

ANDRÉS FREYTE

GRAPHIC DESIGNER

PORT FOLIO

2025

Welcome



ANDRÉS FREYTE

GRAPHIC DESIGNER

CONTACT



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I'm a 24-year-old Colombian graphic designer with **over 6 years of experience** in branding, social media strategies, advertising campaigns, and motion graphics. With more than two years of experience as a university professor, i have discovered my passion for sharing knowledge and enhancing the vision of graphic design. Committed to creating memorable projects, I'm ready to take your ideas to the next level

EDUCATION

2019 - 2022

GRAPHIC DESIGN PROFESSIONAL

UNIVERSITY OF SANTANDER UDES

2019

ACADEMIC EXCHANGE

AUTONOMOUS UNIVERSITY OF NUEVO LEON UANL (MÉXICO)

2017 - 2019

**TECHNOLOGY IN ADVERTISING
GRAPHIC PRODUCTION**

UNIVERSITY OF SANTANDER UDES

EXPERIENCE

2022 - 2024

UNIVERSITY PROFESSOR

UNIVERSITY OF SANTANDER

2021 - 2022

CREATIVE TEAM LEADER

RPS PROCESSING SERVICES

2020 - 2020

SENIOR GRAPHIC DESIGNER

HYH CLOTHING

2017 - 2020

JR. GRAPHIC DESIGNER

FAST DELIVERY USA

DIGITAL ESTRATEGIST



C1 ADVANCED

**view certificate*

SOFTWARE

PHOTOSHOP & ILLUSTRATOR



AFTER EFFECTS & PREMIERE



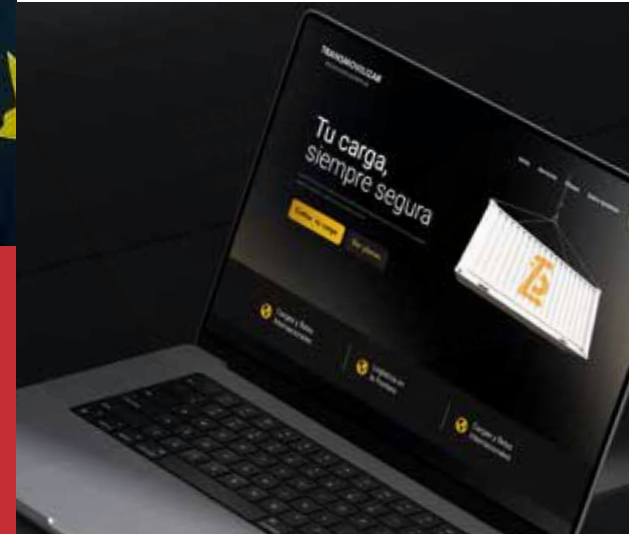
FIGMA & WORDPRESS





ESTRATEGY

WEB DESIGN



BRANDING

SOCIAL MEDIA



INTERACTIVE

STRATEGY & PROJECT DEVELOPMENT

My experience in university teaching **Graphic Design** at the **University of Santander**, is added to my experience in managing creative teams in companies, where I have developed key skills in **management, innovation and leadership**. I have participated in the organisation of academic events such as *InnovaFest* and in interdisciplinary research projects, standing out for my ability to generate impact and contribute significant value to each initiative.

ADAPTABILITY

CREATIVITY



INNOVATION



MANAGEMENT

LEADERSHIP



KOLIBRIE COFFEE

A project designed to capture the soul of Norte de Santander, highlighting the value of origin coffee and the cultural richness of the region. This **online shop** combines functionality with a vibrant and colourful identity, connecting tradition and modernity in every detail.

WEB DESIGN

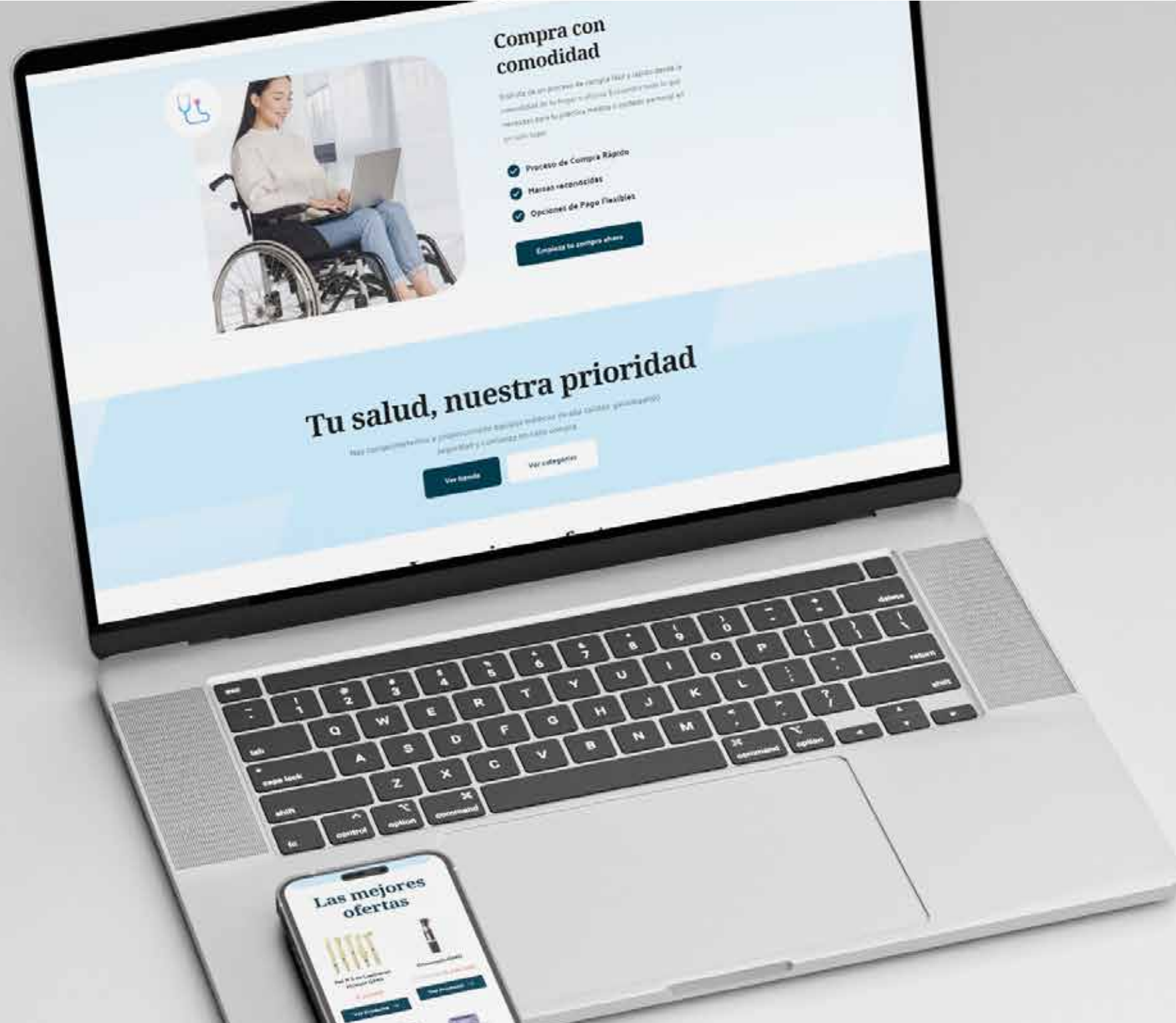


MENULINK.PRO

An innovative project offering personalised digital menus for social networks. **Each landing page** was custom designed, reflecting the visual identity of each client and enhancing their connection with consumers.

WEB DESIGN





NORMEDICAS S.A.S

An **e-commerce platform** created to optimize the user experience in the purchase of medical supplies. With more than 300 references, the design focused on effective conversion and clear and intuitive navigation.

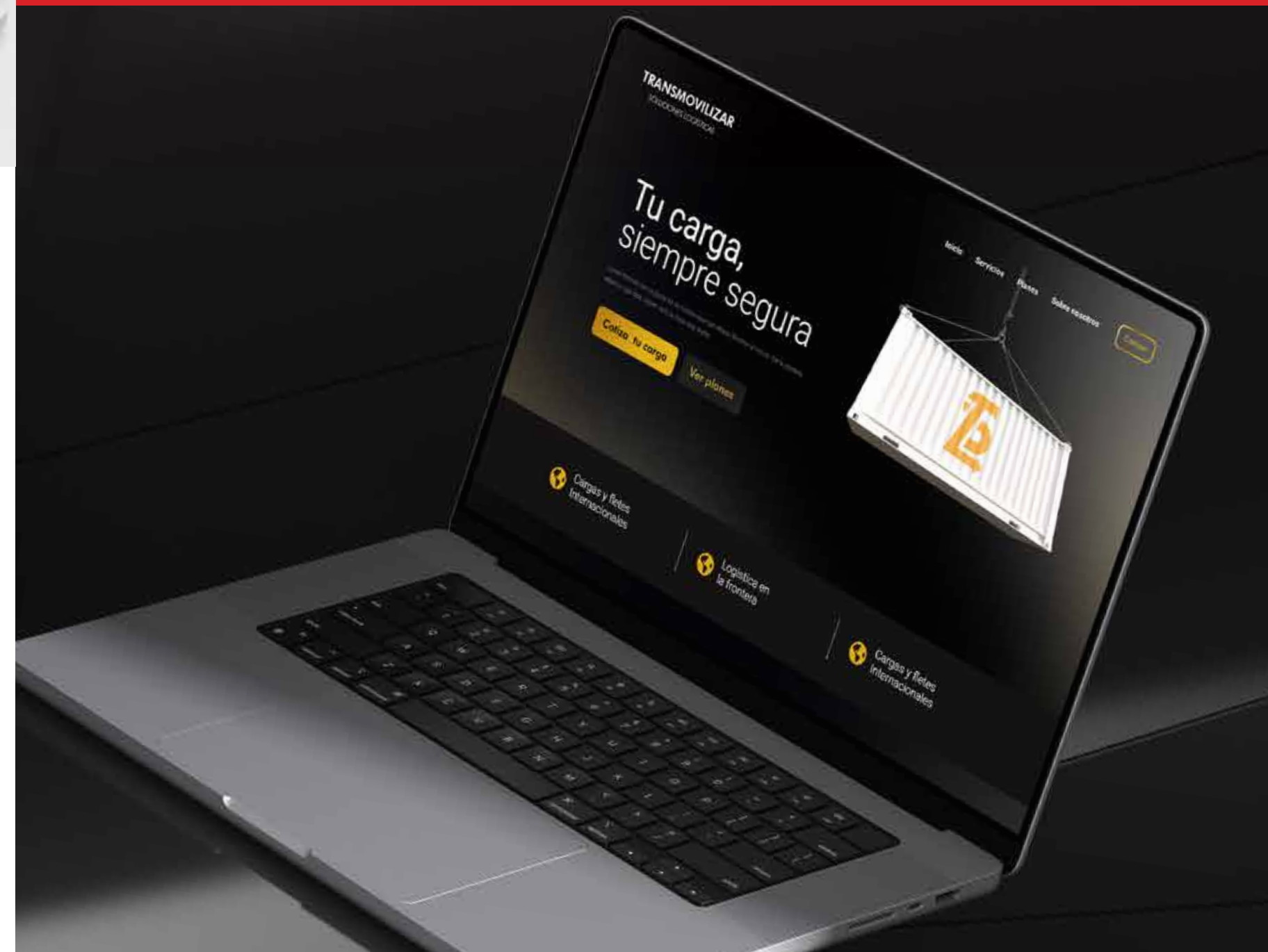
WEB DESIGN



TSL LOGISTICS

A **portfolio website** that highlights the experience and leadership of TSL Logistics in transport and shipment logistics in Colombia. This design highlights its professionalism and operational capacity at the border.

WEB DESIGN





MC MUNDO CORTE

A **visual identity** that combines elegance, classic design and eco-consciousness to highlight quality in the sale of interior design elements. From the initial brief to the final applications, the creative process focused on highlighting their service and commitment to sustainability.

BRANDING

Ai Ps



A **creative proposal** focused on a charismatic character that brings personality and distinction to the brand. The integral development allowed us to create an animated and memorable visual identity, positioning the restaurant with a unique style in its sector.

BRANDING

Ai Ps



A **rebranding** that modernizes the image of a logistics company with years of experience in the Colombian border. The result is a minimalist but powerful identity, with visual contrasts that reflect professionalism and dynamism in each application.

BRANDING

Ai Ps



SOCIAL MEDIA & CONTENT MANAGEMENT



Much of my experience as a graphic designer has focused on creating visual pieces for social media. From **House Media Studio**, I have collaborated with various brands, designing strategic and creative content. I have excelled in the production of **viral videos** such as reels and TikTok, applying my skills in **post-production and editing**, as well as in **planning, scripting and filming**, generating dynamic content that connects with audiences and enhances brand presence.

SOCIAL MEDIA



AUDIOVISUAL PRODUCTION



PLANNING

PRODUCTION



AND POST
PRODUCTION

IN +50 REELS



MULTIMEDIA & INTERACTIVE PROJECTS



A project that started as my university thesis and turned into a prototype **mobile videogame**. From character creation to Unity programming, I took on the challenge of developing it independently, strengthening my passion for exploring new creative frontiers.

MOBILE GAME



Ae

Ai

Ps





Rosario Arciniegas

An innovative proposal that integrates **Augmented Reality** to bring an interactive legend to life. During my time teaching at UDES, I participated in the design and development of the mobile prototype in collaboration with creative professionals, combining technology and narrative to captivate children and adults.

AR MOBILE APP

Ae

Ai

Ps



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