

Contact

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Top Skills

Prompt Engineering

Video Editing

Creative Briefs

Languages

English

Certifications

UI / UX Design Specialization

Web Design: Strategy and
Information Architecture

UX Design Fundamentals

Web Design: Wireframes to
Prototypes

Prompt Engineering Specialization

Publications

Lettering Sin Límites 2

Lettering Sin Límites 3

Lettering Sin Límites

Luis Miguel Caamaño

Creative Designer | Author | Entrepreneur | Teacher | Soli Deo Gloria
Bogotá, Capital District, Colombia

Summary

As a dedicated creative professional, I've spent the past decade immersed in the dynamic world of design, continually embracing new trends and techniques to craft exceptional experiences. My three published lettering books, boasting a collective readership of over 20,000, underscore my passion for the art of lettering and its profound influence on design.

Previously, I've had the opportunity to apply my multifaceted background as an author, entrepreneur, and creative leader in various roles. My commitment to understanding user needs and fostering strong client and team relationships has been central to my approach. I am convinced that my unique skills can have a positive impact.

I'm fueled by an insatiable curiosity and an unceasing desire for learning. This new opportunity presents itself as a platform to further my growth as a leader and an opportunity to empower the next generation. I'm eager to connect and explore how we can collaborate to foster positive change.

Experience

My Lettering S.A.S

Co-Founder - Creative Director

September 2016 - Present (7 years 10 months)

Bogotá D.C. Area, Colombia

Successfully established and enhanced brand recognition within the Colombian lettering community, amassing a substantial following of over 70,000 engaged individuals.

Generated and nurtured a lead database of 45,000 prospective clients within a year's time.

Formed partnerships with esteemed organizations such as Adidas, Art philosophy, edding, Velez, Matiz, Panamericana, Editorial Planeta, and Totto, culminating in lucrative advertisement contracts.

Secured three book deals with Grupo Planeta, a premier Spanish-language publishing company of global stature.

Achieved significant sales, distributing more than 20,000 hard copies of the initial two books.

Pioneered and promoted the first major national lettering event in Colombia, fostering widespread interest and participation.

Attracted a diverse cohort of over 1,500 students from various corners of the world.

Diversified product offerings through the development of innovative digital solutions targeting distinct market segments.

Formulated and managed meticulous digital strategies to launch each digital product, ensuring optimal market penetration and engagement.

Escuela de Arquitectura y Diseño de las Américas y El Caribe - Isthmus.

Professor

September 2010 - Present (13 years 10 months)

Panamá

Designing and delivering curriculum on portfolio development, digital tools, project presentation, and communication for students pursuing studies in industrial design and architecture.

Educación Estrella

Chief Growth Officer

March 2023 - July 2023 (5 months)

edding LatAm

Social Media Manager and Creative Content Creator

February 2020 - December 2021 (1 year 11 months)

Colombia

While at edding Colombia & Argentina, I held a range of key responsibilities, including:

Overseeing the management of the brand's digital assets in both Colombia and Argentina.

Significantly expanding the reach and engagement of the brand's social media accounts.

Growing the newsletter database in both countries, ensuring a larger and more engaged subscriber base.

Elevating social media content engagement, fostering greater interaction and resonance with the audience.

Building and nurturing relationships with digital influencers to amplify brand awareness and reach.

Crafting comprehensive strategies for the successful launch of new products, ensuring maximum impact and market penetration.

IMAGEN GROUP

Creative Director

April 2012 - April 2013 (1 year 1 month)

Bucaramanga, Santander

Orchestrating creative sessions to kick off projects, setting the tone and direction for successful outcomes.

Managing multiple projects from their conceptual stages to their ultimate completion, ensuring a seamless and efficient process.

Devising innovative creative programs and design concepts that are aligned with the organization's business objectives and strategically advance the brand's positioning.

Establishing the creative direction for an entire spectrum of online services and programs, fostering brand consistency and cohesiveness.

Overseeing and inspiring a dynamic creative team of vendor partners, fostering a collaborative environment and generating a variety of concepts for campaigns and projects.

Collaborating closely with the account team, strategy team, and copywriters to develop and refine creative concepts, ultimately presenting them to upper management.

Engaging with internal teams to generate fresh ideas for pitching and proposals.

Providing robust leadership by effectively managing team members and resources, promoting a culture of excellence and achievement.

Ensuring quality control over the creative concepts and projects, upholding high standards and objectives throughout the creative process.

Digiwaycorp

UX Designer and Creative

March 2011 - January 2012 (11 months)

Bogota

Serving as an Account Executive for clients including PAMACOL, CCCE (Cámara Colombiana de Comercio Electrónico), and HELM Extremo.

Spearheading the creative development of concepts for renowned brands such as Samsung, Purina, CCCE, PAMACOL, Movistar Ecuador, and Casa Editorial El Tiempo (Hoy Quiero Un Premio).

Developing and executing comprehensive digital strategies that optimized client outcomes.

Collaborating closely with the account team, strategy team, and copywriters to refine concepts and present them effectively to senior management.

Crafting and implementing UI designs and branding for clients including CCCE, GARMIN, El termomentro político, and Samsung, ensuring a strong visual identity and user experience.

Branders

Creative & Graphic Designer

October 2010 - March 2011 (6 months)

In my role, I was responsible for:

Conceptualizing and developing innovative ideas and digital strategies to meet client objectives.

Collaborating directly with clients, providing guidance on proposal style, format, print production, and project timescales.

Crafting creative concepts, graphics, and layouts for product illustrations, company logos, and website design, ensuring visual excellence and brand coherence.

Education

LaSalle College International - Bogotá

Graphic Designer, Graphic Design · (2007 - 2010)

Universidad Jorge Tadeo Lozano

Comunicación Creativa y técnicas publicitarias, Comunicación Creativa · (2010 - 2010)

Universidad Jorge Tadeo Lozano
Diplomado, Comunicación creativa