



# MOA

## Hi, I'm Mariana Ordóñez

I'm a creative designer specializing in graphic design, with a knack for crafting engaging user experiences. I thrive on bringing brands to life through captivating visuals and strategic thinking.

From designing eye-catching graphics to curating compelling social media content, I'm dedicated to defining and refining brand identities that resonate with audiences. My background in UX/UI, animation, and illustration adds depth to my design approach, ensuring that every project I undertake delivers both aesthetic appeal and functional effectiveness.

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in [LinkedIn](#)

### Skills

- Social Media
- UX/UI
- Web design
- Animation
- HTML and CSS

### Tools



Figma



Illustrator



Photoshop



Procreate



After Effects



Notion

# Experience

- **Graphic Designer (Remote) @PlanetOfTheVapes**  
JUL 2022 - PRESENT  
Responsible for the design and creation of diverse marketing collateral, user manuals, banners, and email artwork at Planet of the Vapes, an e-commerce specializing in vaporizer products, contributing to the enhancement of brand identity and customer engagement.
- **UX/UI Designer (Remote) @Trades.org**  
JUL 2022 - DEC 2023  
UX/UI Designer at trades.org, dedicated to enhancing user experiences and interfaces across multiple websites. Proficient in crafting templates and developing custom Content Management Systems (CMS) and Applicant Tracking Systems (ATS) from inception.
- **Graphic Designer (Remote) @Casabianca.cc**  
SEP 2020 - JUN 2022 (1 YEAR 9 MONTHS)  
At Casabianca, a Colombian cycling apparel brand, my tasks involve collaborating on the web design of their e-commerce, designing content for social media, and creating cycling apparel designs.
- **Head Chef (Bogotá, D.C) @ BagbogBagels**  
FEB 2020 - AUG 2020 (7 MONTHS)  
I managed kitchen staff, maintained dish quality and safety standards, crafted menus, and handled ingredient and dish budgeting.

# Projects

- **Graphic Design Freelance**  
MARCH 2019 - PRESENT  
I provide diverse creative services, specializing in user-centered experiences, compelling brand identities, and captivating illustrations/animations.
- **MoaPrints @Moa\_prints**  
AUG 2022 - PRESENT  
I started a business selling my artwork through printed posters and products.

# Education

- **Bachelor in Gastronomy**  
**Universidad De La Sabana**  
2014 - 2019
- **High School Degree**  
**Gimnasio Femenino**  
Graduated 2013

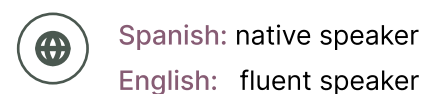
# Courses

- **Google UX Design by Google**  
**Coursera**  
[\(Click To See Certificate\)](#)
- **Product Design**  
**Udacity**  
*(Free Course, Without A Certificate)*
- **The Complete Graphic Design Theory for Beginners**  
**Udemy**  
[\(Click To See Certificate\)](#)

# Address



# Languages



# Age: 28

