

ANDRÉS FELIPE ORTIZ

CREATIVE & MARKETING LEAD | SENIOR GRAPHIC DESIGNER
GENERATIVE AI SPECIALIST

PROFILE

Creative leader and advertising professional with expertise in branding, web development, and digital ecosystems. I elevate art direction by integrating Generative AI and CGI tools, combining visual innovation with strategic management to scale projects and brands.

SKILLS

- Art direction
- Visual storytelling
- Brand identity development
- Creative strategy
- Generative AI visual production
- Digital product design
- Editorial design
- Photography direction
- Campaign ideation
- Mockup generation, Retouching



EDUCATION

UI Design: Visual and Interface Design - Udemy (2025)

Bachelor's Degree in Marketing and Advertising - Universidad de Santander 2014 (UDES)

Technical High School Diploma, Specialization in Technical Drawing - Instituto Técnico Aquileo Parra

EXPERIENCE

- **Creative & Marketing Leader | InBari Core (Feb 2026 – Present)**
Led branding, marketing operations, and UX/UI, bridging creative and tech.
- **Art Director & Designer | Featured Projects & Volunteering (2025 – 2026)**
AI-driven art direction and editorial design for social projects.
- **Founder & Operations Director | Chori&Pancho (2025 – April 2026)**
Business management, advertising design, and operational standardization.
- **Advertising & Graphic Designer (Publicity) | ESSA Grupo EPM (2023)**
Graphic production and corporate communication campaigns.
- **Advertising & Graphic Designer | Cámara de Comercio de Bucaramanga (2019)**
Visual strategies and corporate design for business events.

LANGUAGE

Spanish: Native
English: Intermediate
German: Basic

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