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## Erika Cely

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From Bogotá, Colombia  
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### Education

2023

#### UI Design refresher

Coderhouse

2017- 2019

#### Profesional Graphic Designer

Universidad Politécnico Gran Colombiano

2014 - 2016

#### Multimedia production specialist

Convenio SENA/Universidad Monserrate

2013

#### Multimedia design and integration technician

SENA

### Habilities

Graphic and UI Designer with 8 years of experience, specialized in branding and user interface design. Passionate about typography. Love to collaborate with tech startups, agencies and foundations.

### Tooling

Adobe Suite / Figma (UI and wireframing)  
/ Sketch

### Languages

Spanish, English.

### Experience

#### Freelance Graphic / UI Designer - Current.

- Collaborating with development teams in crafting web applications.
- Utilizing user-centered design to address business goals and streamline workflows.
- Digital transformation of brands from inception, branding, web design, to user experience strategies.

#### Creative Director and Strategy at Las Fuertes Foundation May 2022 - Current.

- Development and design of dynamic campaigns for social media and investment pitch decks .
- Designing of menstrual education workshops for the foundational group of girls in Isla Fuerte, Bolívar.
- Ambassador at events and fairs to promote the project nationally.
- Strategic leadership in communications to empower through menstrual education.

#### CEO Cherry Cups / Jan 2017 - Nov 2021

- Founder of the menstrual cup brand Cherry Cups, my hands-on involvement extended to the digital field, where I spearheaded the design and development of Cherry Cups' website. From content architecture to user experience optimization, every decision aimed at fostering a strong connection with our audience.

#### Web Designer at Publicis One / Oct 2017 - Nov 2019

- Led web design team, focusing on user-centered design and functionality.
  - I Designed web pages for advertising projects, considering brand strategies and objectives.
  - Worked together with big brands like Renault and Nestlé, adapting web design strategies to international standards. I collaborated closely with the stakeholders, transforming their visions into effective and engaging web experiences.
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