

Angela Paola Caile Yate

Visual and Web Designer

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Portfolio:
www.cailecreative.com

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Visual and Web Designer lead with over 10 years of experience in editorial, multimedia, digital communications, UI/web design, branding, and social media. Skilled in Adobe Creative Suite, Figma, HTML, CSS, and Wordpress-Elementor with a strong commitment to collaboration, continuous learning, and using design as tool to foster understanding, inclusion, and positive social impact.

Experience

DPA impact SAS FRANCE

Graphic and Web designer Manager

2025 - Present

- Web design and development in HTML and WordPress. (Prototypes, UX, design, Wordpress, HTML, Frontend)
- Multimedia production and post production (video)
- Graphic design for social networks
- Corporate branding-visual system

DATA-POP ALLIANCE USA

Graphic and Web Designer Manager

2017 - Present

- Editorial design, layout and document design. (Reports, Flyers, Brand)
- Web design and development in HTML and WordPress. (Prototypes, UX, design, Wordpress, HTML, Frontend)
- Development of corporate identity for projects.
- Multimedia production and post production (videos)
- Graphic support for social networks
- Vector illustration on graphics
- Identity design for digital and editorial projects
- Information design (organization charts, infographics)
- Corporate branding-visual system

GRUPO EDITORIAL NORMA COLOMBIA

Graphic Designer-Contractor

2015 - 2025

- Editorial design, layout and preparation of print PDF in low book under Xtent and Minerva platform.
- Digital design of educational resources for web, HTML and XML management.
- Image editing and graphic design for learning posters.

SIMPLICITY AGENCY

USA

Graphic Designer

Sep – Dec 2020

- Development of mockups for customer web.
- Support design corporate presentations
- Editing images
- Design flyers and restaurant menu

DANE (Departamento Administrativo Nacional de Estadística)

COLOMBIA

Graphic Designer

April - Sep 2019

- Design Development for Digital and Print Content for Broadcast Management Marketing and Statistical Culture and Technical Management of DIRPEN
- Standardize and Implement Brand Graphic Elements and Design.
- Design infographics and pieces for events.
- Implementation of Web Design, UI, UX and code CSS for SEN Coordination (National Statistical System).

EDITORIAL VICENS VIVES - COLOMBIA

COLOMBIA

Graphic Designer

2019 - 2020

- Editorial design, content design and layout in school texts.

FABRICACIÓN Y CONSULTORÍAS EN CALIDAD Y DISEÑO S.A.S

COLOMBIA

Design Coordinator

2015 - 2019

- Brand design for Protehilar, consultancy and implementation in branding and content for social networks, packaging, brochure and catalogue of services and corporate image in continuous forms.

GEAPACK S.A.S

COLOMBIA

Graphic Designer - Contractor

2017 - 2018

- Corporate Identity Design.
- Web and develop design.

PROTEX S.A.

COLOMBIA

Senior Graphic Designer

2014 - 2015

- Development of advertising guidelines in market chains, portfolio design for product launch, catalog layout and data sheets.
- Photographic production of products.
- Management of advertising materials and suppliers.
- Management of corporate mail platforms.
- Brand development in products.
- Responsible for the approval of flexographic and lithographic printing of packaging and graphic parts.

Education

Universidad de La Rioja
Master in Graphic Digital Design
2022-2024

European University of Monterrey,
European Institute for Postgraduate Studies

Master in Management in Digital Marketing
Master in Commercial Engineering with emphasis
in Management in commercial and e-commerce management
2018 - 2020

European Institute for Postgraduate Studies
Certified course in E-commerce
2018 - 2020

Universidad Jorge Tadeo Lozano
Bachelor of Graphic Design
2009 -2014

Languages

Spanish Native

English Intermediate level

Participations and Publications

2012 Participation visual identity - Hall
Universidad jorge tadeo lozano

2014 D-Mentes Magazine - No.1
Project Motho Visual Identity
Bogotá (Col), Jun 2014
<http://issuu.com/revistadmentes/docs/revista?e=12125502%2F8266987>
<https://bit.ly/4eot3IV>

Contact

 www.pinterest.com/becaile/

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

 www.behance.net/caile

www.cailecreative.com

Academic Fellowships, Awards & Affiliations

Virtual training course in Telework for
freelancers.

Ministry of Information and Communications
Technology (TIC-Colombia); and the Alberto
Merani Foundation
Dec 2017

Course of Joomla y WordPress.
Cedinsi Mar - Dec 2017

Virtual courses in *Desde cero*
Web Design and HTML5
July 2014 – August 2015

Dreamweaver - HTML 5.
Jorge Tadeo Lozano University.
August - November 2013

Fundamentals of Design.
National Service of Learning SENA.
Jan 2011

Design Skills

Branding & Identity

Package Design

Editorial Design

Web design

Print / Promotional Material

Video Editing

Product Photography

Tools

Suite Adobe CC (Photoshop, Illustrator, Premier Pro,
Dreamweaver, Xd, Indesign, After effects, Firefly)

Wordpress / Joomla / CSS / HTML / Elementor

Coreldraw / Sketch / In vision / Figma / Interface
Google & Microsoft / Sharepoint

Genially / Canva / CapCut / Miro / Slack / Asana
/ Click up