



**Johan  
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Sr. Graphic Designer

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## Design Software & Technical Proficiency

### Design Applications:

Photoshop, Illustrator, InDesign

### Digital Marketing & Project Management:

- Google Display Ads, Facebook Ads Manager, Meta Business Manager, Email Marketing
- ClickUp, Asana, Trello, JIRA and Scrum.

### Web & Content Management Experience:

- HTML5, CSS3 and WordPress
- Domain management, web hosting & DNS
- Hubspot, MailChimp, ActiveCampaign, SurveyGizmo and Zapier email software
- Unbounce & LeadPages for landing pages. Canva for collaborative marketing design.

## Professional Experience

### Vibrant Wellness | May 2022 – Present | Santa Clara, CA

#### Sr. Graphic Designer

- Conceptualize and develop educational and marketing materials for healthcare providers and their patients.
- Collaborate with marketing, sales, clinical, web development and e-commerce teams on designing assets that promote the value of our products and increase sales.
- Create intuitive web experiences (landing pages, product listing pages, help desk/support centers, etc) to provide resources for providers and our organization.

### How To Manage a Small Law Firm | Feb. 2021 – May 2022 | Miami, FL

#### Sr. Graphic Designer

- Conceptualize, design and execute value-driven marketing campaigns and deliverables to increase member acquisition.
- Ensure all marketing and event design collateral clearly and effectively communicates the brand voice and company values.
- Collaborate with Operations, Programs and Events departments in the production aspects of their initiatives, including the creation of workbooks and educational materials, slide decks, landing pages, print signage and materials, and digital graphics for internal and external web and email use.

### Gravitational Marketing | Aug. 2015 – Feb. 2021 | Orlando, FL

#### Graphic Designer

- Collaborate with creative team to design monthly creative package collateral for our clients: including showroom pieces, Google display ads, Facebook display ads, social media graphics, email marketing templates and landing pages.
- Conceptualize and design all print and digital elements for each quarterly mastermind meeting to create a unique experience for all our visiting clients.
- Collaborated with creative and development teams to deliver unique and intuitive user experiences through optimizing & redesigning our websites and web apps.

### Construction Data Company | June 2014 – Aug. 2015 | Casselberry, FL

#### Creative Marketing Manager

- Redesigned corporate website to improve user experience across all devices, more effectively communicate our service, brand and products, as well as allow the marketing department to consistently update online content for SEO.
- Conceptualized and designed online account management system for Lead Manager, generating over \$30,000 in online subscription renewals within 60 days.
- Deliver weekly production reports to newspaper production team and oversee transactions between advertising team and clients, from purchase agreement to ad postings.

## Education

### University of Central Florida

Aug. 2011 - May 2014 | Orlando, Florida

*Bachelor of Fine Arts Degree in Graphic Design*

### Valencia College

Aug. 2008 - May 2011 | Orlando, Florida

*Associate in Arts Degree in Studio/Fine Arts*