



El Gato Diego

PUBLICIST - FRONT END - GRAPHIC DESIGNER - SOCIAL MEDIA - GEEK



WWW.ELGATODIEGO.COM



El Gato Diego

PUBLICIST - FRONT END - GRAPHIC DESIGNER - SOCIAL MEDIA - GEEK

WWW.ELGATODIEGO.COM

Contact: (571)3017873638 - (571)6952453 / email: josediegodiaz@yahoo.com - diegocuellar@msn.com



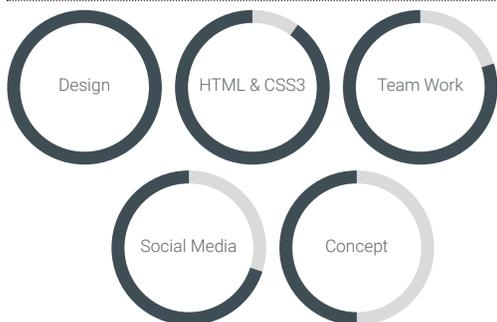
PROFILE

Publicist graduated from the San Martín University Foundation. Responsibility, compliance and dedication are my main strengths when it comes to doing a job or project, making use of the maximum resources to develop it. I have knowledge in FrontEnd, Web Design, Style Sheets, Analytics, UX (User experience), Social media and some knowledge in digital marketing. I am constantly in search of new knowledge in order to reinforce the experience where I have worked. I like the cinema, reading, riding a bicycle and chocolates.

ACHIEVEMENTS

In 2019 I have the chance to participate and great experience to be in the **A' Design Award and Competition** thanks to be working in three personal web projects. This work was nominated in the Digital Edition Category.

QUALITIES



WORK EXPERIENCE

● Front End and Graphic Designer

Panamericana Formas e Impresos

MARCH 01 2016 - FEBRUARY 28 2019

Web Designer / Graphic Designer. Daily updates in the web site company (www.panamericanafei.com.co and www.copypac.com). Creation of new contents for web and intranet portal landing pages, minisites, weekly reports and analytics information. Also I manage the social media pages because every week we made strategy campaigns to promote the company services. SEO upgrade to improve the reach of the site and convert visitors in to sales. Analytics code implementation, email marketing, SMS campaigns and intranet updates. In graphic design works for brochures, posters and external layout for the company and sales campaigns.

● Front End

ATH (A Toda Hora)

MARCH 19 2013 - JANUARY 15 2016

For this financial entity I work as web designer in the marketing department, with this group manage all the banks and financial companies about the web layouts, social media strategy and other requirements. Worked with IBM websphere portal to make prototypes and site developments.

● Front End and Graphic Designer

Makro Supermayorista

NOV. 3 2010 - FEB. 1 2013

Makro Supermayorista - Front End and Graphic Designer

For this company I work as Graphic and web Designer in the layout for the web page, intranet, banners and landing pages; also building-up brochures, external (and in house) advertising for the supermarket. Other projects for this work was in-house logo creation (helpdesk) and intranet update.

● Graphic Designer

PyM Colombia

APRIL 2008

Freelancer as Graphic Designer in real estate magazine. This job was a great experience because all the elements used was for a specific target (the architecture) and beef up all the knowledge about printing magazines and FTP send files.



El Gato Diego

PUBLICIST - FRONT END - GRAPHIC DESIGNER - SOCIAL MEDIA - GEEK

WWW.ELGATODIEGO.COM



WORK EXPERIENCE

Graphic Designer

Beccassino Publicidad

AUGUST 2007 -
DECEMBER 2007

Freelancer as Graphic and web designer. This job was for many seasons because was political time and all the advertising pieces was for a single candidate. Also we made many jobs for the Cundinamarca gubernation and for Angel Becassino personal works such as books CD Covers.

Front End

EL ESPACIO

NOVEMBER 2003 -
DECEMBER 2007

For this news paper i work as web designer full time. It was the way to love the web design because i have freedom to create and propose many designs in HTML and Flash. Also i have to create Multimedia presentations for audience research. One of the most important achievement was that the web version of the news paper (led by me) participate in the Bogota circle of journalist in 2006 in the independet web site category.

Front End and Graphic Designer

RPG Mercadeo & Publicidad

MARCH 2001 -
SEPTEMBER 2001

Web Designer for movies and travel sites also data base update for hotels sites and guides portal. Another works was for graphic designer cover magazines and news advertising for local news papers.

SKILLS



WEB DESIGN - I have the ability to design websites through HTML5, CSS3 and Some JavaScript. In turn I have worked with frameworks as Bootstrap and Foundation for the design of landign pages And I have also worked with CMS like Wordpress, Joomla and IBM WebSphere.



GRAPHIC DESIGN - I know about the development of graphic pieces for printing in CMYK in different formats; I have created brochures, catalogs and large format material. I have worked with the Adobe suite for the development of these pieces and obviously I have worked as a team for the production of printed designs.



SOCIAL MEDIA - I have had the opportunity to develop campaigns for social networks with due follow-up, analytics and strategies so that the message created has conversion.



SEO - The SEO of the pages where I have worked has improved markedly since an investigation has been made of all those phrases, words and terms that help and improve the positioning on the web to achieve better conversions, visits and audience.

SOFTWARE SKILLS



PROGRAMMING LANGUAGES



CMS



OTHER PLATAFORMS





El Gato Diego

PUBLICIST - FRONT END - GRAPHIC DESIGNER - SOCIAL MEDIA - GEEK

WWW.ELGATODIEGO.COM



APPLIED STUDIES



PUBLICIST - UNIVERSIDAD SAN MARTÍN COLLEGE

MARCH 30 - 2.001



FACE-TO-FACE COURSES



User Experience Course

30 Hours / September 2017

Social media for business

46 Hours / November 2015

HTML 5 and CSS3

20 Hours / November 2011

Adobe XD: Learn how to create professional designs

November 2018

FlexBox for beginners

August de 2018

Website layout using FlexBox with 10 golden rules to keep in mind.

UX Design: Concepts

July 2018

Learn how to work using ux concepts and build a good interactivity with users.

Sass language

June 2018

Learn to write professional css styles using SASS language quick and easy.

Programmation Logic

Mayo 2018

A basic course to learn how to understand languages such as Javascript, Python, HTML, SQL C++, etc.

Google Analytic

September 2018

Google Analytics basic functions, such as create an account, implement track code, build track reports and set up campaigns and objectives.



VIRTUALES COURSES





El Gato Diego

PUBLICIST - FRONT END - GRAPHIC DESIGNER - SOCIAL MEDIA - GEEK



WWW.ELGATODIEGO.COM

CONTACT



E-MAIL

josediegodiaz@yahoo.com

diegocuellar@msn.com



MOVIL PHONE

(57-1) 3017873638



WEB SITE

WWW.ELGATODIEGO.COM



SOCIAL MEDIA

in [linkedin.com/in/josediegodiaz/](https://www.linkedin.com/in/josediegodiaz/)

f [facebook.com/diegodiazelgato](https://www.facebook.com/diegodiazelgato)

🐦 twitter.com/diegodiazelgato

@ [instagram.com/el_gato_diego_diaz/](https://www.instagram.com/el_gato_diego_diaz/)

Bē [behance.net/diegodiazcuellar](https://www.behance.net/diegodiazcuellar)

▶ [youtube.com/c/skpepublicidadweb](https://www.youtube.com/c/skpepublicidadweb)

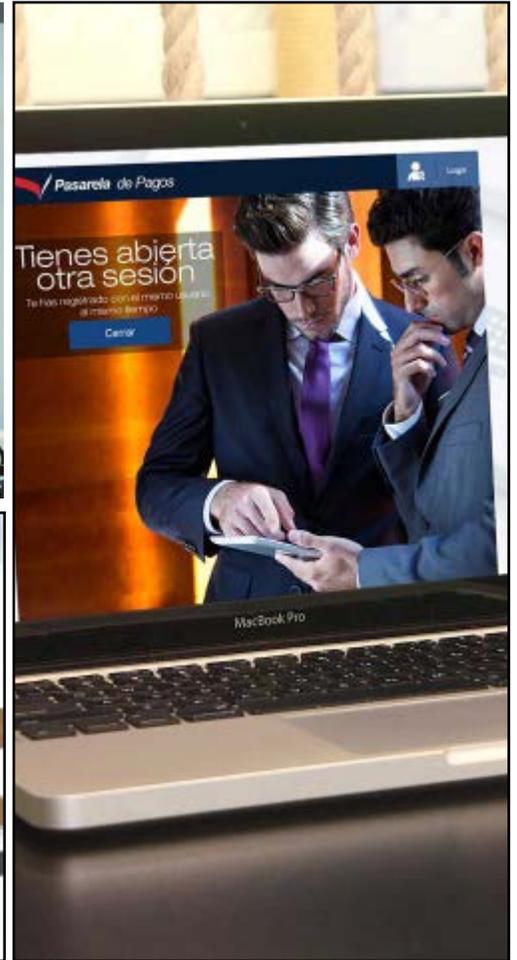
v [vimeo.com/elgatodiego](https://www.vimeo.com/elgatodiego)

PORT FOLIO

MORE WORKS AT WWW.ELGATODIEGO.COM

El Gato Diego

FRONT END



El Gato Diego

A' DESIGN AWARD AND COMPETITION NOMINATIONS



Adobe es un proyecto personal en el cual se busca ofrecer todas las herramientas de diseño gráfico y diseño web. La idea es que el usuario pueda acceder a ellas de forma gratuita y las imprima sin ningún costo ya que eso es lo que más necesitan los diseñadores.

Dw **Id** **Cs**



Programas de diseño como Adobe Dreamweaver e Illustrator y otros más. Este sitio es una herramienta para su productividad.



Manager
consulta
ElGatoDiego.com

Atajos de teclado para Impresos

Aquí podrá descargar los atajos para los programas de Adobe para Diseño gráfico e impresión, tales como Adobe Illustrator, Adobe Photoshop y Adobe InDesign. Estos atajos de teclado son los más usados por cada uno de los programas ya que hay muchos más. Este archivo está en formato PDF de alta calidad para su impresión a color.

[Descargar atajos de Impresos](#)

f t p o m s



¿Qué es Google Tag Manager?

Google Tag Manager es un sistema de gestión de contenido de forma rápida y sencilla los objetivos y las etiquetas de aplicación móvil. Una vez que el fragmento de Tag Manager se ha instalado en la página, puede configurar las etiquetas que se ejecutan en la página sin tener que cambiar el código de la página. Esto reduce el tiempo de entrega y es más fácil de programar para hacer cambios.

En este mini sitio usted encontrará un manual de instrucciones así como varias reflexiones y artículos para poder ampliar su conocimiento.



Manager
ElGatoDiego.com

f t p o m s

PORTAFOLIO DE TRABAJOS

DESIGNER EN FREELANCE

ADVERTISING

ACCIONES EN MARKETING

FULL TIME

SECRETARIADO

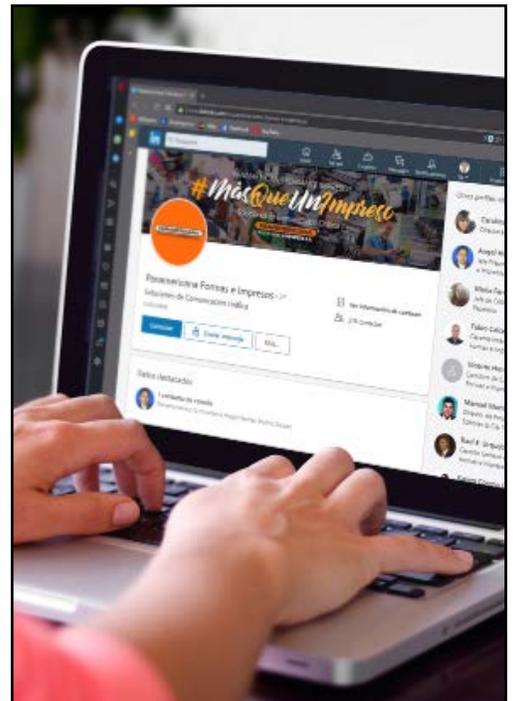
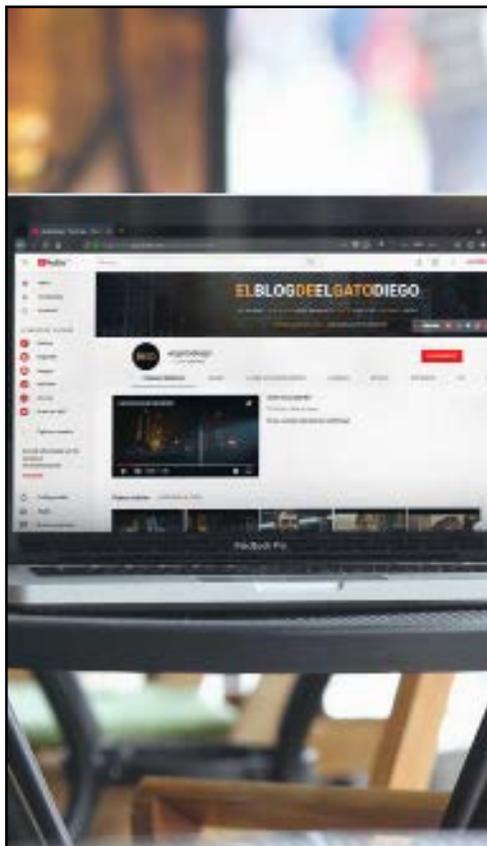
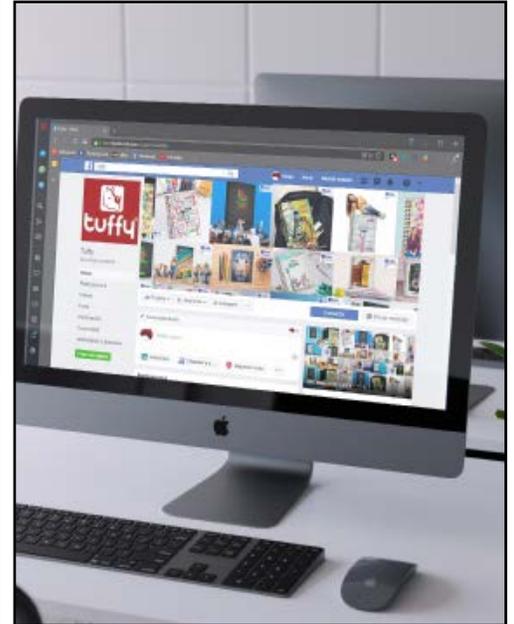
PERFORMANCE



f t p o m s

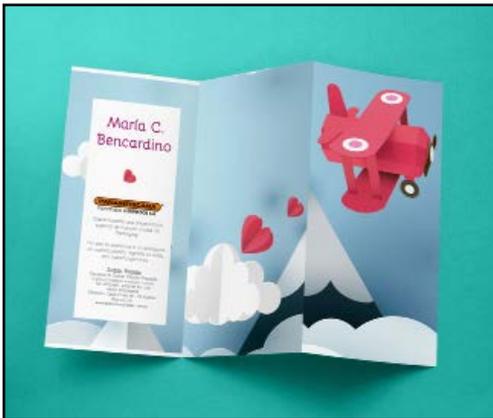
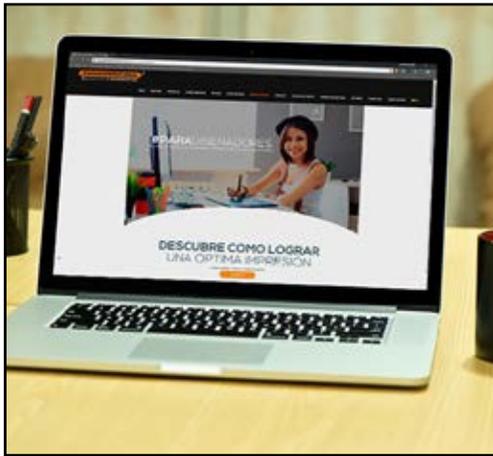
El Gato Diego

SOCIAL MEDIA



El Gato Diego

PANAMERICANA FORMAS E IMPRESOS



El Gato Diego

MAKRO SUPERMAYORSITA



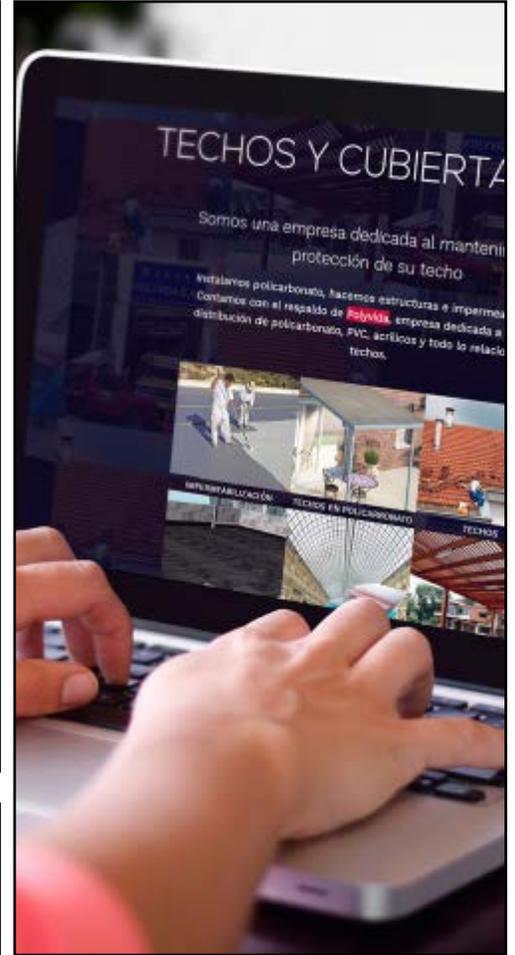
El Gato Diego

BECASSINO AGENCY



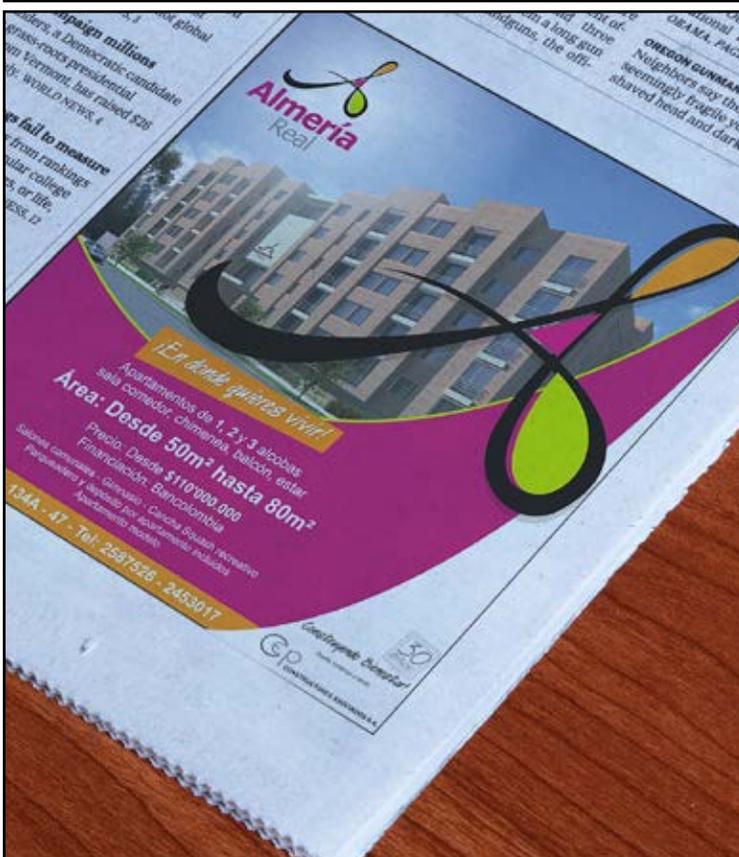
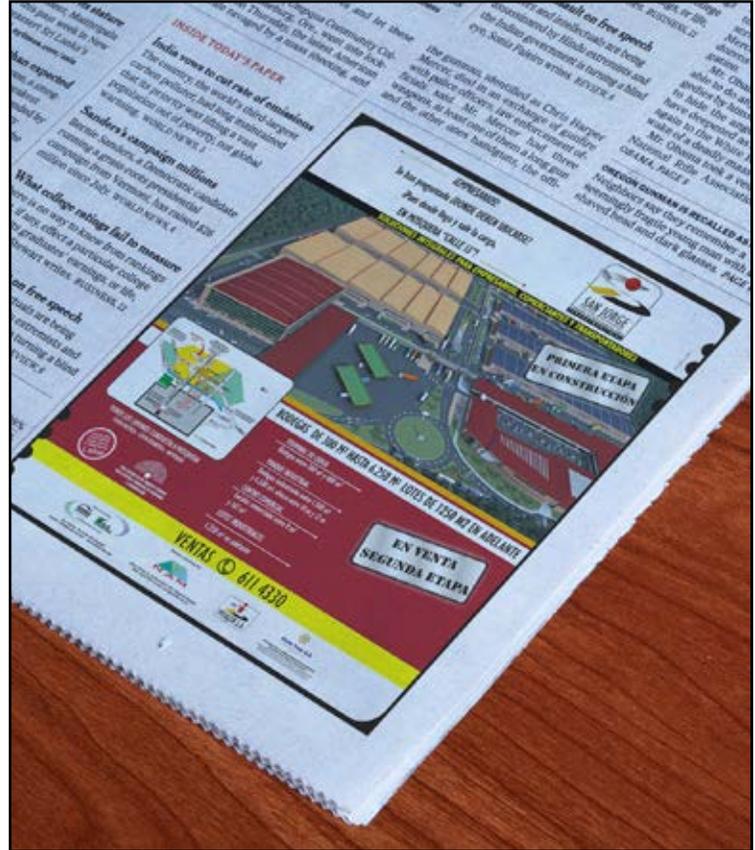
El Gato Diego

FREELANCE WORKS



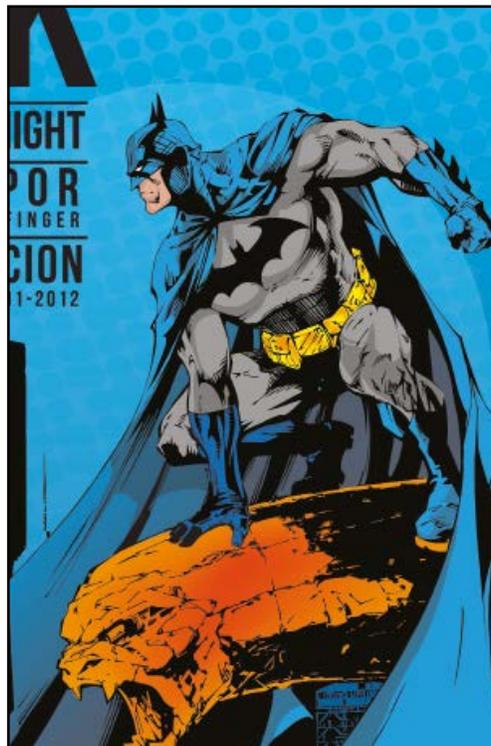
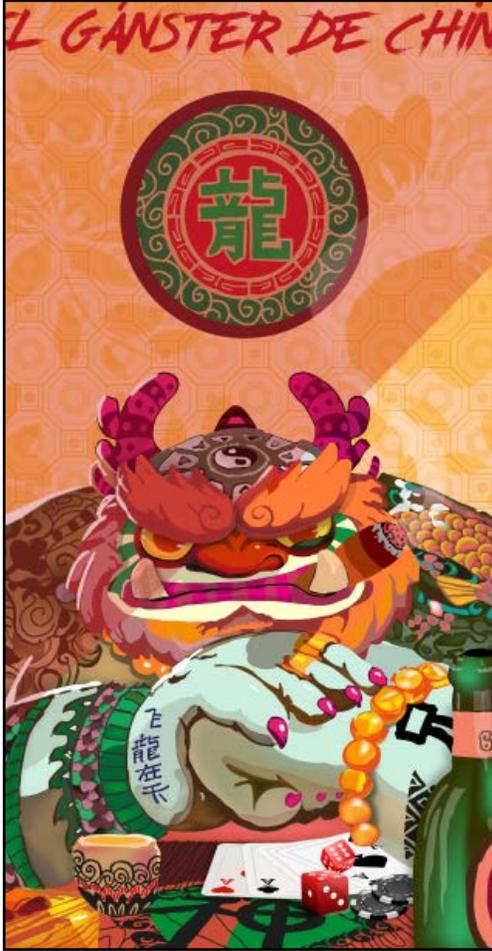
El Gato Diego

PYM COLOMBIA AGENCY



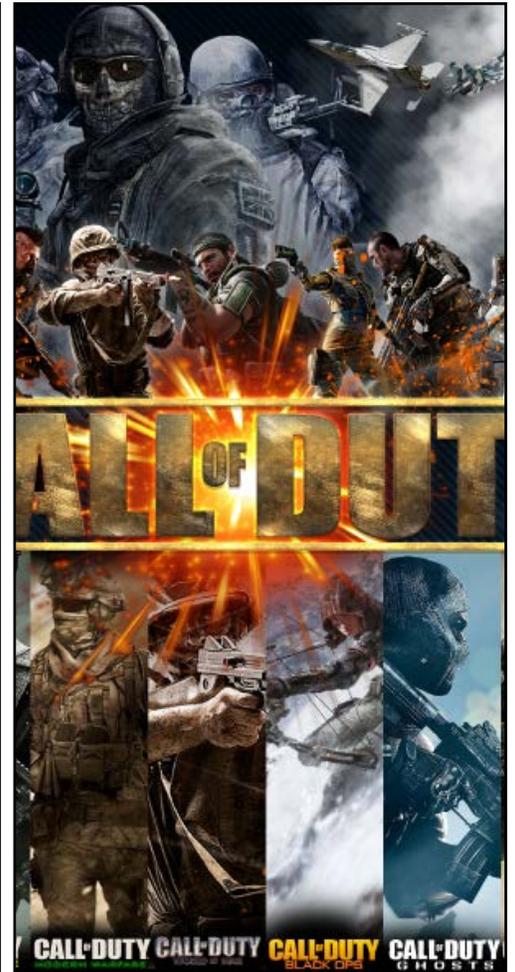
El Gato Diego

ADOBE ILLUSTRATOR



El Gato Diego

ADOBE PHOTOSHOP



En este mundo hay dos tipos de personas mi amigo

El Bueno
(El Rubio)



Cuando debas disparar hazlo ... no hables

El Feo
(Tuco)

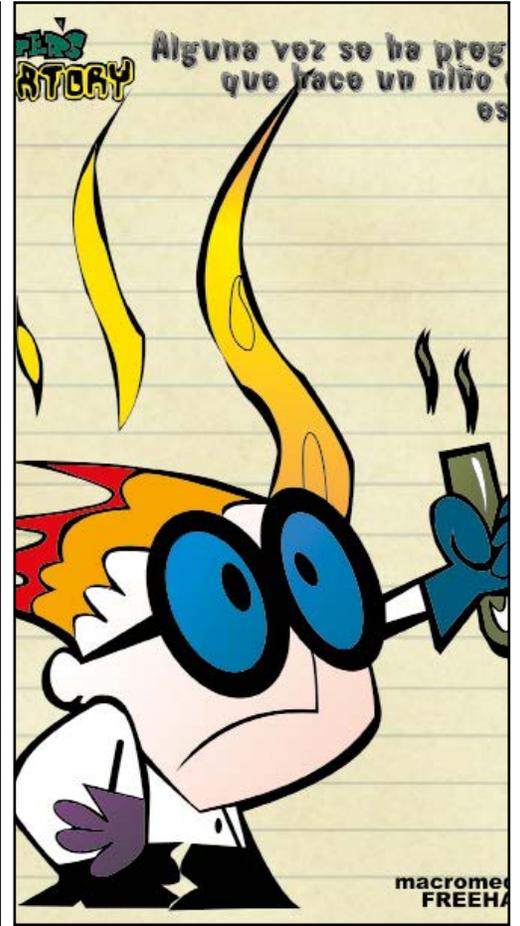
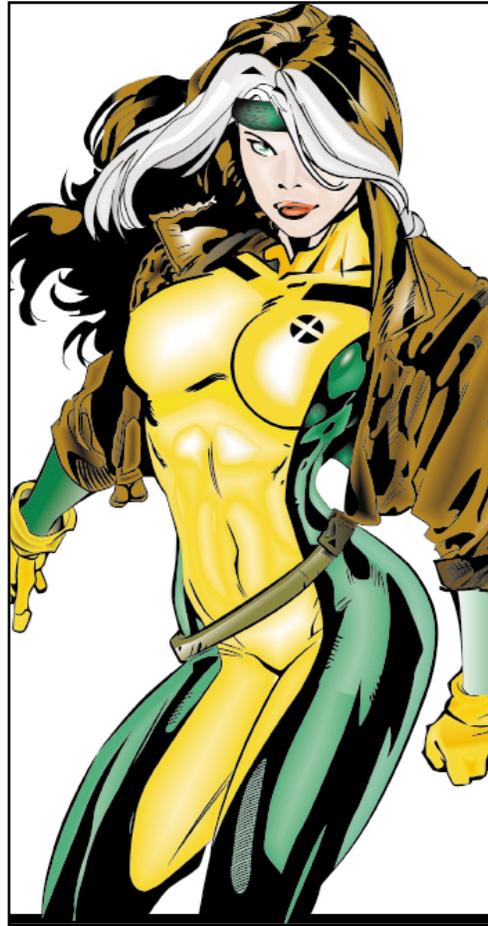
El Gato Diego

COREL DRAW



El Gato Diego

FREEHAND



BRIEF

WHO I AM



PUBLICIST
graduated in
SANMARTÍN
Fundación Universitaria

+10 years
experience



NOMINATED WORKS IN

A' Design
Award and
Competition

WORK EXPERIENCE



Makro Supermajorista

ATH (A Toda Hora)

Panamericana Formas e Impresos



EL ESPACIO

PyM Colombia Agency

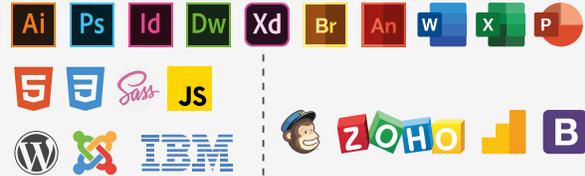
Beccassino Agency



RPG Mercadeo
& Publicidad Agency



SOFTWARE, CMS AND LANGUAGES SKILLS



APPLIED STUDIES

SANMARTÍN
Fundación Universitaria

nivelPRO
permanente educación

udemy

Google
Analytics Academy

GET IN TOUCH



josediegodiaz@yahoo.com



[linkedin.com/in/josediegodiaz/](https://www.linkedin.com/in/josediegodiaz/)



[behance.net/diegodiazcuellar](https://www.behance.net/diegodiazcuellar)

SKILLS



FRONT END



GRAPHIC



SOCIAL



SEO

WWW.ELGATODIEGO.COM



ElGatoDiego

WWW.ELGATODIEGO.COM

THANKS

