



DANIEL PABÓN PORRAS

DATE OF BIRTH: 10/01/1994

NATIONALITY: Colombian

GENDER: Male

CONTACT

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ABOUT ME

I am an experienced Digital Media Design and Production professional with a strong background in creating and managing advertising campaigns, web design, print media, corporate branding, and digital content. Over the years, I have successfully delivered creative projects that enhance brand identity and engage target audiences.

My expertise includes developing effective social media strategies, producing high-quality visual content, and executing marketing campaigns that drive product promotion and business growth. I am passionate about combining creativity with strategic thinking to deliver innovative and impactful design solutions.

WORK EXPERIENCE

- 23/09/2025 – PRESENT Qormi, Malta

GRAPHIC DESIGNER MAYPOLE GROUP

Participate in various design projects to create engaging top-quality design work, including banners, illustrations, icons and others design items to support multiple projects.

Conduct research to stay on top of markets trends.

Continually review and implement changes to design practice.

Ensure all designs and creative material produced meets the needs and requirements and brand values enduring delivery on time.

Support in images, banners for the website and social media and continually review and implement changes to design practices.

Work closely with team members to ensure a collaborative approach to design.

Utilize Adobe Suite to design user friendly and visually appealing graphics that align with brand guidelines.

- 07/02/2022 – 20/12/2022 Bogotá, Colombia

GRAPHIC DESIGNER ASOCEBÚ - COLOMBIAN ASSOCIATION OF ZEBU CATTLE BREEDERS

Led the complete graphic redesign of El Cebú Magazine across six editions in 2022.

Produced animated content (GIFs), podcasts, and short-form videos tailored to maximize social media engagement.

Supervised and approved final artwork for both digital and print media, ensuring high production and print quality standards.

Traveled to national livestock fairs to capture photography and video content for promotional and marketing purposes.

Designed a wide range of visual assets, including advertisements, banners, brochures, and event marketing materials.

- 20/01/2020 – 26/12/2021 Bogotá, Colombia

GRAPHIC DESIGNER AND EDITOR COLOMBIAN NATIONAL ARMY

Developed graphic content for institutional communication campaigns.

Recorded and edited videos for internal use and public dissemination.

Created multimedia assets such as podcasts, animated GIFs, and short informative videos.

Contributed to the digital strategy by editing visual content for official social media platforms.

Collaborated closely with the communications team to ensure message alignment and impact.

- 26/10/2018 – 23/12/2019 Bogotá, Colombia

GRAPHIC DESIGNER SIGNA GRAIN SAS

Designed packaging for food products, including mockups, dummies, and renders for approval.

Led the redesign of outdated brand packaging to align with modern market trends.

Managed the production approval process for physical packaging in doypack and pillowpack formats.

Ensured precise printing results by overseeing the digital and physical proofing process.

Collaborated with production teams and clients to ensure final products met design specifications.

● 01/02/2016 – 26/12/2017 Bogotá, Colombia

GRAPHIC DESIGNER ANDINA PRODUCTOS PUBLICITARIOS

Supported client-focused design initiatives, including custom promotional kits and marketing collateral.

Developed visual content for trade shows, including banners, roll-ups, flyers, and stand materials.

Ensured printed materials matched technical specs and brand guidelines through quality control.

Worked with the sales and marketing departments to deliver creative visual solutions for campaigns.

EDUCATION AND TRAINING

PROFESSIONAL IN DESIGN AND REALIZATION OF DIGITAL MEDIA

San Mateo University Foundation

LANGUAGE SKILLS

MOTHER TONGUE(S): Spanish

OTHER LANGUAGE(S):

English

LISTENING	READING	SPOKEN PRODUCTION	SPOKEN INTERACTION	WRITING
B1	B1	B1	B1	B1

DIGITAL SKILLS

Adobe premiere, Adobe Audition, Adobe Photoshop, Adobe Illustrator, Adobe Indesign | Microsoft Powerpoint
Google Drive | Social Media | Wordpress