



Luisa Bojaca

About me

I'm a Graphic Designer who helps create meaningful identities. I believe that design and art direction can help educate and create community, and I hope to make the world a better place from my craft. I love lettering, collage, studying social movements and internet culture.

Education

**Advertising & Graphic Design
Diploma, Humber College**
[Sep 2018 - May 2020]

**Bachelor in Design
Universidad de Los Andes**
[Sep 2011 - May 2016]

**Exchange Student
Universidad de Buenos Aires**
[Mar 2015 - Aug 2015]

Skills

- Adobe Creative Suite, Sketch.
- Lettering and Illustration
- Basic marketing
- Spanish native speaker
& Basic French
- Leading and organizing projects

Experience

Designer, Target Marketing & Communications
[May 2020 - Present / Toronto, CA]

Conceptualize and execute visual guidelines for Newfoundland & Labrador Tourism, Crime Stoppers, Big Brothers and Big Sisters, Atlantic cultivation and City of Mount Pearl accounts. Branding and guideline development. Editorial design for print and web.

Production Designer, Last Gang Records
[Jul 2019 - Feb 2020 / Toronto, CA]

Cover design and production for different bands and artists. Editorial & digital design for marketing purposes and production design for vinyls and different assets. Website Design.

UX UI Designer, Garo Consulting
[Feb 2019 - Jul 2019 / Toronto, CA]

Design for colouring apps, production of assets and icons for different projects. Editorial Design for marketing purposes.

Jr. Graphic Designer, Cabify Colombia
[Jun 2017 - Jul 2018 / Bogota, COL]

Concept creation and design of campaigns for the B2B and B2C market (Print and web). Art Direction for video focused campaigns (script, concept and development). Production of Social Media posts and assets.

Jr. Graphic Designer, Ere de Respuesta
[May 2016 - Nov 2016 / Bogota, COL]

Graphic Design strategy for Oma Colombia. Packaging design and deck presentations for different accounts. Menu design and art direction.

Awards & Others

Applied Arts Winner 2020 'Craft Art Direction & Illustration' Crime Stoppers Campaign (Target)