

Oriana Garzon

Graphic Designer & Image researcher

I'm a professional graphic and visual art designer with over 13 years experience in the creative 'industry'. Expert in graphic design and in the processes to communicate ideas, campaigns and projects. Proficient in the design, strategy, conceptualisation and implementation of ideas, projects and campaigns.

Management of creativity, design and production of out of home/BLT campaigns and creation of content and strategies for digital channels (social media, www, etc) art and music projects. Highly experienced in public relations with a broad interest in cultural and environmental entrepreneurship projects with positive impact on communities. Responsible person, with a deep capacity to learn; oriented towards details, I'm a responsible with the ability to learn quickly, always striving to excel and better myself.

Skills

Proficient in the use of:

Adobe Suite
Illustrator
Photoshop
Indesign
Lightroom
Google tools
Office

Photography

Good performance in public relations, dialogue and communication of ideas.

Passionate about nature, Birdwatcher, photographer

Education

High School
Colegio Berchmans, Cali COL.

B.A Graphic Design
Instituto Departamental de Bellas Artes
Cali, COL

B.A Visual Arts
Pontificia Universidad Javeriana,
Cali, COL

Spanish - English B2

Work Experience

2010-2015

CARTEL MEDIA SAS, Bogotá, COL.
Cartel Urbano Magazine
Cartel Media Transmedia Agency

-Graphic Designer & Researcher
-Content creator for Social and digital media 'ecosystem'.
-Management and creativity for the design and production of outdoor/BTL advertising campaigns.
-Development of projects around sustainability and entrepreneurship for creators and artists.

2015-2017

Cartel Urbano Foundation, Cali, COL.
Management and strategy for the branch in Cali, Colombia.

-Management & Strategy for Colombia southwest.

cartelurbano.com
cartelmedia.co

2017-2018

Blacksheep Group, Cali, COL.
Advertising Agency

-Cofounder
-Art manager and digital content strategist

2015-2018

Camerino Salon, FM Academy, Cali, COL.

-Public Relations and Marketing
-Graphic Designer and Community manager

2018-NOW

Dope Magazine, Dog Section Press, London UK.

-Graphic Designer for Dope Magazine
-Distribution for Dope Magazine and Dog Section Press

dogsection.org

2022

Image researcher for Art and Films Private, London UK.

Other Projects

2013-2015

Casa Fractal, Cali, COL.
Creative laboratory and cultural entrepreneurship. Space for creation under a solidary and collaborative 'economy'.

-Co-founder and Management of public agreements, public relations and commercial interchanges.

<https://www.facebook.com/casafractalcali>
<https://medium.com/contamos-lo-que-pasa>

2018-2020

Pacific Botanical Garden, Bahía Solano, COL.

170 hectares of tropical humid forest conserved for more than 20 years. Located in one of the places with the greatest biodiversity on the planet, Chocó, Colombia.

-Public relations and commercial interchanges.
-Graphic designer & Community Management.

2019

Glastonbury Festival of Contemporary performing arts, 2019, UK

-Assistant of the production at Pussy Parloure Stage, Silver Hayes.

Cartel Urbano is one of the strongest and long-standing independent media in Colombia. Their focus audience is young people from 16 to 32 years old. Here I began my career and experience, I was part of the solidification as an independent medium and transmedia agency, worked for the content quality and the commercial, creative and administrative strategy and its implementation for 8 years.

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cartelurbano.com
cartelmedia.co

DOPE Magazine is a quarterly newspaper published by Dog Section Press.

We distribute free bundles of DOPE to homeless people to sell on the street. Currently we distribute around 35,000 copies of each issue to street-vendors - with a resale value of at least £100,000 - via a network of radical bookshops and social centres

DOPE is also free to prisoners, who can request copies via Haven Distribution.