

Andrea Figueroa

Graphic Designer · Digital & DTC Ecommerce | Email Design & Klaviyo

Valencia, Venezuela (Remote) | andreailustradafb@gmail.com | +58 412 255 7743 | linkedin.com/in/andreanfb

PROFILE

Graphic designer with 9 years of experience, 5 of them in digital and DTC ecommerce. Led email and SMS design, strategy and execution for a direct-to-consumer brand, shipping 240+ emails and 80+ SMS campaigns over 20 months. Hands-on Klaviyo experience across two companies, combined with a Figma-based practice spanning brand identity, app UI, icon systems, packaging and email templates. Promoted to Creative Director at 21, hiring and leading a 15-person cross-disciplinary team. Bilingual English and Spanish, with 5+ years of daily professional work conducted entirely in English.

EXPERIENCE

CRM / Email Marketing Manager · ExpressionMed (Remote)

April 2024 to December 2025

- Owned email and SMS design, strategy, build and copy for a DTC brand of expressive medical tapes and stickers, reporting directly to the CEO.
- Designed and shipped 240+ emails and 80+ SMS campaigns across 20 months, plus supporting print, POP and social assets.
- Built at least 10 new email flows from scratch, including design and automation logic.
- Identified an underused SMS channel and proposed a weekly cadence to engaged subscribers, turning it into a recurring revenue channel.
- Created the brand's email design templates and visual style from the ground up; none existed previously.
- Documented the full email marketing operation, and returned later as a consultant to write the in-depth process documentation the incoming team needed to run the channel independently.
- Wrote campaign and flow copy in English as part of a cross-functional role spanning design, strategy, and content.

Freelance Designer & Illustrator · Self-employed (Remote)

2020 to Present

- Parlini Land (May to July 2026): illustrated 90+ game scenes, objects and menus for a multilingual kids app built for immersive language learning through play, produced entirely in Figma; delivered multi-size assets to the Head of Design for developer handoff, in direct contact with the founder.
- DailyViv: brand identity plus 24 app screens and a 22-icon system for an app aimed at users over 60, designed in Figma with large type, high contrast and generous tap targets.
- PITER: retail snack packaging, front and back artwork produced to print specification, including the nutritional and legal panel.
- Brand identity for Glucose Diaries, Vovo Tienda, Topsy Richard and a yoga academy; illustrated card deck design for Evalmica.
- Social media and print design for clients across fitness, retail, music and fashion, including Akron, Rebellion, Tellurian, Roxana Lynch, Raíces Creativas, and Marloa.
- Approximately 16 illustration commissions (portraits, character design) for private clients, plus one privately commissioned children's book illustration.

Klaviyo Software Engineer · &BAM (Remote)

June 2021 to August 2023

- Managed 6–8 client accounts simultaneously across Klaviyo, Attentive, Shopify, and WooCommerce.
- Built email and SMS flows with conditional logic; ran deliverability testing, QA, and troubleshooting across accounts.
- Built pop-ups and discount coupon logic; implemented designs delivered via Figma.
- Rehired as a freelancer in 2024 to design Black Friday / Cyber Monday campaign emails.

Freelance Designer & Copywriter · Cursos GDP (Remote)

September 2020 to May 2021

- Designed social media, LinkedIn, and email content; wrote copy; planned and ran paid social advertising.
- Built and led a small production team (video content creator, copywriter, on-camera communicator) that continues to work with the client today.

Graphic Designer · Fibras Grupo Textil (Valencia, Venezuela)

March 2021 to June 2021

- Part of the in-house marketing team, producing graphic assets for campaigns and product launches.

Creative Director · Impulsa Creativos (Caracas, Venezuela)

June 2019 to February 2020

- Promoted at 21 to open and lead the agency's new Caracas office; hired and trained a 15-person cross-disciplinary team (designers, animators, copywriters, developers).
- Directed creative campaigns for international consumer brands in Mexico and led the ground-up brand identity for a construction company in the Dominican Republic.

Graphic Designer & Illustrator · Impulsa Creativos (Valencia, Venezuela)

May 2018 to June 2019

- Produced 2D visuals for advertising, social media, packaging, branding, editorial, and print.

EDUCATION & CERTIFICATIONS

Bachelor's Degree in Arts, major in Graphic Design. Universidad Arturo Michelena, Valencia, Venezuela (2015 to 2018)

Klaviyo Product Certificate. Klaviyo Academy (2022)

SKILLS

Design: Figma, Adobe Illustrator, Adobe Photoshop, Canva. Brand identity, app UI, icon systems, packaging, print production.

Email & Marketing: Klaviyo, Attentive, Postscript, Meta Ads (paid social), A/B testing, deliverability management

Other: Video editing (CapCut), AI-assisted concept exploration (ChatGPT, Sora), Shopify, WooCommerce, Notion, Slack

Languages: Spanish (native), English (bilingual, 5+ years of daily professional work conducted entirely in English)