

NATALIA FONSECA BONILLA

Digital Designer & Creative Strategist

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Professional Summary

Bilingual (Spanish and English) Graphic Design professional specialized in creative strategy and visual communication, with over 4+ years of experience in important creative agencies and companies within the marketing, advertising, and retail industries. Expert in branding, digital design, and creative lead, with a strong focus on driving engagement, conversion, and brand growth.

Professional Skills

- IA Creative
- Management
- Innovation
- User-focused design
- Branding and identity
- Concept ideation and development
- Creative and strategic thinking
- Campaign design
- Communication skills

Education

Strategic Digital Marketing, CESA, Colombia. 2025

Bachelor's Degree in **Digital Graphic Design**, LCI Monterrey, Mexico. 2023

Associate Degree in **Digital Graphic Production**. 2022

Work Experience

EnsembleIQ – Senior Graphic Designer and Branding Lead – USA.

01/2025 – current

- Created new visual identities and improved visual communication for large-scale events in the United States and Canada, increasing event visibility and recognition.
- Collaborated actively with the marketing team to generate greater engagement and registrations, contributing innovative ideas and effective creative proposals.
- Proposed and updated user-centered designs aligned with project objectives, optimizing timelines and reducing rework in the design process.

Avocado Wellness Marketing – Senior Graphic Designer – Mexico.

05/2023 – 12/2024

- Ensured visual consistency and brand identity across various LATAM brands, including Kiut, Huggies, Lifeway, Bausch Health, and Innate.
- Actively participated in major launch campaigns such as Huggies' *Big Promo* with Disney 100, across Colombia, Ecuador, Guatemala, Costa Rica, and the Dominican Republic.
- Led creative proposals and visual identity projects to attract new clients, achieving success cases such as *Lifeway* (social media rebranding and new communication strategy) and *Bausch Health* (*Bedoyecta*, *Espaven*, *Caladryl* — refreshed visual and communication approach).

Publicis Groupe – Senior Interactive Designer – Colombia.

05/2023 – 12/2024

- Collaborated in the design of visual content for display and social media formats under the DCO model, a digital advertising approach that personalizes ads in real time; also supported the creation of graphic assets for digital campaigns for brands such as Oreo, McDonald's Colombia, Tang, and Trident.
- Guided and supported team members through creative processes and the implementation of the DCO framework.
- Contributed to the creation of an augmented reality (AR) filter for *Oreo Colombia* during the 2022 Christmas campaign, increasing brand engagement and awareness.

Software Skills

- Proficient in Adobe suit specially in Illustrator and Photoshop, with strong skills in After Effects and InDesign. Additional experience with tools such as Canva, Figma, Ceros, and Stripo.

Languages

- Native Spanish. Fluent in English.