



GRAPHIC & AUDIOVISUAL DESIGNER · BOGOTÁ, COLOMBIA

Dianna Méndez

Design, video & marketing, **powered by AI.**

+9 YEARS

BRANDING

VIDEO MARKETING

AI CREATIVE

CONTENT STRATEGY

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Colombia · Remote

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PROFILE

Creativity with **data.**

Graphic and audiovisual designer with 9+ years of experience turning brand and business objectives into clear narratives and high-impact visual content. My work starts with strategy: understanding what a brand needs to communicate, who it's speaking to and what it wants to achieve. Then I bring it to life through design, video and copy.

I've built visual identities and content strategies for brands across sectors, from luxury editorial in Houston to energy, pharma, mining, politics and fintech in Colombia. I track performance to refine content and campaigns, and I integrate AI tools to produce faster and better.

EXPERIENCE

Freelance

2025 – Present

GRAPHIC & AUDIOVISUAL DESIGNER

- Content systems, social campaigns and video for brands such as Autos Might (automotive) and Dale+ (fintech).
- Carousels, reels and stories from strategy to final edit, using AI-powered workflows.

Luxior Magazine · Houston, Texas

2024 – 2025

SENIOR GRAPHIC DESIGNER (EDITORIAL & ADVERTISING)

- Designed and produced full magazine editions, ensuring visual coherence, premium identity and high editorial standards.
- Created advertising visuals and publications for luxury brands such as Bentley and top fashion clients.

IDDEA Comunicaciones

2022 – 2024

CREATIVE DIRECTOR & SENIOR DESIGNER

- Led creative direction for multichannel campaigns, strengthening brand awareness and positioning.
- Integrated AI tools into workflows, reducing production times by 30%.
- Developed digital campaigns for 15+ high-profile clients, increasing brand visibility by 50%.
- Trained the team in time management and project tracking tools.

Key results

+9

years of
experience

+15

high-profile
clients

2.4M

views,
presidential
campaign

+50%

brand
recognition,
Grupo Energía
Bogotá

-30%

production time
with AI

+3K

monthly clicks
on digital ads

Competencies

Content strategy

Brand narrative

Art direction

Visual identity

Audiovisual storytelling

Video marketing

Copywriting

Social media

Meta & Google Ads

Performance metrics

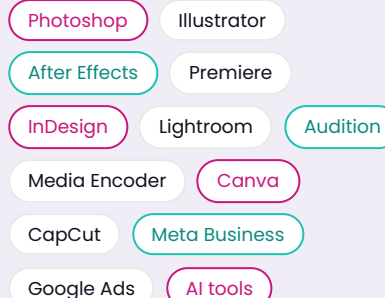
AI creative workflows

Editorial design

EXPERIENCE (CONTINUED)

- Grupo Energía Bogotá** 2022
CREATIVE DIRECTOR & SENIOR DESIGNER
 - Boosted brand recognition by 50% through audiovisual campaigns.
 - Led visual identity consistency and storytelling across all digital touchpoints.
- Aydee Lizarazo · Presidential campaign** 2022
CREATIVE DIRECTOR & SENIOR DESIGNER
 - Reached 2.4M views and 4K+ new followers on social media.
 - Created inclusive pieces using sign language and emotional storytelling.
 - Managed organic and paid content strategy with a human approach.
- Wilvar · PVC window manufacturer** 2021
CREATIVE DIRECTOR & SENIOR DESIGNER
 - Designed digital ads achieving 3,000+ monthly clicks.
 - Led rebranding and website redesign, improving brand perception and client acquisition.
- Zion International University · USA** 2019 – 2021
CREATIVE DIRECTOR & SENIOR DESIGNER
 - Directed visual communication for all university departments.
 - Created visual identity for academic programs and multimedia educational campaigns.
 - Strengthened the institution's digital presence and the positioning of its founder and rector.
- Fabián Puentes · Bogotá Council campaign** 2019
SENIOR DESIGNER
 - Led creative direction and audiovisual strategy.
 - Achieved 10.5K+ views and 2K+ new followers during the campaign.
- MIRA · Political party** 2017 – 2018
JUNIOR DESIGNER
 - Covered political events and produced multimedia content.
 - Enhanced candidates' visibility through graphic design and social media strategy.
- Grafoscopio · Social design studio** 2017
JUNIOR DESIGNER
 - Created illustrations and campaign designs for educational and cultural projects.
 - Developed brand concepts for Latin American entrepreneurship and editorial projects.

Tools



Education

Bachelor's Degree in Graphic Design

Universidad Piloto de Colombia

Graphic Design Program

Escola Superior de Disseny i d'Arts Plàstiques

Brand Content & Marketing

Cámara de Comercio de Bogotá

Social Communication (2 semesters)

Zion International University

Graphic Design Certificate

Escuela de Artes y Letras

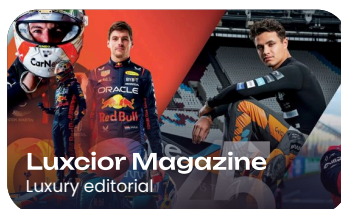
Languages

Spanish	Native
English	B2

Design × Video × Marketing × AI

One process: strategy first, then design and video, measured with data and accelerated with AI-powered creative workflows. Motion when the message needs it, built in After Effects and Premiere.

SELECTED WORK



See reels, campaigns and full projects in my portfolio.

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