

# Alejandro Narváez Isaza

Graphic Designer from the National University of Colombia and self-taught frontend web development student. I have about 18 years of experience as a graphic designer across different areas, mainly art direction and interface design.

I conceive design and development as the result of a methodical process that, to function correctly, must be planned through a methodology agreed upon by all involved parties, and that contributes to purposes for which we must be responsible. I am organized, goal-oriented, and have a constant curiosity to learn.

The (productive) activities I enjoy in my free time are drawing, developing personal web projects, physical activity, plant-based cooking, and music.

## Work Experience

Graphic Designer / Frontend Developer · Freelance  
**January 2021 – Present · Medellín, Colombia**

Collaboration with design studios and service to my own clients across various areas of design, primarily visual identity, web design, and assets for digital media campaigns. Also develop self-driven design and web development projects.

UI Designer · Astound Commerce  
**Noviembre 2019 – Octubre 2020 · Medellín, Colombia**

Member of the design team at a multinational e-commerce company, contributing to projects under a methodological framework that emphasizes collaboration and knowledge sharing.

Digital Art Director · Sancho BBDO  
**Junio 2013 - Marzo 2014 · Bogotá, Colombia**

Participated as art director in digital campaigns for key clients such as Movistar and Pernod Ricard, translating brand strategy into competent and effective visual concepts.

Art Director · Young & Rubicam  
**November 2010 – January 2013 · Bogotá, Colombia**

Developed creative concepts and visual storytelling for award-winning campaigns as part of a highly creative team.

Played a key role in art direction for the "Kid Rescue" campaign for Fundación Telefónica, which won multiple awards at international advertising festivals.

alejandro@fluorescente.design  
<https://www.behance.net/alejandronarvaez>  
+57 313 224 0575  
Whatsapp: +57 319 446 2574

## Educación

Responsive Web Design  
**FreeCodeCamp · December 2025 – February 2026 (en línea)**

HTML and CSS fundamentals, including modern design, accessibility, and responsive web development.

Graphic Design  
**National University of Colombia · August 2000 – March 2006 · Bogotá, Colombia**

Graphic design with a focus on editorial design and illustration.

## Skills

Design Tools (Affinity, Figma, Adobe Illustrator, Adobe Photoshop)

Web Development Technologies (HTML, SASS, Jekyll, UIKit)

Management Tools (LibreOffice, Asana)

Presentation Tools (Canva, Figma, Google Slides)

English – B2 (Intermediate-Advanced)

Creative Director · Monoku

**April 2010 – November 2010 · Bogotá, Colombia**

Redesigned the agency's own brand identity, and also designed digital products for brands such as Sipote Burrito and Conosur restaurant.

Director de arte · Lowe SSP3

**Abril 2010 – Noviembre 2010 · Bogotá, Colombia**

Participated as art director in campaigns for major brands including Alpina, Redbull, and AeroRepública.

Was selected to be part of the team that transformed Banco de Crédito into Helm Bank, a significant brand identity redesign project.