



**Johan
Colon-Sanchez**
Sr. Graphic Designer

Contact Me:

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See My Work:

johancolon.com



Design Software & Technical Proficiency

Design Applications:

Photoshop, Illustrator, InDesign, Figma, Canva

Digital Marketing & Project Management:

- Facebook Ads Manager, Google Ads, Meta Business Manager, Email Marketing
- ClickUp, JIRA and Scrum Agile Framework

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 & Figma for collaborative design.

Professional Experience

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

Sr. Graphic Designer

- Lead design of marketing, clinical education, and sales enablement materials across digital and print touchpoints.
- Collaborate cross-functionally with marketing, sales, clinical, and product teams to translate complex healthcare concepts into clear, engaging visual experiences
- Design and optimize web experiences (landing pages, product pages, support content) for a platform with ~200K monthly users
- Develop campaign and email assets for a 30K+ subscriber base, supporting provider engagement and product adoption
- Create event collateral and activation materials contributing to 2,000+ provider sign-ups
- Produce scalable educational resources used across key provider learning tools

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

Sr. Graphic Designer

- Led design of marketing campaigns and creative assets supporting member acquisition, engagement, and retention
- Partnered with Operations, Programs, and Events teams to produce educational materials, landing pages, and digital campaigns
- Owned design and production of key deliverables for 4 annual events, including large-scale workbooks and event collateral
- Redesigned and systemized workbook production using structured typography and layout systems, improving efficiency and readability
- Maintained brand consistency across all marketing and program materials
- Collaborated across distributed teams in a fast-paced, multi-project environment

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

Graphic Designer

- Designed and delivered monthly marketing collateral for automotive clients, including print showroom materials, digital ads, email templates, and landing pages
- Conceptualized and executed creative for quarterly client events, producing cohesive print and digital brand experiences
- Increased design team velocity by 50% through workflow and task prioritization improvements
- Led adoption of Unbounce for landing page development, establishing production and QA processes to improve speed and consistency
- Collaborated within an Agile framework to prioritize client requests and accelerate delivery timelines
- Managed multiple client projects simultaneously in a fast-paced agency environment while maintaining high-quality standards

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