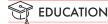
Nariana Jordán Gärtner

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Madrid, Spain

Jan. 2017 2017

INSTITUTO EUROPEO DE DISEÑO

Master of Design and Innovation with an emphasize in Communication

Chicago, USA

Aug. May. 2012 2016

SCHOOL OF THE ART INSTITUTE OF CHICAGO

Bachelor of Fine Arts,

Merit scholarship recipient, Leadership Honorable Mention



Madrid, España

Feb _ 2019 -

LINGOKIDS (App | Startup)

Designer

- Lead creative projects for the Marketing and Perfromance team; from strategy to execution of designs.
- Head designer for creation and implementation of rebranded content for user adquisition, improving engagement and retantion.

Madrid, España

2018



NATEEVO (Digital Accelerator | Consulting)

Marketing Assistant

- Community management, content design and copy for three accounts.
- Marketing designer for broad selection of projects for clients like Dufry, Coca Cola, Philips Lighting Spain; from video editing, social media posts design, email marketing, graphic design, creative strategy, etc.

Madrid, España



BYLD | HANDMADE STARTUPS (Corporate Venture Builder)

Marketing Design Intern

- Lead designer in project from discovery to solution phase; creating branding, strategy and execution (brand guideline, logo design, visual identity, analysis of the competition, executive and pitch deck, etc.)
- Ideation and implementation of Marketing plan, participating in the development of OKRs, strategy and communication campaigns.
- Co-designed innovation dynamics for event/challenge

Cali, Colombia

2016 2016

YOUNG & RUBICAM (Global marketing communications company) Advertising Intern

- Collaborated with the creative team in concept ideation, creating communication content, research, and photography projects.
- Managed social media communication for two brands, creating daily content.
- Increased brand visibility and social media presence by developing videos for social media and photography for advertising.

Cali, Colombia



DULCE PECADO SALADA TENTACION (Food Company)

Creative & Communication Lead

- Created brand identity and design for all marketing and communication campaigns, including web site design and maintenance (dulcepecadosaladatentacion.com)
- Lead designer and photographer, responsible for developing branding and advertising (marketing & packaging).

Chicago, USA

ART INSTITUTE OF CHICAGO (Museum - Publishing Department) Publishing Assistant

- Collaborated with photo editing, research and reviewing, during editing and production process of museum books and digital publications.
- Created the official advertising video for the Van Gogh Bedroom's catalogue (museums SMM)
- Optimized newsletter production and aesthetics by creating the newsletter templates.

Chicago, IL

July 2015

CHICAGO READER (Weekly Newspaper)

Design & Photography Intern

- Collaborated on the production of high profile issues like 2015 "Best Of Chicago."
- Worked on magazine layouts and designed advertisement images for social media.
- Developed online & offline photographic content, published on the Best of Chicago printed issue and website.

References available upon request







in Sketch, in Vision



Microsoft Office Suite: Word, Excel,

🥎 SOFT SKILLS















