



# Gosman Eduardo Gallego

Graphic Designer- Marketing Specialist



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Cali-Colombia [18/Nov/1986](#)

[www.gosmangallego.com](http://www.gosmangallego.com)

[Video Introduction](#)

## Communications Asistant

**Carval de Colombia** Aug 2007 - Jun 2009

Internal communication strategies implementation, application development for the intranet, traffic analyst and website statistics. Education content development for coporate introductions.

[www.carvalcorp.co](http://www.carvalcorp.co)

## Graphic Designer

**Gente Brand Building** Feb 2010 - Jun 2014

3D stage designer, 3D animation for video mapping and concepts creations for events, tradeshows and advertising campaigns.

## Professor

**Universidad Autónoma de occidente**

Feb 2014 - Nov 2021

Teacher subjects:

Multimedia Design, 3D animation and modeling.

[www.uao.edu.co](http://www.uao.edu.co)

## Professional profile

Graphic designer specialized in marketing with an emphasis on content creations for digital channels and implementation of communication strategies.

I have special skills to lead work teams, imagination and initiative to develop new ideas, decision-making and goal achievement.

## Education

**2021** **Marketing specialist**  
Universidad Autónoma de Occidente - Colombia

**2010** **Postgraduate degree in media arts**  
Universidad Nacional de Córdoba - Argentina

**2008** **Graphic designer**  
Universidad Autónoma de Occidente - Colombia

**2003** **High School**  
Centro Educativo - Comfandi Miraflores

### Technical courses:

2019 **Google Ads y Google Marketing Platfom**  
Latam Education

2007 **Mechanical Drawing** - SENA

2007 **Technical Drawing** - SENA

## Work Experience

### Project Manager

**Visual Lab - Digital Agency** Mar 2014 - Oct 2021

Project leader in the implementation of communication strategies in digital media, Responsible for consolidating the work team and managing relationships with clients.  
[www.grupovisuallab.com](http://www.grupovisuallab.com)

### Content Creations Specialist

**Anatol Equipment Co.** Nov 2021 - Feb 2023

Leader of content marketing strategy for latinamerican market, content definitions for digital channels and help to global marketing director to distribute the branding in tradeshows with corporate assets.

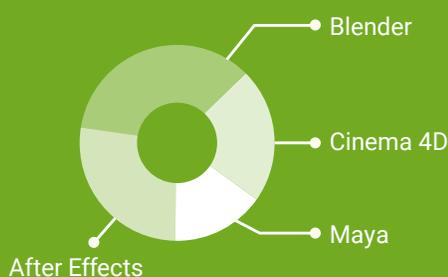
[www.anatol.com](http://www.anatol.com)

## Dashboards And Software Skills

### Digital marketing

Wordpress CMS  
Google Analytics  
Google Ads  
Meta Business Ads  
Google Search Console

### 3D / Animation



### 2D / Web



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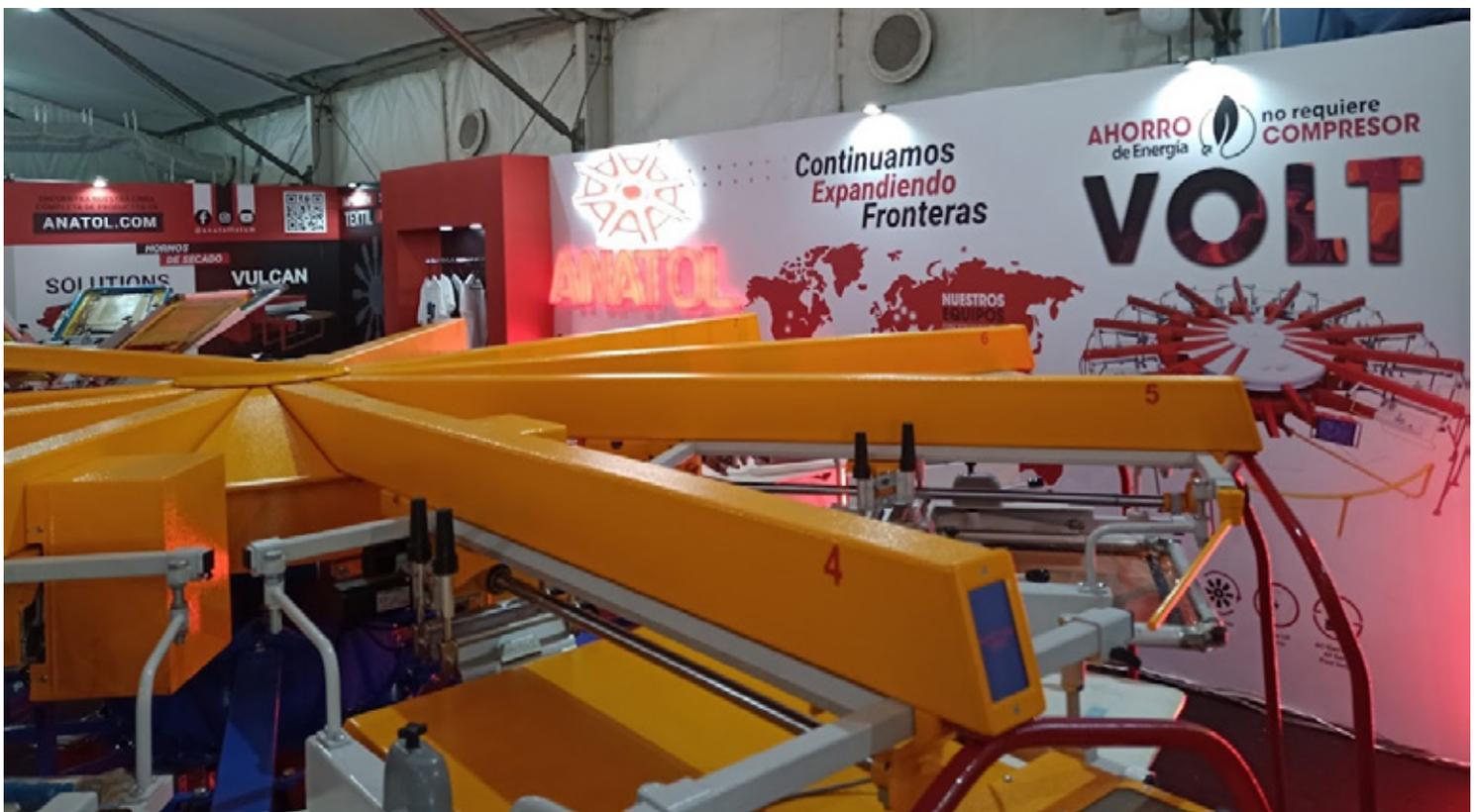
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## Booth Design for Tradeshow Anatol Equipment

medellín Colombia

Anatol booth design for Colombiatex show.



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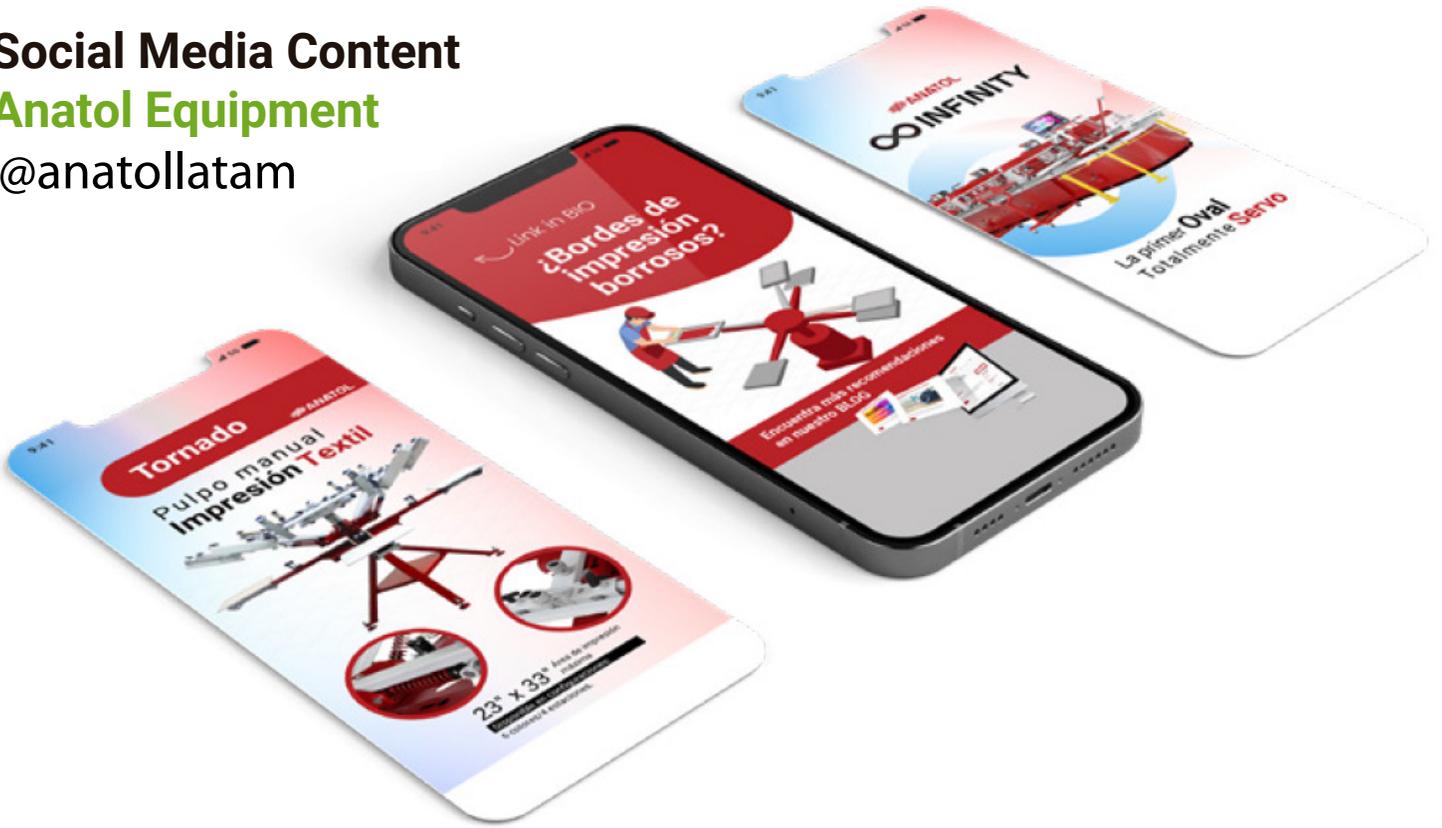
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## Content Marketing

### Social Media Content

Anatol Equipment

@anatollatam



### Infographics post

**¿Cómo calcular los costos de su taller de serigrafía?**

Para obtener ganancias en su taller de serigrafía debe calcular los costos del negocio y comprender el impacto en cada parte del proceso de estampación.

**Gastos fijos**  
Los gastos fijos son costos que no cambian según la cantidad de prendas que se producen y venden. Son gastos que se calculan mensualmente por ejemplo:

- Alquiler o renta del lugar
- Servicios públicos (electricidad, gas, agua, etc.)
- Salarios (cargos administrativos)
- Impuestos aplicables
- Gastos de comunicaciones / internet
- Equipo empresarial

**Gastos variables**  
Los gastos variables son todos los costos que cambian según los parámetros específicos de sus trabajos de impresión, incluido el tiempo de mano de obra y los suministros necesarios. Debe tener en cuenta los siguientes puntos para calcular sus gastos variables:

- Gastos de mano de obra
- Gastos en el arte
- Materiales
- Costos de Screen y tintas
- Gasto de mano de obra de posproducción

¿Cuánto debemos vender para cubrir los gastos?

45 likes

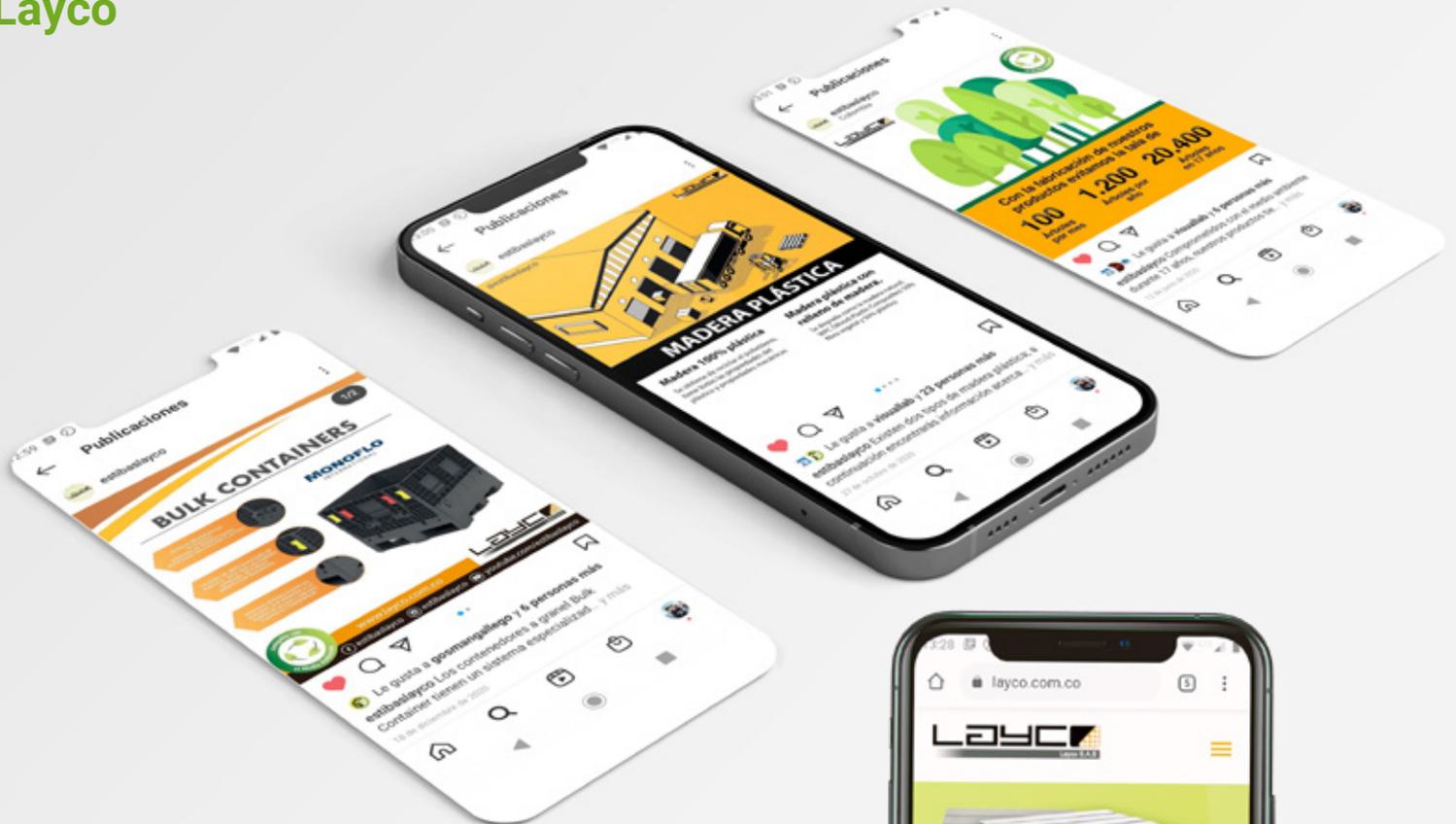
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## Digital Content

### Graphic content design

Layco



Content design for Layco's digital channels, using resources such as infographics, explained videos and information related to the circular economy sector. monitoring and deployment of content distribution on platforms such as facebook, instagram, youtube, linkedin and the corporate website.



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## Packaging Design

### Packaging Design and 3D visualization

#### Pastas Dar Vida

Packaging design, final artboard and 3D product visualization.



## Digital Contents

### Web Application development - Digital books

#### Panamericana Editorial

Design of a Web app called the digital book library, where multimedia content such as animations and interactive games were integrated



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## 3D Design

Character design and 3D modeling

Crece Hair Center



Concept art



3D Model



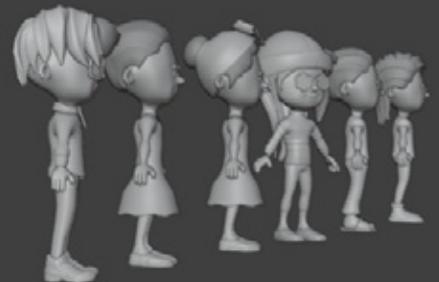
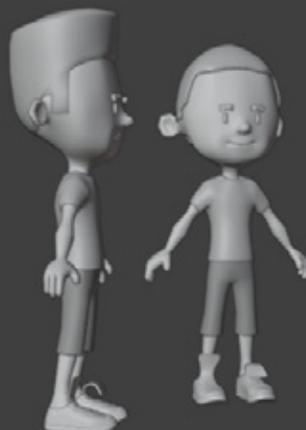
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## 3D Design & Animation

Modeling and animation of 3D characters for education videogame in unity

Mikimvi



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## 3D Design

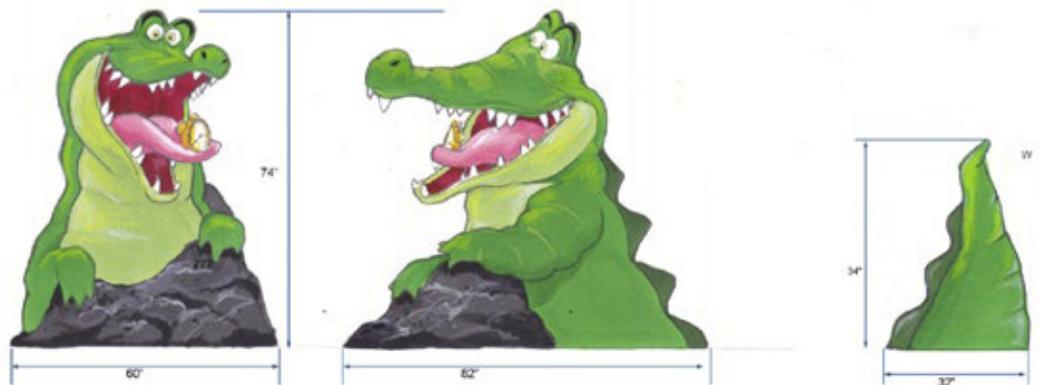
### Character modeling Tic-Toc

**The Imagination House.** Orlando, Florida



The imagination house is a provider of audiovisual content for the walt disney company.

The modeling process begins with the supplied illustrated reference until an organic 3D model is achieved. For this process, only the 3D model without textures was required, ready for subsequent manipulation in digital environments.



### 3D Animation

#### Christmas video animation Constructora Meléndez

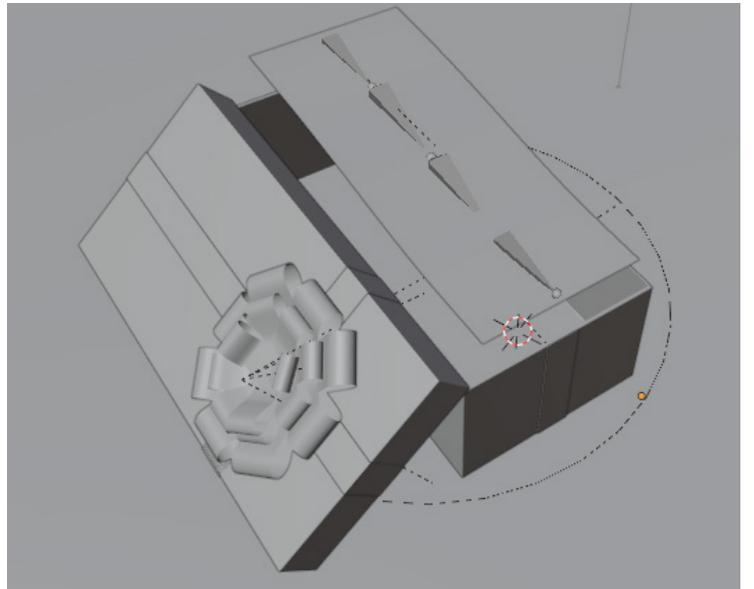


Development of promotional video, using modeling techniques and digital animation.

The modeling process of the gift box took into account the technical parameters for its subsequent rigging process to facilitate the animation of the objects. For the Christmas tree model, lowpoly techniques (low polygon modeling) were used, optimizing details with textures.



[Clic Here](#)



### Environment Design

#### Design of structures and graphing of modules

##### Manuelita Museum

It begins with a design process of several alternative modules and later the 3D survey of the museum and the structures that contain the infographics are carried out.

3D visualization

Graphic design, infographics and illustrations



#### Museum real pictures



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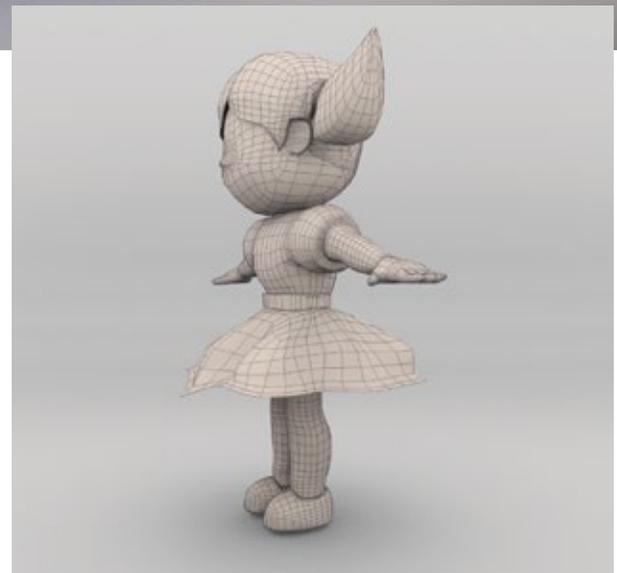
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## 3D Design

### Character modeling Pastas la muñeca Harinera del valle



Modeled from a 2D mark, preserving the features that represent it until achieving a character with 3D volumes.



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## 3D Design

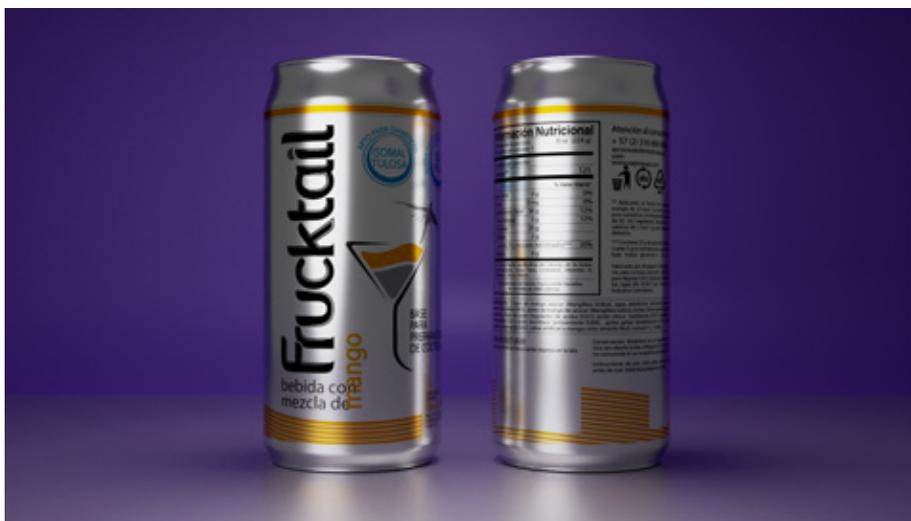
### Product visualization blendswap community

3D modeling and rendering of label and bottle.



### Product visualization Frucktail Coctail

3D Modeling and product label visualization of frucktail cocktails drinks.



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## Corporate Branding



### Logo Design

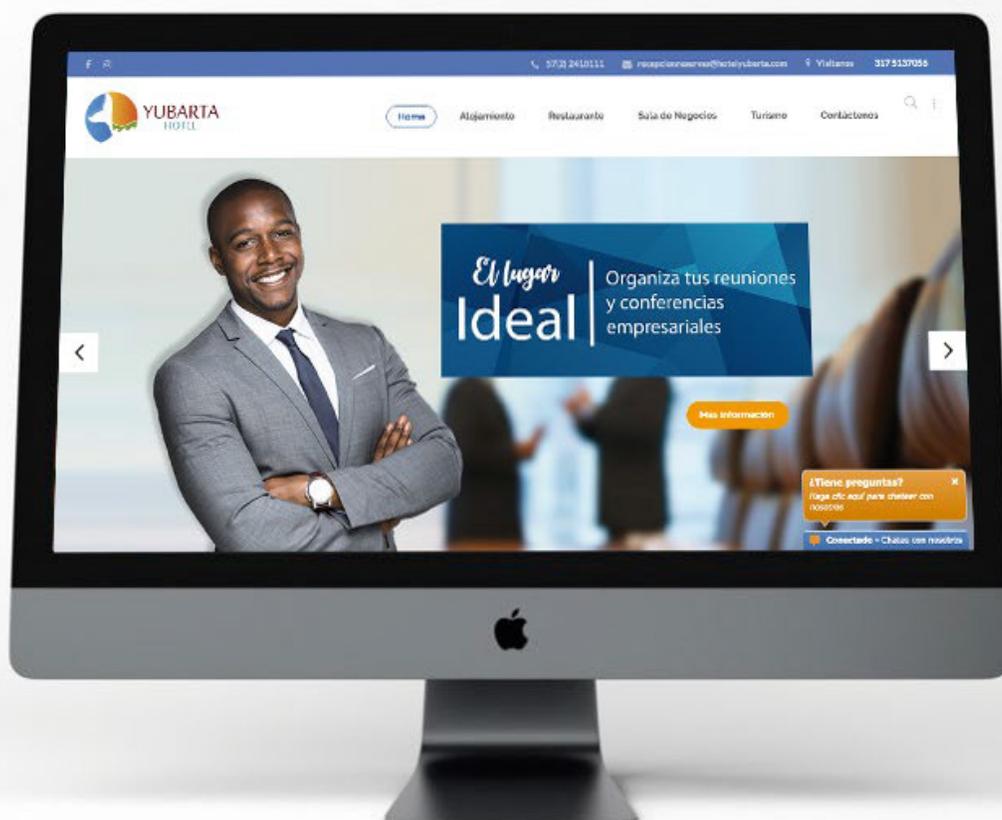
#### Yubarta Hotel - Buenaventura

Hotel Yubarta Buenaventura.

For this development of the imago type, hallucinatory colors will be used to the tones that represent the Colombian Pacific, nature, sea and the sunset in the afternoons.

### Web design Hotel Yubarta - Buenaventura

[www.hotelyubarta.com](http://www.hotelyubarta.com)



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## Printing Desing

### Oficial Album America de Cali

Cover design, conceptual design of the entire album layout such as page backgrounds, infographic design and official posters of the soccer team. During the development process, a visual Key was made that would serve as a guide for the entire diagramming team. The printing and distribution process was in charge of Pinxell SAS.



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## Job References

### **Alex Sroka**

Marketing director - Anatol equipment co. Chicago, US

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### **Andrés Agredo**

Graphic design career director- Universidad Autónoma de Occidente, Cali, Co

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