ANGIE UMAÑA

SENIOR MEDIA DESIGNER

https://disenador-grafico-0a1a32.webnode.cr/

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✳ ABOUT ME

Senior Media Designer with extensive experience in print, digital, and UI design, specializing in high-quality visual communication for global consulting environments. Passionate about transforming complex ideas into clear, compelling design systems and storytelling pieces across multiple formats and platforms.

✳ SKILLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Figma
- PowerPoint
- Video Editing
- AI-assisted visual exploration (Firefly)

✳ LANGUAGES

- Spanish (Native)
- English (Fluent)
- Portuguese (Fluent)

✳ EDUCATION

Bachelor's Degree in Advertising Design
Universidad Fidélitas, 2010

**UX Design Fundamentals –
Full Stack ID Credential**
SDI Institute, 2019

EXPERIENCE

✳ McKinsey & Company

Senior Media Designer – Print, Digital & UI
2019 – Present

- Core member of the Print & Digital team, producing high-impact visual materials for senior leadership, internal initiatives, and client-facing communications.
- Design and development of print and digital collateral, including reports, booklets, presentations, interactive PDFs, and event materials.
- Creation of UI prototypes for web and mobile applications for both internal tools and client projects.
- Collaboration with multidisciplinary teams to ensure brand consistency, clarity, and visual excellence across all deliverables.

✳ Previous Roles at McKinsey & Company

- Graphic Designer (Print & Digital) | 2018 – 2019
- Junior Graphic Designer | 2015 – 2016
- Senior Presentation Designer | 2010 – 2015

✳ Gensler

Marketing Coordinator – São Paulo Office
March 2017 – March 2018

- Strategic partner to project champions, supporting proposal development through creative concepts, visual strategy, and storytelling.
- Point of contact for marketing and business development initiatives in the São Paulo office.
- Led the development of the office's marketing and communications platform, including team resumes, lead tracking, metrics, photography, client releases, award submissions, and event planning.