

Natalia Laverde

Graphic & Brand Designer

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PROFILE

Graphic and brand designer with 5 years across agencies, a corporate account (Ecopetrol) and a startup, in Bogotá and London. I build identities and content systems tied to a business goal, and I measure whether they worked: at Kora I designed the rebrand as a freelancer and then grew the account 38% in four months full time. Adobe Creative Suite, Figma and Canva; fluent in production for print, digital and social.

EXPERIENCE

Design & Brand Growth Lead

Jun 2026 – Present

- Kora (heykora.me), femtech startup, pre-launch · Remote
- Owned brand and growth after the rebrand I designed: social content system across three pillars, investor pitch deck and launch-strategy presentations.
 - Designed and produced 3 to 4 pieces per week (reels, carousels, stories) with Lola, the face of the brand on social; grew Instagram from 5,495 to 7,584 followers (+38% in four months, best month +21.6%) and drove 808 waitlist sign-ups in a single month, with brand-only content at 5.4% engagement on reach.

Brand & Product Designer (freelance)

Dec 2025 – Mar 2026

- Kora, formerly Magna, femtech startup · Remote
- Led the rebrand from Magna to Kora (identity, brand language and tone, app UI) alongside my full-time role at LaValentina; the launch took Instagram from about 3,000 to 5,500 followers.

Marketing & Sales Executive

Oct 2025 – May 2026

- LaValentina Design, brand consultancy and design studio (800+ brands served) · Bogotá · Hybrid
- First line of contact for every new client: closed the engagement, translated needs into briefs and delivery plans, and connected clients with the branding, content, production and strategy teams.
 - Designed ~35 tailored commercial proposals per month for 60 active accounts, closing an average of 8 deals a month worth 150M+ COP.

Marketing & Production Intern

Apr 2025 – Sep 2025

- BRIDGE Agency, model and talent agency · London, UK
- Produced client packages, event invites, influencer media kits and email mailouts under tight deadlines; art-directed 6 test shoots (visual research, moodboards, styling, logistics).

Graphic Designer & Project Lead

Oct 2022 – Nov 2024

- Intenza Studio, branding agency (freelance) · Bogotá
- Led visual development for 10+ projects across fashion, real estate, legal and lifestyle brands: identities, brand manuals, UX/UI for websites and event experiences (Live Suites Tower launch: 1,025 visitors, 462 sales reservations). In parallel, freelance campaign and print design for Máquinas Amarillas (heavy machinery, 2022 to 2025).

Graphic & Strategic Designer (Ecopetrol account)

Oct 2021 – Oct 2022

- Hypercubus, digital agency · Bogotá
- Created 500+ pieces (graphics, video, presentations, tutorials, posters) for Campo D, the innovation hub of Ecopetrol, in a digital transformation campaign reaching 40,000+ employees, adapting one concept across web, email, print, social and video.

SKILLS

Design	Brand identity · Visual systems · Social and campaign content · Editorial and print · Packaging · UX/UI for web and app · Illustration and pattern
Tools	Illustrator · Photoshop · InDesign · After Effects · Figma · Canva · CapCut · MidJourney · Notion
Production	Template systems · Brand compliance · Export and print specs · Asset organization · Video editing
Strategy	Content pillars · KPI reporting (reach, engagement, CTR) · Moodboards and art direction · Trend research

EDUCATION

Master in Fashion Business	2023
Istituto Europeo di Design (IED) · GPA 106/110	
Bachelor of Design, emphasis in Communication, option in Textiles	2017 – 2021
Universidad de los Andes	
Short courses: construction techniques, CLO3D, sketching	Fall 2021
Parsons School of Design, New York	

LANGUAGES

- English (bilingual, C2)
- Spanish (native)
- Italian (B1)