



# *El Gato Diego*

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



[WWW.ELGATODIEGO.COM](http://WWW.ELGATODIEGO.COM)



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

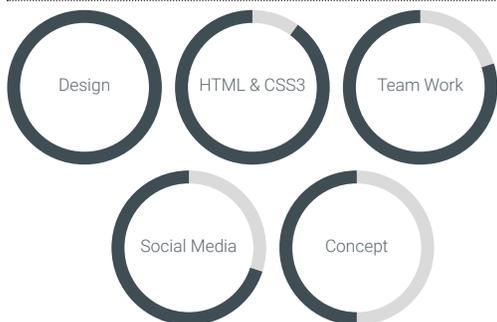
## PROFILE

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

MARCH 01 2016 - FEBRUARY 28 2019

#### Panamericana Formas e Impresos

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 into 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

MARCH 19 2013 - JANUARY 15 2016

#### ATH (A Toda Hora)

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

NOV. 3 2010 - FEB. 1 2013

#### Makro Supermayorista

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

APRIL 2008

#### PyM Colombia

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



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## 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.

## SOFTWARE SKILLS



## PROGRAMMING LANGUAGES



## CMS



## OTHER PLATAFORMS



**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.



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## 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





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## CONTACT

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MOVIL PHONE

(57-1) 3017873638



WEB SITE

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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](https://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)

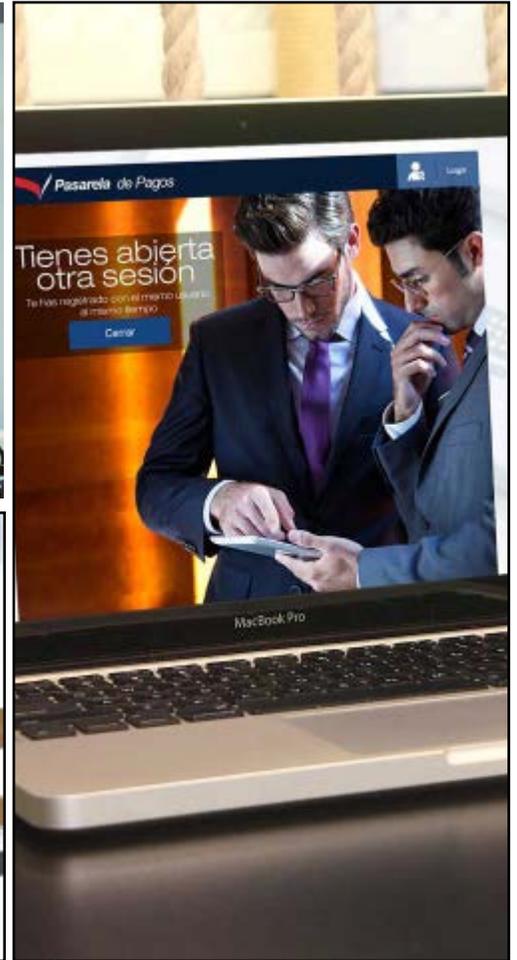
**v** [vimeo.com/elgatodiego](https://www.vimeo.com/elgatodiego)

# PORT FOLIO

MORE WORKS AT [WWW.ELGATODIEGO.COM](http://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 Illustrator, Adobe Photoshop y Adobe InDesign y otros más. Este sitio es una herramienta para su comodidad.

**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. Este sitio es una herramienta para su comodidad ya que eso es lo que más necesitan los diseñadores. Este archivo está en formato PDF de alta calidad para su impresión a color.

[Descargar atajos de Impresos](#)



### ¿Qué es Google Tag Manager?

Google Tag Manager es un sistema de gestión de etiquetas de forma rápida y sencilla los sitios web y las aplicaciones móviles. Una vez que el fragmento de Tag Manager se ha instalado en el sitio, puede configurar las etiquetas que se ejecutan en el sitio sin tener que escribir ni código. Este modo, se reduce el tiempo de entrega y se evita la programación para hacer cambios.

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



## PORTAFOLIO DE TRABAJOS

DESIGNER'S TAKE

ADVERTISING

ACCESSORIES & MARKETING

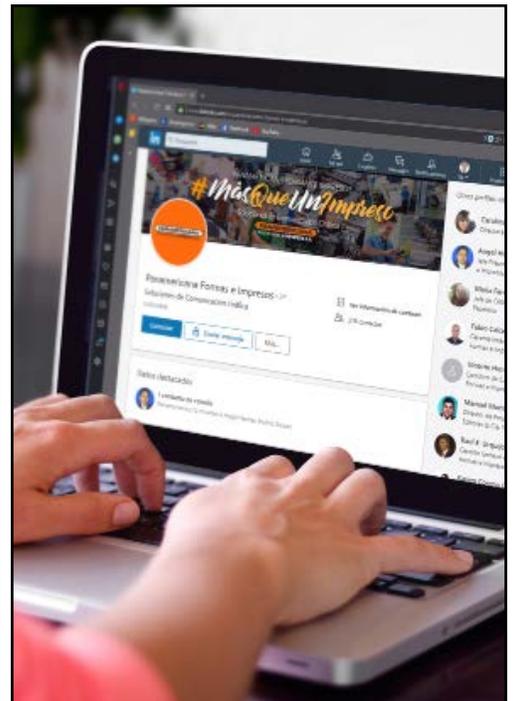
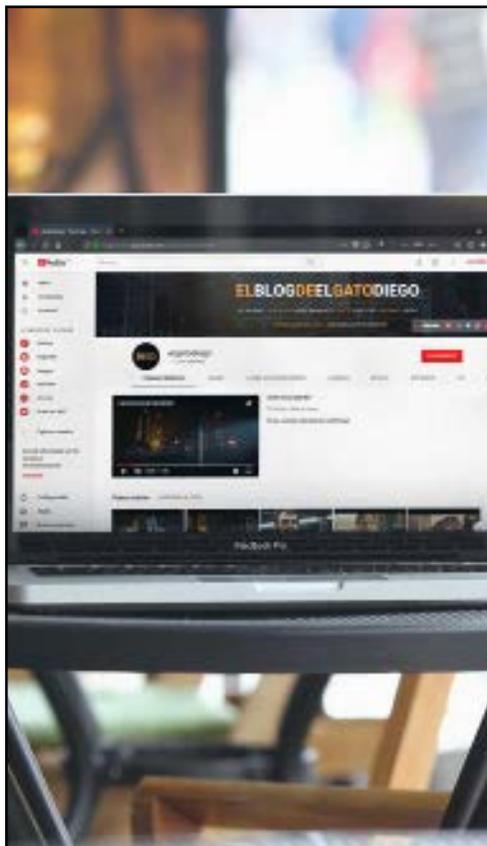
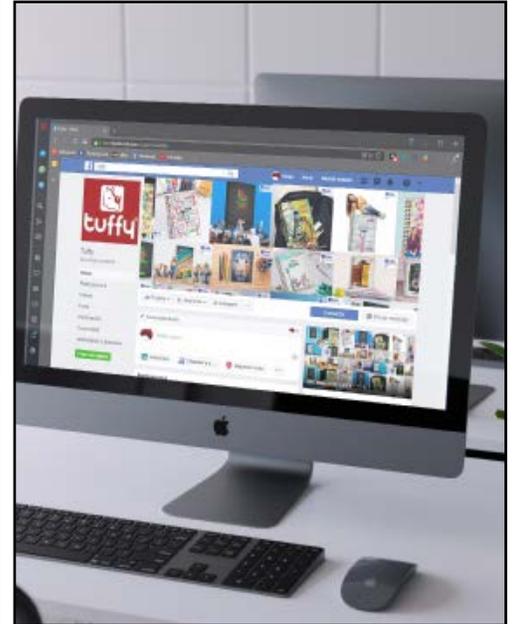
FULL PAGE

SECRET DRAG

PERSONALITY

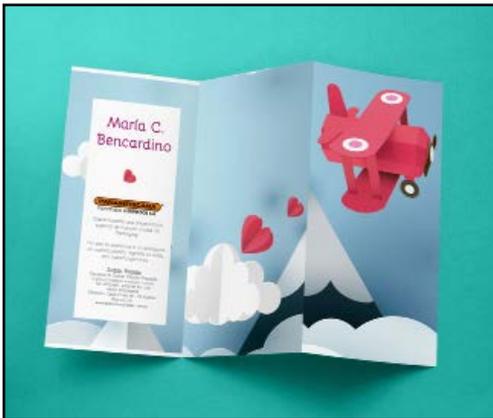
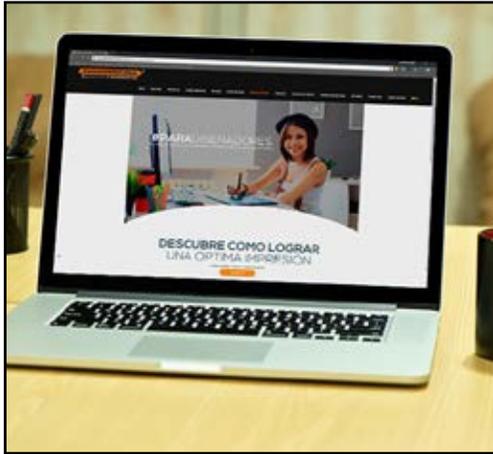
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SOCIAL MEDIA



# El Gato Diego

PANAMERICANA FORMAS E IMPRESOS



# El Gato Diego

MAKRO SUPERMAYORSITA



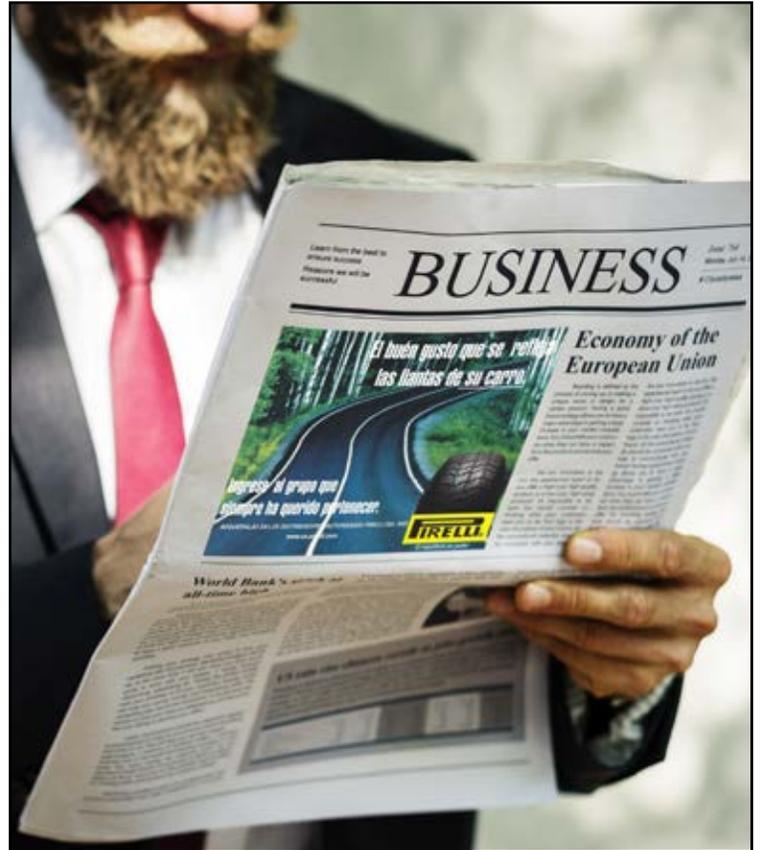
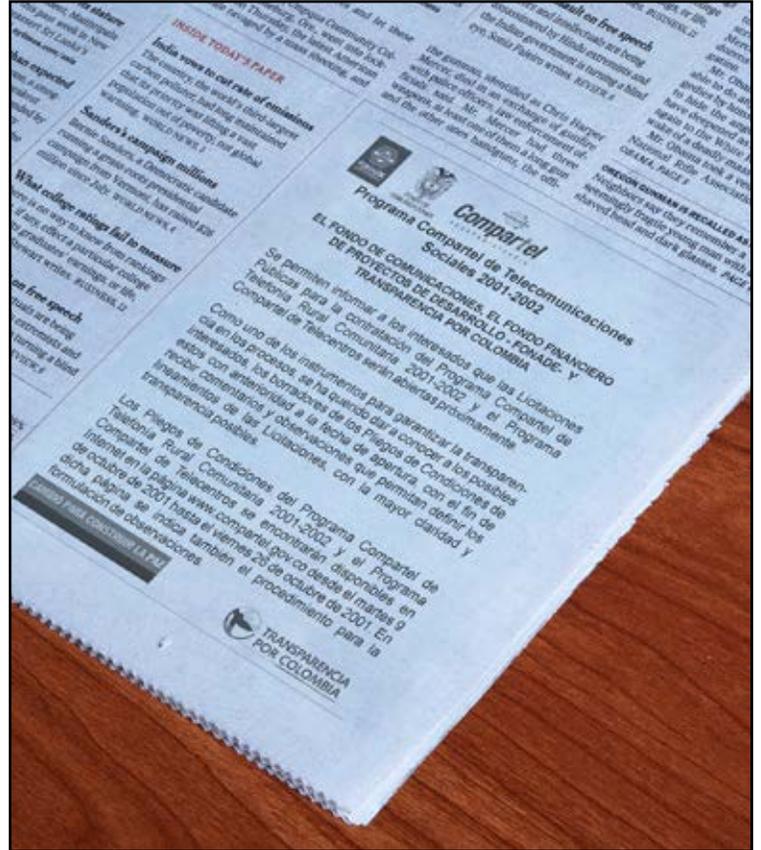
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BECASSINO AGENCY



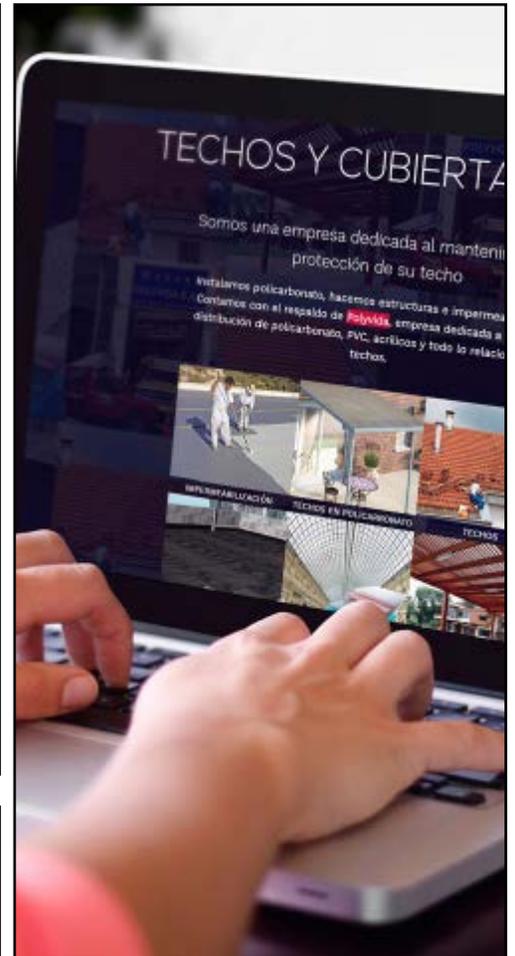
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RPG MERCADERO & PUBLICIDAD AGENCY



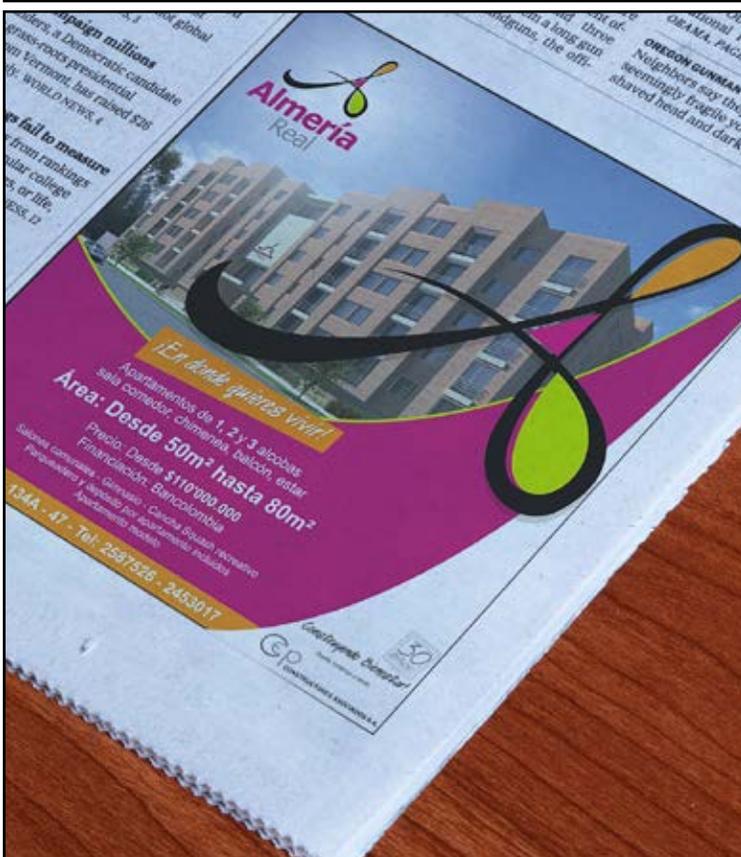
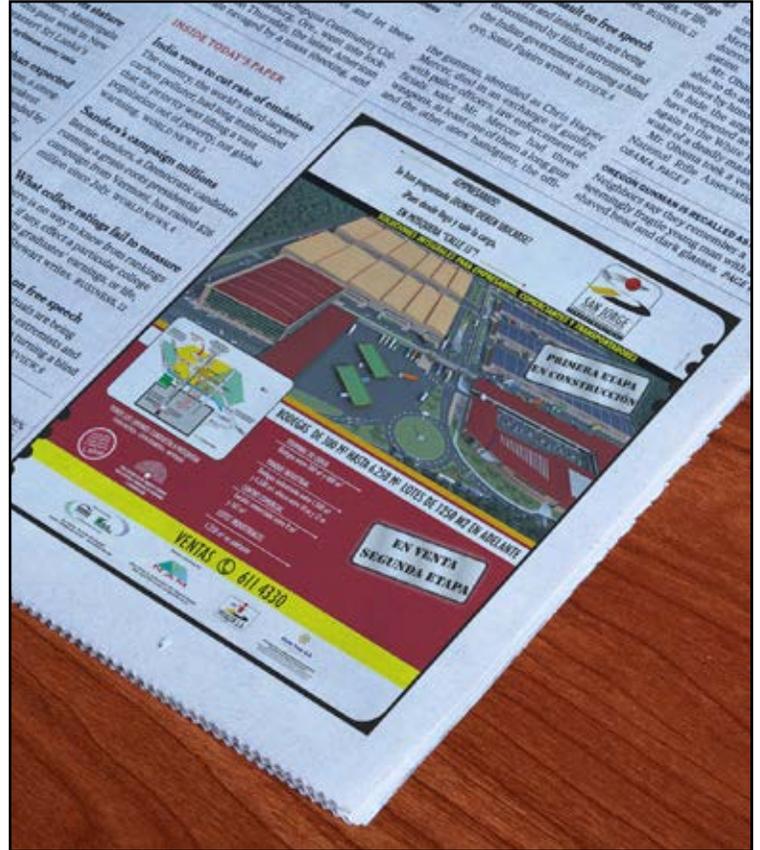
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FREELANCE WORKS



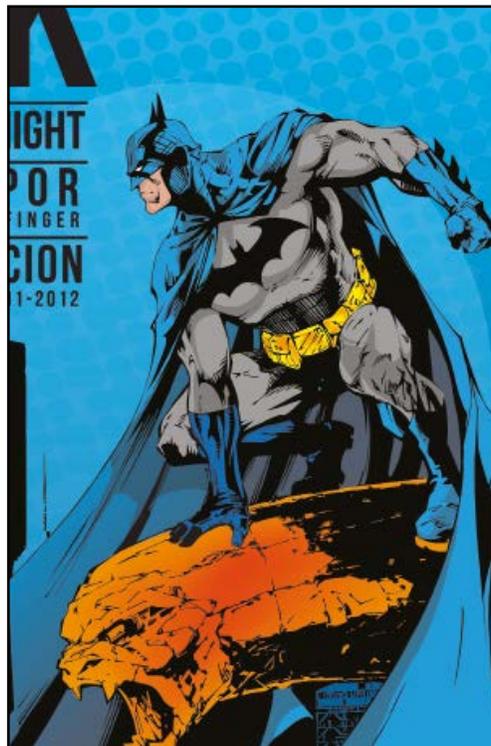
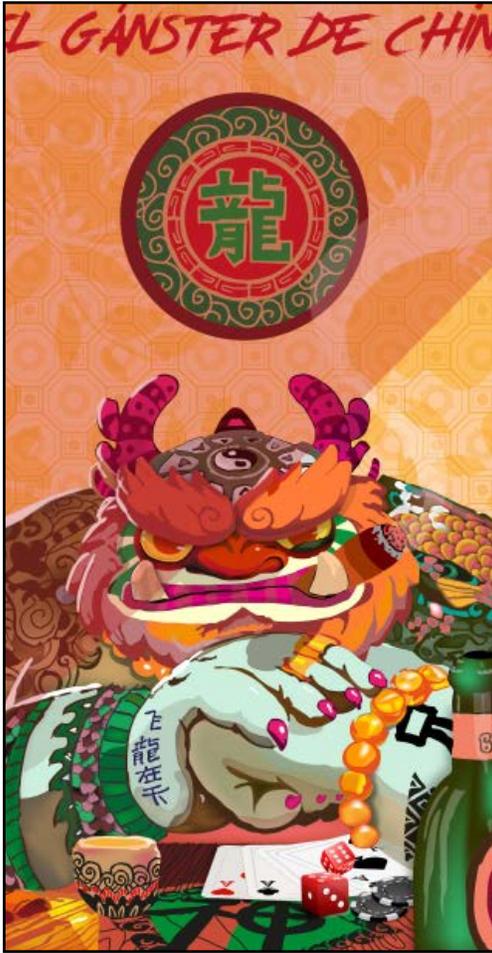
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PYM COLOMBIA AGENCY



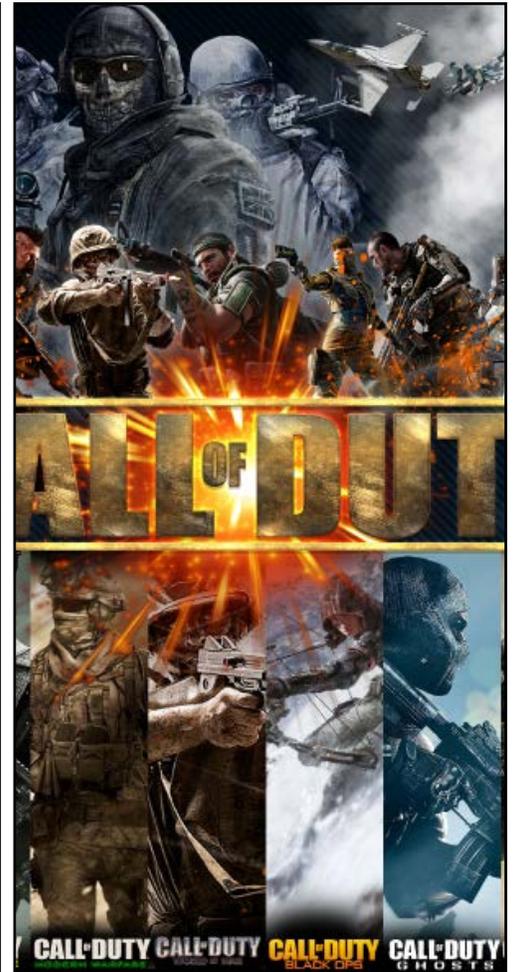
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ADOBE ILLUSTRATOR



# El Gato Diego

ADOBE PHOTOSHOP



En este mundo hay dos tipos de personas mi amigo

**El Bueno**  
(El Rubio)

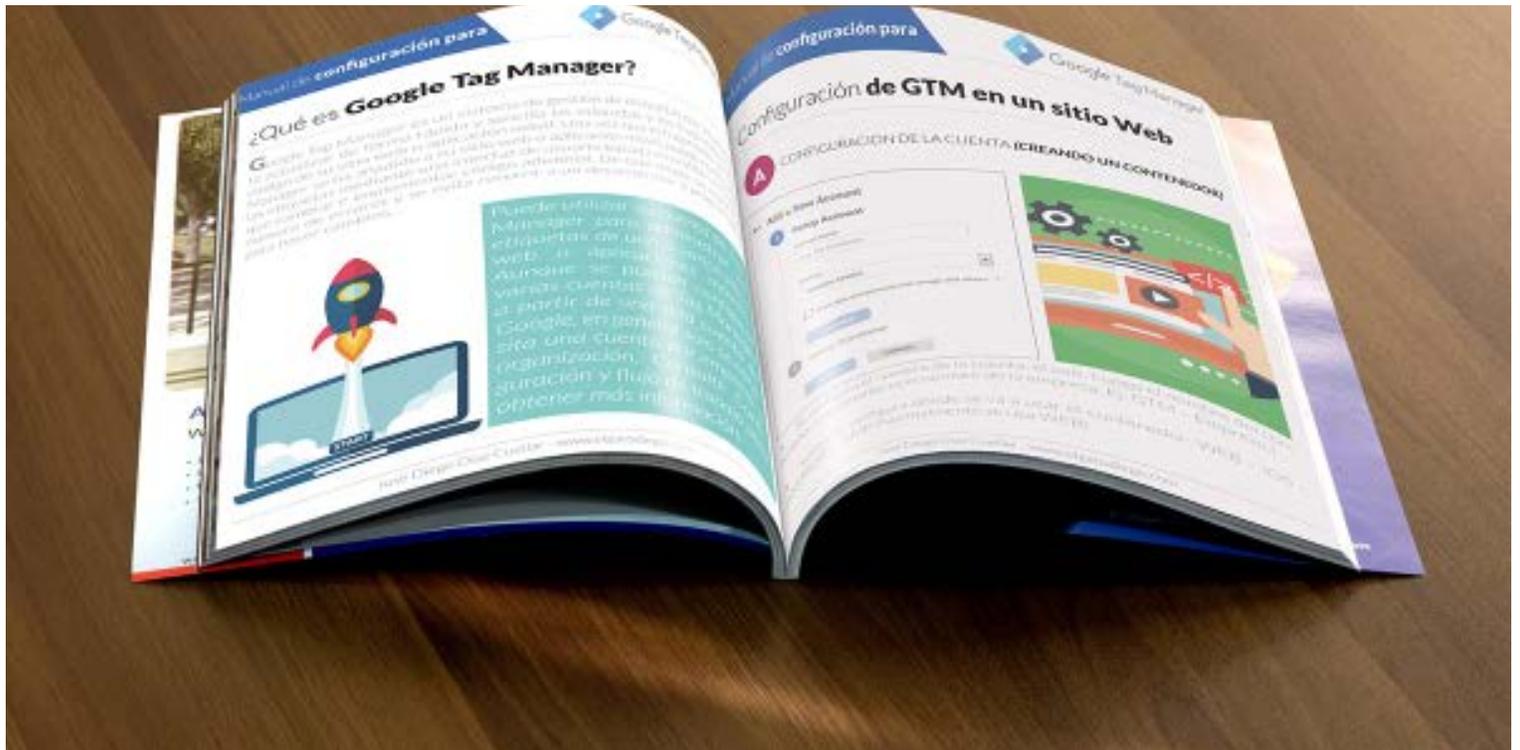


Cuando debas disparar hazlo ... no hables

**El Feo**  
(Tuco)

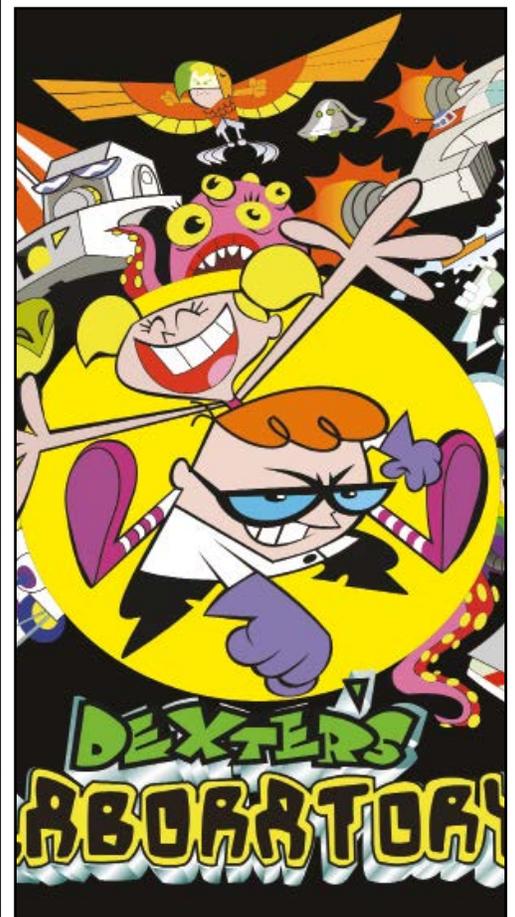
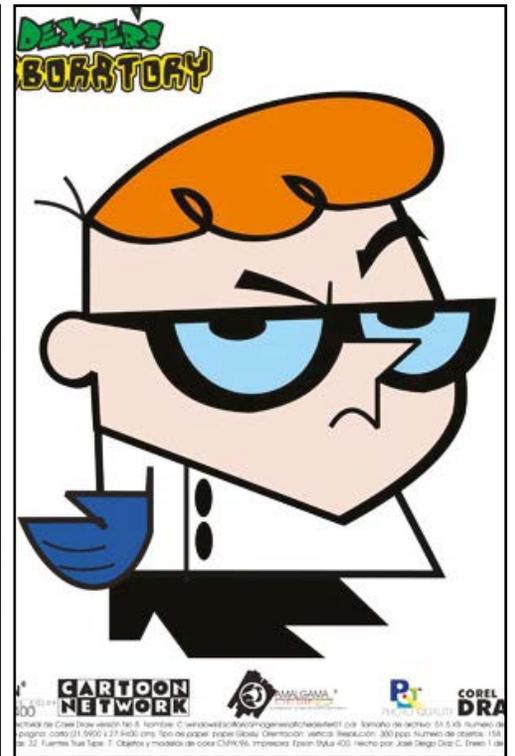
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ADOBE INDESING



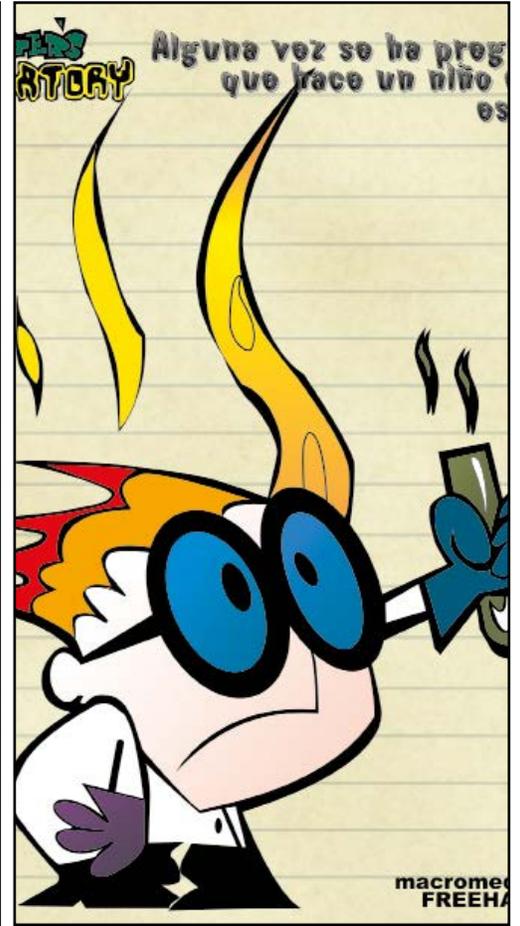
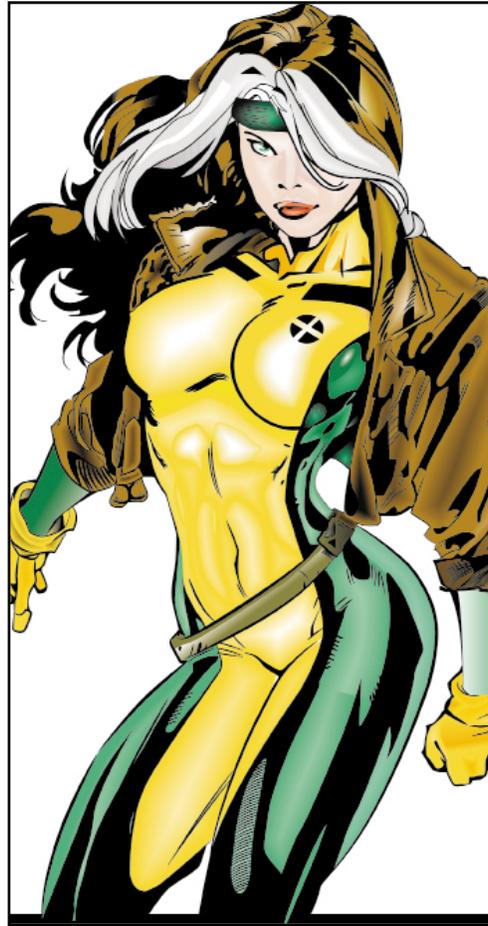
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COREL DRAW



# 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

## SKILLS



FRONT END



GRAPHIC



SOCIAL



SEO

## 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



## GET IN TOUCH



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

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**THANKS**

