



Solange Cano

B.A. in Design and Visual Communication

Graphic designer with more than 4 years of experience in **digital design**, **social media content**, **e-commerce** and **branding**. I specialize in creating pieces with identity, clarity, and a focus on conversion. I work with modern tools (Adobe, Figma, AI) and enjoy contributing creativity to strengthen brands and marketing teams.

Contact

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🌐 [Portfolio](#)

Languages

English

C2 Proficient

[EF Set Certificate](#)

Work Experience

Plant / Vivet

Nov. 2023 - Jan. 2026

Graphic Designer | Marketing

- Creation of digital content for social media and e-commerce.
- UI design, banners, newsletters, and printed materials.
- Development of commercial campaigns that increased visibility and engagement.
- Creative contribution to maintain visual consistency.

Digital State

Apr. 2023 - Nov. 2023

Graphic Designer | Marketing

- Design of static and audiovisual content for brands of different industries.
- Video editing and advertising pieces.
- Visual support for digital marketing campaigns.

Freelance

2018 - present

Graphic Designer and Community Manager

- Identity and content design for small businesses and entrepreneurs.
- Community manager for a service company in Texas, USA: planning, designing, and publishing content.
- Visual communication management focused on organic growth.

Skills

Digital and social media design - Branding and visual communication - Video editing - UI design - E-commerce design
Content creation and social media managing - Generative AI

Tools

Adobe Photoshop - Adobe Illustrator - Adobe InDesign
Adobe XD - Figma - CapCut - Canva - Google Workspace
Notion - Microsoft Office - Generative AI (ChatGPT, Gemini, Nano Banana, Firefly) - Mailchimp

Education

Universidad Nacional de Lanús (graduated)

Bachelor's Degree (5-year program) in Design/Visual Comm

Coderhouse

UI Design Course ([certificate](#))