



I'm Sol, a communicational designer with 8+ years of experience delivering innovative design solutions across industries. Specializing in branding, digital media, product design, and UI/UX design, I have worked with many clients, startups and app development to create engaging, functional digital experiences. My designs are driven by a passion for combining creativity with user-centered functionality.

When I'm not designing, I enjoy finding inspiration in the little things around me. Outside of work, you can often find me playing the piano, reading comics and fantasy books, or traveling to discover new places and cultures.

Check out my portfolio to see more of what I've been up to:

www.solnaranjo.com

WORK EXPERIENCE

FREELANCE GRAPHIC & PRODUCT DESIGNER

Various Clients

Remote - Worldwide
Jun 2015 - Present

Collaborated with multiple clients on branding, website design, and UI/UX projects.

Designed logos, websites, marketing materials, and app interfaces for startups and businesses.

Worked closely with developers, marketers, and business owners to create user-centered designs.

Managed multiple projects simultaneously, consistently meeting deadlines and adapting to different brand styles.

SENIOR GRAPHIC & PRODUCT DESIGNER

GameOn

Predictive & Fantasy Games Startup
Remote, USA
Nov 2021 - Nov 2024

Led product and graphic design initiatives for GameOn, contributing to the creation of engaging game features, websites, and digital assets.

Created marketing collateral and ensured brand consistency across all company assets.

Collaborated with cross-functional teams to design and implement intuitive and effective UI/UX solutions for web and mobile applications.

Contributed to the development of GameOn's app, helping launch and iterate on the product to optimize its performance.

Integrated AI tools like MidJourney and Adobe Firefly into our designs to inspire creativity and drive innovation.

Worked with big brands like LaLiga de España, PFL, and Karate Combat, helping to create tailored digital experiences.

Designed assets like NFTs and other blockchain-based products, contributing to cutting-edge digital experiences.

SENIOR GRAPHIC DESIGNER

AWÁ Nutrition

Plant-based Protein Supplements
Remote, Ecuador
Mar 2020 - Aug 2021

Designed all social media and marketing assets, overseeing all creative efforts for the brand.

Elevated the brand's digital presence by conceiving and executing campaigns that effectively conveyed the company's message and boosted consumer engagement.

Created key brand assets, including corporate documents and pitch decks, supporting AWA Nutrition Inc.'s expansion into the US market.

CO-FOUNDER & LEAD DESIGNER

Grid/NoventaySiete

Creative & Digital Marketing Agency

Remote, Ecuador

Feb 2019 - Apr 2021

Led and oversaw the agency's design and communication strategies, ensuring seamless project development from concept to execution.

Collaborated closely with clients to understand their goals, clearly defining project scope and managing team roles to ensure smooth and efficient workflows.

Created innovative visual campaigns and brand collateral that helped elevate the presence of diverse Ecuadorian businesses across industries, including hospitality, food service, cosmetics, and retail.

GRAPHIC DESIGNER

Login MKT

Digital Marketing Agency

Quito, Ecuador

Feb 2018 - Nov 2018

Managed the design needs of seven national and international brands, ensuring consistent branding across all platforms.

Collaborated with cross-functional teams to develop and execute engaging campaigns and advertising materials aligned with strategic goals and performance insights.

Designed and adapted visually compelling assets for social media, web content, motion graphics, and print, tailoring each piece to the specific needs of each brand.

SKILLS

Branding & Identity



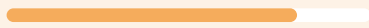
Digital Marketing



Presentation Design



Motion Graphics



UX/UI Design



SOFTWARES

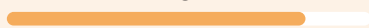
Adobe Photoshop



Adobe Illustrator



Adobe InDesign



Adobe After Effects



Figma



LANGUAGES

English



Spanish



EDUCATION



BA in Communicational Design

Universidad San Francisco de Quito

Quito - Ecuador 2013-2015

Cum Laude

Associate in Arts

Broward College (BCAE)

Ecuador, 2010-2012

CERTIFICATIONS

Figma UI UX Design Essentials

Udemy, 2022

Adobe Photoshop CS5 Certified Expert

Universidad San Francisco de Quito, 2013

VOLUNTEER WORK



English substitute teacher and administrative support

San Rafael Public School

Ecuador, 2015

English and art teacher assistant

Londres Child Care Center

Ecuador, 2014-2015