

Natalia Laverde

Presentation Designer

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PROFILE

Presentation designer with 5 years turning business content into decks people act on: investor pitch decks, ~35 commercial proposals a month, and executive presentations for Ecopetrol, including a 2040 strategy deck for its Digital Vice President. I combine a design degree and a Master in Fashion Business, so I understand the argument behind the slide, not just the layout. PowerPoint, Google Slides, Figma, InDesign and Canva; bilingual English/Spanish.

EXPERIENCE

Design & Brand Growth Lead

Jun 2026 – Present

- Kora (heykora.me), femtech startup, pre-launch · Remote
- Designed the investor pitch deck and the launch-strategy presentations, building a reusable slide system (typography, color, data layouts) on the identity I had designed as a freelancer.
 - Grew Instagram from 5,495 to 7,584 followers (+38% in four months) with 808 waitlist sign-ups in a single month; produced monthly KPI reports that turned raw data into decision-ready visuals for the founders.

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
- Designed and delivered ~35 tailored commercial proposals and company presentations per month for 60 active accounts, from brief to final deck.
 - Presented directly to clients and closed an average of 8 deals a month worth 150M+ COP; designed the company deck from scratch and a modular proposal system that kept 35 proposals a month personal.

Marketing & Production Intern

Apr 2025 – Sep 2025

- BRIDGE Agency, model and talent agency · London, UK
- Produced client packages, influencer media kits, event invites and mailouts with pixel-accurate, consistent formatting under tight deadlines.

Graphic Designer & Project Lead

Oct 2022 – Nov 2024

- Intenza Studio, branding agency (freelance) · Bogotá
- Delivered brand identities, brand manuals and client presentations for 10+ projects across fashion, real estate, legal and lifestyle.

Graphic & Strategic Designer (Ecopetrol account)

Oct 2021 – Oct 2022

- Hypercubus, digital agency · Bogotá
- Designed presentations for Ecopetrol's innovation hub Campo D, including the 2040 science, technology and innovation strategy deck for the Digital Vice President, within a 500+ piece internal campaign reaching 40,000+ employees.
 - Built tutorials, posters and video pieces from the same visual system, keeping hierarchy clear for non-design audiences.

SKILLS

Presentation design	Pitch and investor decks · Commercial proposals · Corporate and launch presentations · Data and KPI visualization · Storytelling structure · Slide master and template systems
Tools	PowerPoint · Google Slides · Figma · InDesign · Canva · Illustrator · Photoshop · After Effects · Notion
Brand and content	Brand identity · Visual hierarchy · Iconography and illustration · Motion for slides · Brand compliance
Working style	Fast turnaround on tight deadlines · Direct work with founders, sales and C-level · Client-facing presenting

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)