

Hello! I'm Sioswel Medina, I'm **passionate** to new challenges.

Graphic Designer

About me

Passionate graphic designer with over 3 years of freelance experience in visual identity creation, social media graphics, motion design, web design, UX/UI development, and Meta Ads campaigns. I have led design teams, managed marketing strategies, and handled community management for startups. Additionally, I have experience as an art director and as a mentor for design students.

Skilled in HTML, CSS, JavaScript, React, Next.js, Node.js, and proficient in tools like GitHub and AI-based workflow optimizers. My goal is to deliver visually compelling designs that meet business objectives and enhance user experiences.

Linkedin [!\[\]\(d66ff64371a51729ac8c1cdaa685ba6f_img.jpg\)](#)

[Sioswel Medina](#)

Portfolio [!\[\]\(003082e50e3009141f59bd5df831749f_img.jpg\)](#)

[sioswel.com](#)

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Languages

- Spanish (Native)
- English

Software Proficiency

- Adobe Illustrator
- Adobe Photoshop
- Adobe After Effects
- Adobe Media Encoder
- Figma
- Visual Studio Code
- Office Suite

Soft skills

- Strong Public Speaking Skills
 - Effective Communication
 - Team Leadership Abilities
 - Problem-solving Skills
 - Logical and Analytical Thinking
 - Quick Learner
 - Adaptability
 - Stress Management
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Key Achievements

- Successfully created and executed a Meta Ads campaign that resulted in over 2,000 sales within four months for an e-commerce brand.
 - Rapidly promoted from a call center sales position to Art Director at an e-commerce company.
 - Promoted from graphic designer to design coordinator at a startup within a short time span.
 - Taught design courses and mentored students, helping them develop practical design skills.
 - Self-taught HTML, CSS, and JavaScript within one month to develop several websites, demonstrating adaptability and fast learning.
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Work experience

- ◆ **Graphic designer** - Smurfskins (2020 - Present) [4 Years working together] [Europe]
 - Developed and implemented visual assets and motion graphics for various marketing campaigns.
 - Managed social media content and designed Meta Ads campaigns, leading to increased engagement and conversions.
 - Promoted to lead designer, coordinating design and social media efforts.
 - ◆ **Graphic designer** - King Miao (2020 - Present) [4 Years working together] [LATAM]
 - Co-developed four successful brands alongside the CEO, overseeing visual identity and communication strategies.
 - Designed comprehensive brand identities, sub-brands, and promotional materials.
 - Supervised the business team, ensuring product quality and brand consistency.
 - ◆ **Product manager** - Flowshopy (2023 - Present) [1 Year working together] [Brazil]
 - Led the UX/UI design for a cutting-edge application, currently in development, aimed at the Brazilian market.
 - Directed cross-functional teams across design, front-end, and back-end development, ensuring smooth collaboration and alignment with the product vision.
 - Designed the brand's visual identity and led all design aspects of the app.
 - ◆ **My own projects** - VALK (2019 - Present) [LATAM]
 - Founded and managed a graphic design and web development consultancy, delivering customized design solutions for diverse clients.
 - Established and ran an e-commerce business under PANDA Digital.
 - Launched VALK Academy, a design education platform offering specialized courses.
 - ◆ **Graphic Designer** - Some freelance projects
 - **Football Motion** [MEXICO]
2020 - 2021 Visual Identity, Lead Designer.
 - **Mexican Grill** [SWITZERLAND]
2022 Graphic Designer.
 - **Barra24** [VENEZUELA]
2023 Visual Identity.
 - **Pidewaffles** [VENEZUELA]
2024 Visual Identity.
 - **Los pinos de Nacho** [VENEZUELA]
2024 Visual Identity, Lead Designer.
 - **La tequería** [VENEZUELA]
2024 Graphic Designer.
 - **RR Cambios** [LATAM]
2024 Visual Identity, Graphic Designer, Social Media Research, Meta ADS.
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