



DANIEL OSVALDO RIOS OQUENDO

Brand Designer & Web Architect.

danielriosquendo.com

Contact



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Areas of Expertise

BRAND STRATEGY

- ◆ Branding
- ◆ Corporate Identity
- ◆ Conceptualization

WEB ARCHITECTURE

- ◆ Web Design
- ◆ WordPress
- ◆ HTML Layout

VISUAL DESIGN

- ◆ Art Direction
- ◆ Graphic Design
- ◆ 2D Animation

TOOLS

- ◆ Illustrator
- ◆ Photoshop
- ◆ After Effects

About Me

Publicist and designer with three decades of experience transforming business objectives into high-impact visual identities and web platforms.

My approach, honed over 30 years of experience, combines art direction and brand strategy with WordPress web architecture to create digital experiences that connect, communicate, and drive results.

Professional Experience

2014 *Independent Professional (Freelance)*

2025 PUBLICIST AND GRAPHIC DESIGNER

Throughout my career, I have led and proposed visual identity designs and campaigns for a diversity of both local and international clients, ensuring brand cohesion across all touchpoints.

2010 *Instituto Tecnológico Pascual Bravo*

2014 PART-TIME PROFESSOR/INSTRUCTOR AT THE SCHOOL OF GRAPHIC DESIGN

◆ I was responsible for the technical and strategic training of new generations of graphic designers, teaching key courses for their professional development.

◆ I led the Design Methodology course, where I mentored students to shift from execution to strategy,





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teaching them to conceptualize and plan projects that effectively addressed client objectives.

- ◆ I designed and taught the technical curriculum for industry standard tools, including the Adobe suite (Illustrator, Flash) and 3D software (Maya, 3D Max), always with a focus on their advertising and commercial application.

2005
2010

Latinpress Inc. from Colombia | Publishing and Event Organization

GRAPHIC DESIGNER FOR EDITORIAL PRODUCTS AND TRADE SHOW EVENTS

- ◆ I was responsible for the layout of 6 leading specialized industry magazines, ensuring high visual quality and editorial consistency in each publication.

- ◆ I managed content administration for the company's web portal using the Joomla CMS, updating and optimizing the digital presence to support the editorial products.

- ◆ I worked intensely in collaboration with the marketing team on the conceptualization and design of all visual communication for B2B events (congresses, forums, seminars), creating a cohesive brand experience that was essential for attracting attendees and sponsors.

2004
2005

Avance Comunicación y Mercadeo | Advertising Agency

GRAPHIC CREATIVE AND ADVERTISING COPYWRITER

- ◆ I led the creative strategy and execution for key accounts like DeLima Marsh Seguros, serving as the main point of contact for the development of their visual and written communication.

- ◆ I was responsible for the integral management of the brand's visual identity, ensuring consistency and correct application across all marketing and advertising materials.

- ◆ I developed the creative concepts and wrote the texts (copywriting) for the campaigns, unifying the visual and verbal message to maximize impact and clarity.

2004
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CESDE Technological and University Institution

PART-TIME PROFESSOR/INSTRUCTOR AT THE SCHOOL OF GRAPHIC DESIGN

I was responsible for delivering the fundamental training in industry-standard design tools. My instruction focused on mastering Adobe Illustrator and Photoshop, not just as software, but as key instruments for the conceptualization and execution of effective graphic solutions in the advertising field.





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1996 *Firma Publicitaria | Advertising Agency*

2004 **GRAPHIC CREATIVE AND ADVERTISING
COPYWRITER**

◆ I participated in the conceptual development and execution of 360° advertising campaigns for a high-profile client portfolio, including leading brands such as Parque Comercial El Tesoro, IMUSA, and EDATEL.

◆ I collaborated in creative direction and advertising copywriting, ensuring cohesive and high-impact brand communication across all touchpoints, in both print and digital media.

◆ I managed the visual identity for these key accounts, ensuring that every creative piece not only met the highest quality standards but was also aligned with the client's strategic objectives.

1995 *Francamente Publicidad | Advertising
Agency*

1996

**GRAPHIC CREATIVE AND ADVERTISING
COPYWRITER**

◆ During a professional residency in Montería, I served as the all-round creative for the key advertisers of the newspaper El Meridiano de Córdoba, the main media outlet in the region.

◆ I was responsible for conceptualizing and developing complete advertising

campaigns, managing both art direction and copywriting, to ensure effective and visually appealing messages for the local market.

◆ My role was fundamental in helping local advertisers maximize the impact of their advertising investment, creating pieces that connected directly with the newspaper's audience.

1995 *Portafolio Creatividad | Advertising
Agency*

ART DEPARTMENT ASSISTANT

◆ This was my first professional immersion in an advertising agency, where I laid the foundation for my career by collaborating directly with the senior creative team.

◆ I actively participated in the campaign lifecycle, from assisting in the conceptualization of advertising pieces to preparing final art for production.

◆ I gained fundamental experience in the agency process, including preparing client presentations and developing creative proposals, which was key to my growth as a publicist and designer.





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Formal Education and Supplementary Training

Formal University Education

**PONTIFICAL BOLIVARIAN
UNIVERSITY**

University degree with the title of
Professional Publicist | 1990 / 1995
Medellín, Colombia.

2015 **CONTINUOUS EDUCATION AND SELF-LEARNING**

2025 I maintain an active commitment to my professional development to stay at the forefront of trends and new technologies through leading platforms such as Skillshare, UXCEL, and Codecademy.

2015 *Diploma*

DIGITAL MARKETING | INTERLAT.CO

Trained to collaborate on the design and execution of advertising campaigns in digital media.

2015 *Diploma*

3D CHARACTER DIGITAL ANIMATION | ANIMATIONGYM.COM

Trained to create convincing movements in simple 3D characters, which can then be applied to complex characters. | Animation Modules 1 and 2.

2015 *Training*

BUSINESS PLANS AND ENTREPRENEURSHIP | EMPRESARISMO.MEDELLINDIGITAL.GOV.CO

It gave me a foundation for executing ventures based on the Canvas model.

2011 *Seminar*

MASTER CLASS IN DIGITAL ANIMATION | PIPELINESTUDIOS.COM

Designed by Pipeline Studios, in conjunction with the Mayor's Office of Medellín, Ruta N, and Pascual Bravo, where I acquired skills in 2D digital animation and fundamentals in the creation of characters and stories.