

RITA BARÓN

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SENIOR VISUAL DESIGNER → UI/UX TRANSITION

With 10+ years of experience across branding, digital campaigns, web design, motion, and creative strategy. Skilled at turning complex ideas into clear, engaging visual experiences that balance aesthetics with functionality. Brings a strong eye for design, strategic thinking, and a collaborative mindset, with growing focus on user experience, interface systems and digital product design.

EMPLOYMENT HISTORY

TRUELOGIC & CURRENT | USA

FREELANCE SENIOR VISUAL DESIGNER
MARCH/2026 - NOW

- Designed high-fidelity UI screens and email layouts for Jägermeister in Figma, adapting and working within an established design system
- Collaborated with developers to communicate interaction behaviour, transitions, and responsive specifications across desktop and mobile.
- Produced Lottie-based motion assets for digital campaigns, working closely with the development team to ensure seamless integration
- **Contributed to the delivery of a gamified interactive landing page for Jägermeister, successfully launched and deployed for campaign sign-ups.**

AUDIENCE X | USA

FREELANCE SENIOR VISUAL DESIGNER
APRIL/2025-MARCH/2026

- Produced video edits, motion graphics, and social media assets for a portfolio of US-based brands, including American Apparel.
- Led visual development for new brand launches, including teaser and trailer content that introduced brands to market.
- Adapted creative output across multiple formats and platforms, balancing brand storytelling with performance-driven goals.
- **Contributed to the launch of Stardust, building the brand's social media presence and visual identity from the ground up.**

AVODA INTERNATIONAL | USA • LATAM

SENIOR DESIGNER & TEAM LEAD
JANUARY/2023-MARCH/2025

- Led full 360 brand identity projects, developing visual systems, UI-ready assets and web design for brands across NYC and LATAM.
- Stepped up to lead the design team for over a year, overseeing creative direction, feedback cycles, and end-to-end project delivery.
- Built end-to-end visual identities with consistent design language across digital, print, and web touchpoints.
- **Led full brand and digital design build for Troperti: a niche tropical accommodation platform, from identity system through to live web launch.**

SKILLS

TECHNICAL SKILLS

- Graphic & Motion Design
- UI & Digital Design
- Web & Email Development
- Iconography & Illustration
- Video Editing & Animation
- Motion Graphics
- Meme Culture
- Trend-Driven Content
- Social Media
- Figma
- Premiere
- Klaviyo
- Webflow
- Illustrator
- Google Ads
- Framer
- Indesign
- Midjourney
- Photoshop
- Affinity Suite
- Adobe Firefly
- After Effects
- Lottie
- Mailchimp

SOFT SKILLS

- Creative Direction
- Brand Strategy
- Adaptability
- Concept Development
- Visual Storytelling
- Strategic Thinking
- Stakeholder Communication

EDUCATION & CERTIFICATIONS

DEGREE IN MULTIMEDIA & COMMUNICATION DESIGN

La Salle College • LCI Bogotá • Colombia
Graduated 2014

DESIGN THINKING CERTIFICATION

Coursera (2024)

USER EXPERIENCE CERTIFICATION

Interaction Design Foundation (2025)

EMPLOYMENT HISTORY

MONK • ZEMOGA | USA • LATAM

CREATIVE DESIGNER
OCTOBER/2021-JANUARY/2023

- Designed UI components, email layouts, and digital assets for Walmart U.S., collaborating across US and LATAM teams.
- Worked within a structured design team, managing feedback from two team leads and maintaining design consistency across deliverables.
- Contributed to Walmart’s UI rebranding, auditing and refining interface components within their existing design system to improve visual clarity and consistency.
- **Produced B2B email campaigns and social assets for Walmart’s brand partnerships, ensuring alignment across US and LATAM stakeholders.**

DDB WORLDWIDE | COLOMBIA

DIGITAL DESIGNER
MARCH/2020-OCTOBER/2021

- Designed email campaigns and digital ads for BBVA Bank, working within a fully remote workflow during the pandemic.
- Produced Salesforce-integrated emails and multi-channel assets aligned with BBVA’s brand and compliance requirements.
- Adapted visuals across formats and audiences, maintaining consistency across a highly regulated financial brand.
- **Delivered all campaign assets consistently to deadline across social media and digital platforms.**

CHEIL INTERNATIONAL | COLOMBIA

DIGITAL DESIGNER
FEBRUARY/2017-FEBRUARY/2020

- Designed UI-facing assets across landing pages, e-commerce, and email templates for Samsung’s mobile and electronics product lines.
- Adapted promotional content for Samsung’s app interface, ensuring visual consistency and brand alignment across in-app experiences.
- Produced motion graphics and video content for social media, contributing to strong audience engagement across Samsung Colombia’s digital channels.
- **Applied Samsung’s global design guidelines to locally relevant content, maintaining visual and UI consistency across all platforms and campaigns.**

REY NARANJO EDITORIAL | COLOMBIA

JR. GRAPHIC DESIGNER
JANUARY/2015-JUNE/2016

- Designed editorial layouts, book covers, and illustrations for Sanitas magazine and Panamericana Library.
- Produced print-ready artwork tailored to each publication’s audience and editorial tone.
- Managed multiple publication deadlines simultaneously, delivering clean files consistently on time.
- **Designed and edited educational books and learning materials for private schools, managing layout from manuscript to print-ready files.**

LANGUAGES

SPANISH

Native

ENGLISH

C1 - Professional Level

CLIENTS

- ➔ **Samsung:** Digital & Motion.
- ➔ **Walmart:** UI & Digital.
- ➔ **American Apparel:** Motion & Social.
- ➔ **Jägermeister:** Web & Campaigns.
- ➔ **BBVA:** Email & Digital Ads.
- ➔ **Bacardi:** Iconography & Cocktail Infographic.
- ➔ **Bombay Sapphire:** Launch Presentations, Print & Social.
- ➔ **Dewars:** Presentations & Social Media.
- ➔ **Visa:** Client’s Presentations.

REFERENCES

References available upon request.