



# Andres Felipe Pardo Rodriguez

UX/UI Designer | Strategic designer |  
Marketing Designer

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My background in **UX/UI Design** and **strategic design** empowers me to continually enhance my analytical, problem-solving, and creative skills, crafting impactful solutions and proposals for every project.

I maintain a solid relationship with my work team, showing **responsibility**, **empathy** and **proactivity** in all my projects.

## Experience

**UX/UI Designer - Strategist in AcomeA SGR and Gimme5**  
Italy, July 2019 - Today

UX/UI design, Marketing intelligence, digital campaigns, traditional marketing.

**Marketing - Design Strategist in Jacuzzi Europa**  
Italy, July 2018 - February 2019

Marketing intelligence, Project manager support, graphic design, social media, email newsletters.

**Designer in Impro Service**

Colombia, October 2016 - September 2017

Political campaign marketing, graphic design, POP products.

**Designer in Cofre S.A.**

Colombia, October 2015 - October 2016

Product designer, tesis project in industrial design.

## Education

**Master - Strategic Design**

Italy, 2017 - 2019

Politecnico di Milano

**Industrial Design**

Colombia, 2011 - 2016

Jorge Tadeo Lozano University

## Courses

- Community management, Brand strategy.
- Google analytics, SEM, SEO.
- Basics to public and government management.

Visit my portfolio at: [www.andresfepardo.com](http://www.andresfepardo.com)

## Languages

Spanish ● ● ● ● ● ● ● ●

English ● ● ● ● ● ○ ○ ○

Italian ● ● ● ● ● ● ○ ○

## Skills

### Design thinking

User experience analysis, customer journey, diamond methodology, user persona.

### Web design

Figma, Elementor, WordPress.

### Digital Campaigns

Facebook ads, Google ads, LinkedIn ads, Google Analytics, Facebook Analytics.

### Email Marketing

Newsletter, direct email marketing.

### Design

Illustrator, Photoshop, Indesign, Premier.