

Oswaldo Herbales

Visual & Creative Designer · Creative QA

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Visual & Creative Designer with 6+ years of experience across advertising, marketing, fintech and digital environments. Experienced in developing creative concepts, Key Visuals and multichannel campaigns across digital, paid media, social media, OOH and DOOH. Strong visual communication and brand conceptualization skills, collaborating with multidisciplinary teams and agencies to deliver polished, consistent and effective creative executions.

Experience

May 2025 – May 2026	Bogotá	Feb 2024 – Jan 2025	Bogotá
Visual Designer	Wenia	Creative Designer	Hothatch
Developed creative and visual solutions for a fintech and crypto brand across Marketing, Growth and Product. Reviewed and validated creative assets across digital, paid media, social, CRM and email, ensuring visual consistency, brand compliance and production quality. Collaborated with internal teams and external agencies to identify improvements, provide creative feedback and maintain quality across brand touchpoints.		Developed creative concepts and visual assets for marketing and brand communications. Created digital and social media executions across multiple formats, translating creative ideas into polished and effective visual executions. Collaborated with multidisciplinary teams to deliver consistent and high-quality creative work.	
Dec 2022 – Nov 2023	Bogotá	Jan 2020 – Dec 2022	Bogotá
Creative Designer	RappiPay	Graphic Designer	El Estudio
Developed visual assets and creative adaptations for digital marketing campaigns within a fintech environment. Contributed to the development of RappiPay’s brand expression across the app and digital product touchpoints, translating brand guidelines into consistent visual experiences. Created campaign assets for digital, paid media, social media and brand communications across multiple formats.		Developed visual identities, campaign assets and digital communications for multiple brands and clients. Reviewed creative executions to ensure visual consistency, quality and alignment with brand requirements, providing feedback throughout the production process. Supported creative coordination and collaborated with designers and multidisciplinary teams from concept development through final delivery.	

Education

2026 – Currently	Bogotá
Visual Arts	CENDA
2019 – 2020	Cartagena
Technology Industrial Production	Tecnológico Comfenalco
2017 – 2018	Bogotá
Technology in Multimedia Production	SENA

Skills

PROFESSIONAL	TECHNICAL
Creative Concept Development	Figma
Graphic & Visual Design	Adobe Photoshop
Creative QA & Quality Control	Adobe Illustrator
Brand Governance	Adobe After Effects
Visual Communication	Adobe Premiere Pro
Key Visual Development	AI Creative Tools
Campaign Design & Adaptation	HTML / CSS
Typography, Composition & Color	CMS

Let’s talk