

Felipe Jiménez

Multidisciplinary Creative Director

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Professional Profile

Creative Director, Graphic Designer, and Audiovisual Producer with over 10 years of experience leading projects in visual communication, editorial design, multimedia production, and interactive design for cultural, educational, institutional, and corporate sectors. I have worked with both brands and public organizations, academic institutions, and local communities—developing visual narratives that connect purpose, aesthetics, and functionality. I integrate strategic thinking, art direction, collaborative methodologies, technological accessibility, and user-centered design across multi-format projects, adapting fluidly to diverse contexts. English level: C2 (fluent in spoken and written communication).

Professional Experience

• Creative Director

Self employed | 2016 – Present

I work from my independent creative platform on projects that intersect visual, editorial, audiovisual, and interactive design. I have led branding processes, editorial design, animation, UX/UI, and institutional campaigns for clients across the Americas and Europe. My role integrates strategy, concept, and execution—leading multidisciplinary teams when the scope requires it.

• Assistant Director

Lucy Animation Studio | Jul.2023 – Dec.2024

Active role in the creation and supervision of institutional and narrative animated pieces. Supported design and animation teams from visual scripting to art direction and layout. Directed international institutional animated short films. Assistant director in an international production. Artistic contribution in storyboard, character layout, and background design for an original short film. Animation assistant providing technical support in traditional animation clean-up.

• Senior Graphic & Multimedia Designer

Bogotá District Health Secretariat | Jan.2022 – Dec.2023

I designed visual assets for internal and external graphic campaigns. Visually coordinated institutional publications and materials. Designed the user interface and user experience of the accreditation platform. Produced animations and digital pieces for internal communication channels. Conducted reputational and compliance news monitoring for the communications office.

• Senior Graphic, Audiovisual & Interactive Media Designer

Pedagogical and Technological University of Colombia (UPTC) | Mar.2015 – Sep.2021

Development of research-creation projects with a social and educational focus. Direction of documentaries, interactive installations, and editorial content. Design of accessible user interfaces. Design of graphic campaigns, photo books, and social cartographies. Direction and co-production of an animated short film. Currently collaborating as a freelance editorial designer.

• Graphic Designer & Audiovisual and Multimedia Producer

Engrama Estudio | Jan.2011 – Dec.2014

Development of visual identities and web platforms. Production of audiovisual music videos. Creative coordination of projects in the cultural and institutional sectors. Art direction for animation, editorial, and multimedia content. Direct communication with clients and creative teams.

• Graphic & Multimedia Designer

Black Hat Archetype | Jul.2013 – Jan.2014

Strategic development of visual identity: naming, branding, and website. Interface and internal platform design. Pre-production direction for an interactive cybersecurity campaign. Conceptualization of video games and educational materials. Execution of graphic solutions with a communication-focused approach.

• Junior Graphic & Multimedia Designer

RCN TV | Jan.2013 – Dec-2013

Graphic design for TV promotions, bumpers, and on-air content. Photo retouching for animated assets. Motion graphics animation for series and soap operas. Exploration in visual effects and 3D post-production. Participation in multidisciplinary creative teams.

Education

Bachelor's Degree in Graphic Design

Universidad Jorge Tadeo Lozano — Graduated in 2017

Technologist in Audiovisual and Multimedia Production

Universidad Jorge Tadeo Lozano — Graduated in 2014

Filmography

La ruta de la lana (2023)

Director and Co-Producer – Documentary Film

Developed as part of a research-creation project on the living weaving tradition in Nobsa, Boyacá.

Produced in collaboration with the **Pedagogical and Technological University of Colombia (UPTC)** and the **Taller 11 Design Research Group**.

Videography

El poder de las mujeres rurales (2023)

Director and Co-Producer – 2D Traditional Animation

Created as part of a research-creation project that merges *Design Thinking* and the empowerment of rural women. Developed in collaboration with the **Pedagogical and Technological University of Colombia (UPTC)** and the **Taller 11 Design Research Group**.

Mentiras y Silencios (2015)

Director and Producer – Music Video

Produced for Bogotá-based hardcore band **Free to Decide**.

Publicaciones

Design and Interactive Art: Explorations in Assistive Environments (2021)

Book Chapter

Published in "Research and Creation through the Territory in Colombia".

ISBN: 978-958-5123-82-3 – pp. 245–271

Publisher: Universidad de Nariño

SENSORIUM (2019)

UX/UI Design and Co-Production

Mobile application for indoor geolocation designed for individuals with visual impairment (low vision).

Registered as software in Colombia – SGI 2132.

Participatory Processes as a Strategy to Create a Training Test for Attentional Processes in Older Adults (2018)

Short Article

China

Published in Gerontechnology – Vol. 17, p. 81

ISSN: 1569-1101 – DOI: 10.4017/gt.2018.17.s.081.00

Publisher: International Society for Gerontechnology – China

Awards & Recognitions

La Ruta de la Lana (2024)

Director and Co-Producer – Documentary

Selected for the **International Image Festival, Manizales 2024**, in the "Cinema and Digital" category.

El poder de las mujeres rurales (2024)

Dirección y Co-Producción para Animación 2D tradicional

Selected for the **International Image Festival, Manizales 2024**, in the "Media Art" category.

Corpus Sonitus (2019)

Dirección y Co-Producción para obra de arte interactivo

Selected for exhibition and presentation at the 11th International Design Research Seminar, Saltillo, Mexico.

Software

Adobe CC Suite

Toon Boom Harmony

Cinema 4D

Blender

Logic Pro

Figma

Microsoft Office

Slack