



# Laura Velez

Multidisciplinary designer. Focus on graphic, branding, art direction and textile design.

📍 Bogotá, Bogota, Colombia

✅ Laura is **Available to work**

[Portfolio link](#)

[Portfolio file](#)

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## Work Preference

Location: Open to relocate

Pattern: Open to Full time or Part time work

Employment: Freelance Assignments, Permanent Positions, Hourly Consulting

## Skills

Art Direction (Advanced)

Graphic Design (Advanced)

Textile Design (Advanced)

Procreate App (Advanced)

Illustration (Advanced)

Adobe Photoshop (Advanced)

Adobe Illustrator (Advanced)

Adobe Lightroom (Intermediate)

Branding (Advanced)

Creative Arts

## Languages

English (Fluent)

Spanish (Native)

French (Work Proficiency)

## About

Hi. I'm Laura, a curious collector and observer of flowers and plants. Multidisciplinary artist and designer with a background in graphic design, fashion, branding, illustration and art direction. I bring ideas to life through my sensitive and flexible view of the world. I'm a strong believer that art, crafts and nature can help to improve our experience as humans in this planet.

### BRANDS WORKED WITH

Laura y las Flores

Mooco.TV

The Walt Disney Company

## Experience

### ● Graphic and textile designer

Laura y las Flores | Mar 2021 - Now

Art director, branding and textile freelance designer.



### ● Creative designer and Art Director

The Walt Disney Company | Aug 2019 - Mar 2021

Graphic Designer in the Creative team of Consumer Products, Games & Publishing, CSA. Developing arts for retail and digital activations, style guides developments, branding for new franchises. Communication and innovation strategies for new licensees projects developing theatrical and product pitches. The following up of projects outside the company as an Art Director and brainstorming and strategic thinking for new challenges.

### ● Graphic Designer and Art Director

Mooco.TV | Jun 2017 - Aug 2019

Graphic Designer and Art Director at branding and animation studio Mooco.Tv. Developed arts for On-Air animations and digital platforms for companies like Disney, Viacom, Nickelodeon and MTV. Adaptations of arts for our clients digital platforms and the creation of new ones to be later animated. Created projects from scratch thinking and evaluating our clients needs, having as a result a complete design campaign.

## Education & Training

2015 - 2021

### ● UADE

Professional, Graphic design

