NELSON ALEJANDRO REINOSO GOMEZ

Senior Graphic & Visual Designer | Packaging & Product Visualization | Brand & Digital Design

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PROFESSIONAL SUMMARY

Graphic and Visual Designer with 10+ years of experience across brand design, digital products, e-commerce, marketing, photography, image retouching and visual production. Hands-on experience developing consumer-product packaging, 2D artwork, 3D product visualization and mockups for the US hydration market, including aluminum water-can concepts. Strong Adobe Creative Suite background with complementary experience in Blender, Figma, web design and digital commerce. Detail-oriented and comfortable taking visual work from concept through presentation and production-ready delivery.

CORE COMPETENCIES

- Graphic Design: Brand identity, typography, layout, visual systems, art direction
- Packaging & Production: Packaging concepts, 2D artwork, print-ready artwork, production detail, color consistency, proofreading
- Product Visualization: 3D product/packaging mockups, Blender, 2D/3D presentations, compositing
- Image: Product photography, advanced retouching, image compositing, creative manipulation
- Digital: E-commerce design, Shopify, landing pages, web design, conversion-focused creative
- Tools: Adobe Illustrator, Photoshop, InDesign, Blender, Figma, Framer, Webflow, HTML/CSS, Three.js

PROFESSIONAL EXPERIENCE

LMC MEDICAL GROUP | Pereira, Colombia | Head of Marketing & AI Operations

November 2024 – Present

Led visual content, brand communication and digital marketing for a premium medical group.

- Visual production: Directed high-end photo/video content and creative formats for medical and aesthetic services, maintaining premium brand presentation.
- Creative systems: Developed digital visual assets and content workflows across web and social channels.
- Digital design: Created and optimized web experiences and conversion-oriented creative supporting direct patient acquisition.
- Technical: Combined design, web development and AI automation to streamline content and marketing operations.

PHPLUS WATER | USA | Remote | Graphic & Digital Design Lead / Growth & Automation Architect

June 2024 – November 2024

Led visual and digital development for a premium hydration consumer brand entering the US market.

- Packaging design: Developed packaging concepts for aluminum water cans, including 2D artwork and visual direction aligned with the US consumer market.
- 3D product visualization: Created realistic 3D packaging and product mockups for presentations, creative validation and marketing materials using Blender.
- 2D/3D presentations: Produced product visualization assets combining artwork, renders, compositing and presentation-ready mockups.
- Image retouching: Created and refined product imagery, retouching and compositing for e-commerce and advertising.
- E-commerce design: Built and managed the Shopify ecosystem, optimizing product presentation, UX/UI and conversion-focused visual experiences.
- Performance creative: Produced and tested visual assets across Meta and TikTok, iterating concepts based on campaign performance.

YAMAHA MOTORS BRAZIL | Brazil | Brazil National Marketing Director & Branding Committee Member

January 2020 – September 2024

Led national brand governance and visual consistency across the dealership network.

- Brand governance: Established and led a Branding Committee responsible for maintaining a consistent design system across regional campaigns and partner agencies.
- Visual standards: Reviewed and standardized digital and campaign assets across multiple territories, ensuring brand consistency and production quality.
- Campaign design: Collaborated with agencies and internal teams on high-volume creative production for a national consumer brand.
- Digital assets: Standardized visual and mobile assets used throughout the customer journey from digital lead generation to showroom.

MABEL KATZ / YOURBUSINESS INC | Remote | AI Infrastructure & Content Monetization Lead

July 2020 – Present (Concurrent)

Developed digital content, visual assets and automated production workflows for a global personal-brand and education business.

- Creative production: Repackaged books, courses and legacy content into new digital products and conversion-oriented experiences.
- Content design: Supported visual content production across YouTube, social media, newsletters and digital campaigns.
- Digital product presentation: Developed landing pages and visual structures for product launches and evergreen offers.

SELECTED DESIGN CAPABILITIES

Packaging: Consumer-product packaging · aluminum can concepts · 2D artwork · 3D mockups · product visualization
Print: Editorial layout · typography · image preparation · production artwork · print-oriented design workflows
Visual: Retouching · compositing · photography · art direction · brand systems · campaign assets
Digital: E-commerce · Shopify · web design · landing pages · responsive UI · conversion creative

EDUCATION & CERTIFICATIONS

Bachelor in Marketing — Universidad Católica del Táchira, Venezuela
Music Business — SAE Institute Bogotá, Colombia
Certifications: Shopify Developer Certification · Advanced AI Implementation for Business · Adobe Suite Expert

LANGUAGES

Spanish: Native English: B2+ professional working proficiency