JOSE URRIOLA

GRAPHIC DESIGNER

I turn complex ideas into design that connects businesses with people.

With over 12 years of experience in design, branding and marketing coordination, my focus for the coming years is shaping ***marketing and brand strategies that build distinctive brands, support commercial growth and connect customers with each business's purpose*** through clear, consistent print and digital communications.

GRAPHIC DESIGN
COMMUNICATION
MARKETING
ART DIRECTION
BRANDING

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JOSE URRIOLA

GRAPHIC DESIGNER

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ACURA GROUP / HIGHGATE
Australia
2021— Present

Graphic Designer & Marketing Coordinator
Develop and expand a new brand, aligning its identity with evolving business values and target audiences to build awareness and recognition. Create a ***cohesive visual system*** across print, digital campaigns and branded merchandise, working with stakeholders and suppliers to ***strengthen brand consistency*** and support sales and marketing goals from initial brief to final production.

BASE DESIGN AGENCY
Chile
2017

Graphic Designer & Director
Founded and ran a design studio to help clients establish clear, consistent brands. Combined ***creative direction with hands-on design across visual identities, websites and mobile app interfaces,*** managing projects from initial discussions to final delivery with each client's goals in mind.

CBR COMMUNICATION AGENCY
Chile
2015 — 2017

Art Director
Delivered an ***online portal that improved internal communication*** for Ripley's 18,000 employees. Developed branding, packaging, websites and campaigns across print and digital channels, collaborating with creative teams and directing photography and animation to bring concepts to life.

BLOK COMMUNICATION AGENCY
Chile
2013 — 2015

Art Director
Delivered ***internal communication programs*** for Banco de Chile, helping employees understand and access benefits, internal mobility opportunities and clubs. ***Guided design through production and implementation***, coordinating clients and suppliers to maintain quality within budgets and deadlines.

URBAN PR
Chile
2012 — 2013

Graphic Designer
Helped deliver ***Google's first activation*** event in Chile, supporting the establishment of its first office. Created event ***branding, corporate gifts and interior designs*** to bring a consistent brand experience into physical spaces.

PUERTO DISEÑO AGENCY
Chile
2011 — 2012

Graphic Designer
Delivered signage systems across multiple company buildings, helping people understand their surroundings and navigate. Extended each organisation's branding throughout physical spaces, combining clear information, considered typography and consistent visual details.

ACADEMIC BACKGROUND

Advance Diploma in Marketing & Communication
Ironwood Institute, Australia.
2020 — 2021

Diploma in Social Media Marketing
Ironwood Institute, Australia.
2019 — 2020

Seminar Ideas Lab — Start Up Chile: Entrepreneurship, Innovation & Social Impact
Diego Portales University, Chile.
2016

Postgraduate Diploma Typography &Information Design
Diego Portales University, Chile.
2011 — 2012

Workshop Corporate Identity & Branding by Kiko Farkas
Diego Portales University, Chile.
2009

Workshop Wine Brand Identity by Boldrini & Faccardi
Diego Portales University, Chile.
2008

BACHELOR'S DEGREE IN DESIGN — Graphic Design Major
Diego Portales University, Chile.
2008 — 2012

Architecture Bachelor Student
Andrés Bello University, Chile
2006 — 2007

English · Spanish speaker

SKILL SET

Brand identity — Print & digital design — Typography & layout — Packaging — Information design — UI/UX — Art direction — Social media & email marketing — Marketing coordination — Print production.

TOOLS

Illustrator — Photoshop — InDesign — After Effects — Premiere Pro · Microsoft Office — AI Generative tools.