

CONTACT

3054137746

andreloarca@gmail.com

Miami,FL

designloarca.com

CORE SKILLS

DESIGN

- Brand Identity
- Logo Design
- Visual Identity
- Social Media Design
- Marketing Collateral
- Packaging Design
- Print Design
- Digital Content
- Product Photography
- Photo Retouching
- Layout Design
- Basic UI/UX Design

DIGITAL & MARKETING

- Web Design
- WordPress
- Elementor Pro
- Email Marketing
- Social Media Content
- Marketing Materials
- SEO Content Structure
- Content Creation

Software

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Figma
- WordPress
- Elementor Pro
- Cap cut
- Klaviyo

Education

TECHNICAL DEGREE IN GRAPHIC DESIGN
INTECAP — Guatemala

Technical training in Graphic Design, including visual communication, digital design, Adobe Creative Cloud, branding, layout, and production fundamentals.

JUAN ANDRÉS LOARCA

Graphic Designer | Brand & Digital Content Designer

Graphic Designer and creative professional with hands-on experience in branding, digital content, marketing materials, web design, and visual communication. I grew up surrounded by the world of printing and design through my family's creative business, which developed my passion for visual communication from an early age.

My professional background combines design, marketing, customer service, and business operations, giving me a strong understanding of both creative work and client needs. I enjoy turning ideas into clear, engaging visual solutions and continuously learning new tools, techniques, and design approaches.

Experienced with Adobe Photoshop, Illustrator, InDesign, WordPress, Elementor Pro, Figma, Canva, and digital marketing tools. Bilingual in English and Spanish, detail-oriented, adaptable, and motivated to grow within a creative team.



Detail Oriented



Creative Thinker



Results Driven

EXPERIENCE

TECHNICAL MARKETING & DESIGN ASSISTANT
Blueceuticals Laboratory | Feb 2026 – Apr 2026

- Designed marketing materials and internal communications for business needs.
- Created and edited product and promotional imagery using Adobe Photoshop.
- Developed visual assets for presentations, documentation, and marketing initiatives.
- Organized digital design files and maintained visual consistency across materials.
- Supported marketing and administrative operations in a fast-paced professional environment.
- Collaborated with multiple teams to deliver creative assets on time.

SELECTED DESIGN & BRANDING PROJECTS

COSLOG USA — BRANDING, DIGITAL & WEB DESIGN
Brand Identity · Social Media · Website Design · Digital Marketing

Developed a visual and digital design direction for COSLOG USA, a company operating in the printing and construction equipment industry.

- Developed visual branding and creative direction.
- Designed promotional social media content.
- Created marketing graphics focused on products and services.
- Redesigned the company website using WordPress and Elementor Pro.
- Structured website content to improve clarity and user experience.
- Developed SEO-friendly content organization.
- Created visual assets that communicate the company's products and services more professionally.

MONKI COFFEE — BRAND IDENTITY & PACKAGING
Branding · Packaging · Social Media · Digital Content

Developed a complete visual identity for a bottled coffee brand focused on a young, energetic, and approachable audience.

- Developed brand identity and visual direction.
- Designed packaging and bottle labels.
- Created social media content and promotional graphics.
- Developed landing page concepts and digital marketing assets.
- Created a consistent visual language across packaging and digital platforms.

Language

Spanish — Native
English — Professional / Bilingual