

- Pontificia Universidad Javeriana
Bachelor of Arts - BA, Visual Arts
3.9/4 GPA

Professional Experience

- 2020 - Present | Miami, FI - USA.
- **Wallpaper Store Miami - Wall In Vogue.**
Graphic Designer.

- Design and developed the **Wall In Vogue** brand.
- Creation patterns and Murals.
- Generated digital content for social media, e-commerce platforms, and website.

- 2020 - 2016 | Miami, FI - USA.
- **Miami Christmas Lights \ Easy Treezy**
Graphic Designer.

- Assist and interpret creative director by landing ideas from creative briefs into visual material.
- Designed renderings, graphic content and illustrations, based on goals and budget parameters to allow MCL clients to visualize the outcome of the christmas decorations taking into consideration their specific needs.
- Provide sales and marketing team with communication material to connect effectively with customers & consumers.
- Digitized Easy Treezy products for website, ecommerce platforms and marketing campaigns. Photo edited and retouched images post photoshoot, and created digital and print product catalog.

- 2016 - 2015 | Cali - Colombia.
- **Arte Amerika Gallery**
Visual Designer / Internship.

- Implement and expand the brand's visual identity consistently across all marketing communications.
- Mediate between artist's visual imagery and gallery's guidelines to produce print material and advertisement for exhibitons and brand activations.
- Created, maintained and organized digital artwork database to improve workflow and content creation.

- 2016 - 2015 | Cali - Colombia.
- **ArtCali International Art Fair**
Graphic Designer.

- Conceptualized and developed the **ArtCALi** brand image.
- Provided promotional material: flyers, banners, posters, newspaper ads and other print content such as tickets and brochures.
- Generated digital content for social media, digital display advertising and website.



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Languages

English (Professional Working)

Spanish (Native)

Honors - Awards

- May 2016. **Outstanding Internship Award** (Arte Amerika Art Gallery). Pontificia Universidad Javeriana. Cali - Colombia.
- From 2011 to 2015. **MAGIS excellence Scholarship**. Pontificia Universidad Javeriana. Cali - Colombia.
- February 2015. **Honorable Mention for Academic Excellence**. Pontificia Universidad Javeriana. Cali - Colombia.
By obtaining an outstanding grade point average (GPA) in the second semester of 2014.

Skills

- Adobe Photoshop
- Adobe Illustrator
- Adobe Indesign
- Adobe Premiere
- WordPress
- Organization
- Active listening
- Critical thinking
- Time management
- Attention to detail

Certifications:

2020. Entrepreneurship in Emerging Economies.
Harvard University. HarvardX. EEUU.