

NATALIA MEDELLIN

NATALIAMEDELLINDESIGN.COM

Multidisciplinary Digital Designer with 9 years of experience creating visual and digital experiences across UX/UI, web design, branding, editorial design, marketing and illustration. With a background in Visual Arts, creative technology and digital design, I combine creativity, strategic thinking and story-

WORK EXPERIENCE

EINATEC | BARCELONA | SEP 2024 - PRESENT

WEB & GRAPHIC DESIGNER

Web design and development using WordPress and Elementor. Web architecture, responsive design, UX/UI design, app prototypes in Figma and lovable, HTML/

CETT BARCELONA | BARCELONA | MAR 2019

UX/UI DESIGN FREELANCE TEACHER

Introductory UX/UI design classes for web design subject in Master's Degree in Tourism Business Management.

SANTA HELENA AGENCY | BARCELONA | JUL 2023 - APR 2024

WEB & GRAPHIC DESIGNER

WordPress, Elementor, Shopify, WooCommerce websites, UI design, responsive design, animations, branding graphics, client management and motion graphics.

IBLUE COMMUNICATIONS | BARCELONA | MAR - SEP 2022

CREATIVE DESIGNER

Editorial design, product launch concepts, beauty campaign mockups, web design, wireframing and interface design.

BEAMALEVICH | BARCELONA | MAR 2022 - SEP 2022

FREELANCE GRAPHIC DESIGNER

Vector design for laser cutting, packaging, photography and label design.

JUMPSTART | NEW YORK | JUN - NOV 2021

FREELANCE GRAPHIC DESIGNER

Inclusive editorial design for children and families.

KAPE CATORCE | NEW YORK | NOV - DEC 2021

FREELANCE GRAPHIC DESIGNER

Branding, product illustration and e-commerce support.

CC BOUTIQUE | NEW YORK | MAY 2017 - FEB 2018

FREELANCE GRAPHIC DESIGNER

Social media design, content creation, engagement and customer relationships.

THE COLOMBIAN FILM FESTIVAL | NEW YORK | MAR - APR 2017

FREELANCE GRAPHIC DESIGNER

Content creation support for social media.

AMBULANTE COLOMBIA | BOGOTÁ | AGO 2017 - SEP 2018

FREELANCE GRAPHIC DESIGNER

Content creation support for social media.

telling to transform ideas into engaging solutions across online and offline platforms. My work connects aesthetics with functionality, developing creative concepts, visual identities and user-centered experiences that bring ideas to life through design.



EDUCATION

MASTER DEGREE CREATIVE CODING — LABASAD

POSTGRADUATE DIGITAL ILLUSTRATION & NEW MEDIA — BAU

MASTER ADVANCED DESIGN, INNOVATION, TECHNOLOGY AND DESIGN —

UNIVERSITAT POLITÈCNICA DE CATALUNYA

UX/UI CERTIFICATE — IRONHACK

FINE ARTS CERTIFICATE — NEW YORK ACADEMY OF ART

BACHELOR VISUAL ARTS IN GRAPHIC ARTS — PONTIFICIA UNIVERSIDAD

JAVERIANA

SKILLS

UX/UI & DIGITAL PRODUCT DESIGN

Figma · Wireframing · Prototyping · Design Systems · Information Architecture · User Flows · Responsive Design · Web Architecture · Usability · Interactive Design

WEB DESIGN & DEVELOPMENT

WordPress · Elementor · Shopify · WooCommerce · HTML5 · CSS3 · Responsive Web Development · Website Optimization · Landing Pages · E-commerce Design

GRAPHIC DESIGN & BRANDING

Brand Identity · Visual Design · Art Direction · Creative Direction · Editorial Design · Layout Design · Packaging Design · Digital Campaign Design · Social Media Design · Presentation Design · Mockups

ILLUSTRATION & CREATIVE TECHNOLOGY

Digital Illustration · Product Illustration · Textile Illustration · Character Design · Visual Storytelling · Creative Coding · Motion Graphics · Animation

SOFTWARE

Adobe Creative Cloud · Figma · Visual Studio Code · WordPress · Elementor Pro · WooCommerce · Shopify · HTML5 · CSS3 · JavaScript · Three.js · GSAP · Procreate

LANGUAGES

Spanish Native · English Advanced · Catalan Intermediate