

# Lina Henriquez

Digital Marketing Specialist / Graphic Designer

A seasoned graphic designer with over 15 years of experience in creating visually appealing and user-friendly websites and mobile apps for multinational sporting events. With a strong foundation in UX design and an ongoing education in digital marketing communications, I bring a unique combination of creativity and technical proficiency to each project, delivering results that exceed expectations. Committed to excellence and driven by a passion for design, I am eager to use my skills to enhance any company's online presence.

## WORK EXPERIENCE

### Graphic Designer | Información de Negocios y Procesos (INP LTDA)

BOGOTA, COLOMBIA (2010 – 2022)

- Designed main software branding and event deliverables including wireframes, mock-ups, front-end software, and promotional graphics.
- Provided user interface designs, prototypes, and layouts for front-end and back-end software, including app prototyping and CSS styles using Ionic Framework.
- Customized CSS and established visuals for multiple international sporting event websites.
- Acted as webmaster during events, managing galleries, updates, and general information.
- Designed event accreditations, certificates, lanyards, and other graphic pieces.
- Expertise in designing printables, and a wide range of deliverables for various platforms.

### Junior Web Designer | PS Manager

BOGOTA, COLOMBIA (2006 – 2009)

- Designed web layouts and HTML for high-profile portals including the International Bank of Bogota and the official Colombian Brand campaign "Colombia is Passion" in 2008.
- Created banners and ads for multiple client websites.

## EDUCATION

### Digital Marketing Communications | Graduate Certificate

St. Lawrence College

KINGSTON, ON, CANADA (2023)

### Graphic Design | Bachelor's Degree

Jorge Tadeo Lozano University

BOGOTA, COLOMBIA (2005)

## LICENCES & CERTIFICATIONS

- Google Analytics Certification (DEC. 2022)
- Google Analytics Individual Qualification (FEB. 2023)
- Google Ads Display Certification (JAN. 2023)
- Google Ads Search Certification (DEC. 2022)
- Google Ads Creative Certification (MAR. 2023)
- Hootsuite Platform Certification (FEB. 2023)
- Excel for Marketers. LinkedIn Learning (JAN. 2023)
- Semrush Marketing Analysis (JAN. 2023)
- Foundations of User Experience (UX) Design. Google (NOV. 2021)
- Introduction of User Experience Certificate. HEC MONTRÉAL (AUG. 2021)



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DIGITAL CREATIVE

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## SKILLS

### Digital Marketing:

- SEO (Search Engine Optimization)
- SEM (Search Engine Marketing)
- Data Analysis
- Email Marketing
- Digital Advertising
- Social Media Marketing
- Social Media Tools / Dashboards
- Content Creation
- Video Editing

### Graphic Design:

- Branding and Identity Design
- Mobile & Desktop Design
- Mobile App Design
- UI/UX Design
- Wireframing & Prototyping
- HTML5 & CSS Customization
- Layout and Wireframe Design
- Print Design

## SOFTWARE

- Adobe Photoshop
- Adobe Illustrator
- Adobe XD
- Adobe InDesign
- Adobe Premiere Pro
- WordPress / Shopify
- Canva
- Microsoft Office
- Hootsuite (Certified)