



**Johan  
Colon-Sanchez**

*Senior Visual  
Designer*

**Contact Me:**

hello@johancolon.com  
(321) 614-0864

**See My Work:**

johancolon.com

## Professional Summary

Senior Visual Designer with 10+ years of experience working at the intersection of design, marketing, and operations.

I specialize in building scalable systems that improve clarity, accelerate production, and drive measurable outcomes. My work focuses on structuring how design supports growth—whether that's simplifying complex information, increasing team velocity, or creating consistent, high-quality experiences at scale.

## Professional Experience

### Vibrant Wellness — Senior Visual Designer

*May 2022 – Present | Santa Clara, CA*

- Led the design of scalable marketing, clinical education, and sales enablement systems across digital and print touchpoints
- Translated complex healthcare concepts into clear, accessible visual experiences used by 20,000+ providers
- Designed and optimized web experiences supporting a platform with ~200K monthly users, improving clarity and usability of complex content
- Developed campaign and email assets for a 30K+ subscriber base, driving engagement and supporting product adoption
- Designed event collateral and activation materials contributing to 2,000+ provider sign-ups
- Streamlined marketing asset libraries, reducing redundancy and improving production efficiency

### How To Manage a Small Law Firm — Senior Graphic Designer

*Feb 2021 – May 2022 | Miami, FL*

- Led design of marketing campaigns and creative systems supporting member acquisition and retention
- Partnered cross-functionally with Operations, Programs, and Events teams to deliver educational materials, landing pages, and digital campaigns
- Designed and systemized large-scale event deliverables, including workbooks and supporting collateral for 4 annual events
- Improved production efficiency and readability by implementing structured typography and layout systems
- Maintained brand consistency across all marketing and program materials in a multi-project environment

### Gravitational Marketing — Graphic Designer

*Aug 2015 – Feb 2021 | Orlando, FL*

- Increased design team velocity by over 50% through workflow improvements and task prioritization
- Established scalable landing page systems using Unbounce, improving speed, consistency, and deployment
- Designed and delivered high-volume marketing collateral across print, digital, email, and web at scale
- Supported multi-channel campaign execution for automotive clients, including events and promotional rollouts
- Collaborated within Agile workflows to improve responsiveness and accelerate delivery timelines



**Johan  
Colon-Sanchez**

*Senior Visual  
Designer*

**Contact Me:**

hello@johancolon.com  
(321) 614-0864

**See My Work:**

johancolon.com

## Professional Experience *(cont)*

### **PupLuxe Grooming — Co-Founder / Operations & Growth**

*2022 – Present | Orlando, FL*

- Built and scaled a mobile grooming business from a single unit to 3 mobile units
- Developed marketing, operations, and customer experience systems to support scalable growth and retention
- Drove consistent revenue growth through paid acquisition and customer lifecycle strategies
- Established workflows and team structures to maintain service quality while scaling

### **Orlando Gayming League — Chairman of the Board & Board Secretary**

*2024 – Present | Orlando, FL*

- Established nonprofit governance, bylaws, and board operations for a 501(c)(3) organization
- Launched recurring membership program generating consistent monthly revenue
- Secured sponsorships supporting programming and operational funding
- Grew community 3X across Discord and social platforms
- Established systems for event programming, community engagement, and multi-platform communication

## Core Skills

Design Systems • Marketing & Growth Design • Creative Direction

Cross-functional Collaboration • Process Optimization • Brand Development

Campaign Strategy • Web & UX Design • AI-Assisted Design & Workflow Optimization

## Technical Skills

**Design Tools:** Photoshop, Illustrator, InDesign, Figma, Canva

**Marketing & Platforms:** Google Ads, Meta Ads Manager, Email Marketing

**Web & CMS:** HTML5, CSS3, WordPress, Unbounce, Leadpages

**Tools & Systems:** ClickUp, JIRA, Agile/Scrum, HubSpot, Mailchimp, Zapier

**AI Tools & Workflows:** ChatGPT, Adobe Firefly, prompt-driven design workflows

## Education

### **University of Central Florida**

Bachelor of Fine Arts, Graphic Design

### **Valencia College**

Associate in Arts, Studio/Fine Arts