

Luisa Bojaca

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About

I'm a Creative Director 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.

Interests

- Feminism and social movements
- Internet culture and Latin American music
- Embroidery, crafting, Illustration and Collage

Skills

- Human Center Design
- Adobe Creative Suite
- Basic marketing skills
- Spanish native speaker
- Leading and organizing projects



LinkedIn QR code

Experience

Jul 2019- Present
Toronto, CA

Production and Graphic Designer, Last Gang Records

Cover design and production for different bands and artists. Editorial design for marketing purposes and production design for vinyls and different assets.

Feb 2019- Jul 2019
Toronto, CA

Graphic Designer, Garo Consulting

Design for coloring apps (UX and UI), production of several assets for the apps and different projects. Editorial design for marketing purposes.

Jun 2017- Jun 2018
Bogotá, COL

Jr. Graphic Designer, Cabify

Concept creation and design of campaigns for the B2B and B2C market (Print and web). Production of Social Media posts. Art Direction for video focused campaigns (script, concept and development). Strategic thinking and brainstorming for UX improvements within the marketing area.

May 2016- Nov 2016
Bogotá, COL

Jr. Graphic Designer, Ere

Graphic Design strategy for Oma Colombia. Packaging design and presentations for different accounts.

Education

Humber College

Advertising and Graphic Design Diploma 2019

Universidad de los Andes

Bachelor in Design, 2016

Universidad de Buenos Aires

Exchange student 2015

Awards and others

- Toronto Club of Printing House Craftsmen scholarship
- Tutor for the Advertising and Graphic Design program at Humber College