



Anyuri Barboza

Graphic Designer Sr.

I Team Leader | Brand & Visual Identity |
WordPress + GBP | Adobe: Ai, Ps, Pr, Id |

Professional graphic designer with **6+ years of experience in brand design, logos, manuals, trade show booths, bus branding, store branding, P.O.P. materials, websites, and Google Business Profile optimization**. With extensive knowledge and handling of WordPress. Expert in Illustrator, Photoshop, Premiere and InDesign. With **experience in managing and leading high performance teams** of +4 members, having led large projects, from the initial idea to the final design.

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Academic Background

Professional in Digital Graphic Design

Universitaria Virtual Internacional, 2024

Graphic Communication Design Technologist

Servicio Nacional de Aprendizaje SENA, 2019

Knowledge and skills

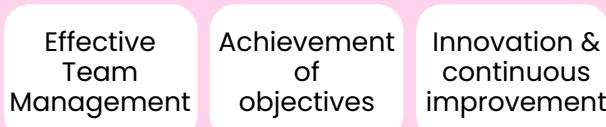
Adobe Suite:



Web design:



Leadership:



Others:

- English B1 and B2 course, Universitaria Virtual Internacional, 2024

- Diploma in Psychology and Behavior of the Digital Consumer Universitaria Virtual Internacional, 2024

Work Experience

Graphic Designer

G-Boosters International (Apr 2024 – Present)

- I design and develop all graphic materials for both the company's brand and our diverse client portfolio.
- I edit videos for GBP and social media, adapting formats and styles to each platform's requirements.
- I work on website design and development, handle GBP Opt., keywords, and AI avatar generation.

Graphic Design Leader

Global Cruises LATAM SAS (Jan 2024 – Mar 2025)

- I led and supervised the graphic design team, ensuring the delivery of high-quality projects within established deadlines.
- I reviewed and approved design requests, ensuring brand consistency and visual excellence.
- I developed innovative graphic materials for various platforms, both print and digital.
- I redesigned websites, branded buses, offices and booths, and created visual identities for key projects.

Junior Graphic Designer

Global Cruises LLC (Jul 2019 – Jan 2024)

- I actively collaborated in the creation and development of graphic materials for marketing and communication projects.
- I contributed to the brand development and branding of tourist venues in Cartagena, ensuring visual coherence and design quality.
- I participated in the organization and design of stands in corporate events, ensuring a coherent and attractive brand experience.

Graphic Design Intern

International Tourism Group SAS, (Jan 2019 – Jul 2019)

- I provided support in all the requirements of the design area, including the creation of brochures, flyers, cards, stands, basic stationery and printed and digital materials.
- I collaborated in the creation of the "sales promoter" character and in the design of visual materials for marketing campaigns.