MARCOS MORA

GRAPHIC DESIGNER | VIDEO & MOTION EDITOR | WEB & CONCEPT ARTIST

Madrid, Spain (Remote / Global) | mmora.design@gmail.com | contacto@mrmarkoz.com
LinkedIn: linkedin.com/in/mrmarkoz | Portfolio: mrmarkoz.com

PROFESSIONAL SUMMARY

Multidisciplinary Graphic Designer, Video Editor, and Web Designer with 6+ years of international agency and corporate experience across visual branding, performance video ads, motion graphics, and WordPress UI/UX design. Backed by a Master's degree in Concept Art & 3D, combining strong visual storytelling with generative AI and creative production workflows to deliver scalable digital assets.

CORE COMPETENCIES & SOFTWARE

Video & Motion:	Adobe Premiere Pro, After Effects, CapCut
Graphic & Brand:	Adobe Illustrator, Photoshop, InDesign
Web & UI/UX:	WordPress, Divi Builder, WooCommerce, Figma
Concept & AI:	Claude Code, Higgsfield, Veo 3, Nano Banana, Gemini

PROFESSIONAL EXPERIENCE

Brand, Visual & Web Designer
2023 – Present | Remote

Ethicus S.A.S.

- Led visual brand identity design, executive infographics, and digital assets for behavioral ethics programs.
- Designed and structured responsive WordPress web pages and service layouts, improving content clarity and UX.
- Created customized visual systems, presentation decks, and marketing collateral for third-party corporate clients.

Video Editor & Digital Graphic Designer
2022 – Present | United States (Remote)

HeyDay Marketing LLC

- Edited and optimized high-retention video advertisements and short-form social reels across diverse client accounts.
- Produced motion graphics, visual hooks, and multi-format digital ad creatives for social media, paid ads, and email.
- Integrated AI-assisted video and image generation into agency workflows to accelerate creative production turnaround.

Web & Brand Identity Designer
2020 – 2022 | Colombia

JES Asesores de Seguros

- Executed a comprehensive brand identity refresh and designed the company's end-to-end WordPress website.
- Implemented dynamic content modules, responsive UI layouts, and visual optimizations for lead generation.

EDUCATION & LANGUAGES

Master’s Degree in Concept Art
2021 – 2022

Voxel School — Madrid, Spain

Character design, environment & prop concept art, and 3D modeling/texturing (ZBrush, Unreal Engine, Marmoset).

Bachelor’s Degree in Graphic Design
2011 – 2016

Corporación Universitaria Unitec — Bogotá, Colombia

Advertising graphic design, print & digital production, audiovisual editing, and web/CMS architecture.

LANGUAGES: Spanish — Native | English — Intermediate / Advanced (B2 / C1)