ANDREA YAÑEZ HUTTER

Senior Graphic Designer & Brand Manager

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PROFILE

Senior Graphic Designer and Brand Manager with 5+ years of experience creating presentations, campaigns, and brand systems for organizations including FIFA and the National Medal of Honor Museum Foundation. I specialize in turning complex information into clear, compelling visual stories across print, digital, and video. I manage multiple projects at once with cross-functional and international teams, delivering polished work on tight deadlines, especially where sports, storytelling, and brand come together.

PROFESSIONAL EXPERIENCE

Consultant – Graphic Designer

Wit Labs Inc. | Remote | June 2026 – Present

- Redesign recap presentations for all teams, modernizing layouts to improve visual appeal while preserving brand identity and clear messaging.
- Design a wide range of digital campaign assets, from splash images and templates to immersive fan wall frames.
- Build and optimize custom graphic elements for Runner Games, ensuring smooth technical performance and visual consistency.

Digital Content Creator

Your World Passport | youtube.com/@yourworldpassport | 2024 – Present

- Create travel content for YouTube and social media, from concept to publication, growing the channel to 1,800+ subscribers, 285K+ views in the last year, and 17K+ monthly viewers.
- Write scripts, captions, titles, descriptions, and social copy optimized for engagement and SEO.
- Produce short-form and long-form videos in Premiere Pro and CapCut.
- Analyze platform trends and audience behavior to grow reach and engagement.
- Manage the full content workflow: planning, editing, publishing, and performance analysis.

Senior Creative Designer & Brand Manager

National Medal of Honor Museum Foundation | Dallas, TX, United States | January 2023 – May 2026

- Directed creative strategy for national campaigns, exhibitions, and partnership activations.
- Designed 100+ high-impact presentations, including donor proposals, sales decks, and branded collateral, combining clear data visualization, storytelling, and consistent brand identity to engage stakeholders, supporting fundraising efforts that raised over $200M for the museum.
- Produced print-ready assets for partnership activations, donor initiatives, signage, social media, packaging, and on-product branding.
- Built templated design systems that scaled fast-turnaround output during campaigns and activations.

Freelance Graphic Designer

FIFA | Remote, Switzerland | March – June 2025 | October – December 2025

- Collaborated with international creative and marketing teams on visual content for the FIFA World Cup 2026™, FIFA Club World Cup 2025™, and FIFA Congress.
- Managed multiple creative requests at once, coordinating branding assets with international stakeholders and production teams.
- Designed presentations, environmental graphics, and tournament branding that turned complex messaging into engaging visual stories.
- Delivered production-ready assets on demanding timelines while maintaining brand consistency across global campaigns.

Digital Media and Assets Coordinator

National Medal of Honor Museum Foundation | Remote, United States | January 2022 – January 2023

- Produced marketing assets, event signage, social graphics, and fundraising collateral.
- Managed asset libraries and coordinated with external vendors for production.
- Partnered with cross-functional teams to deliver publish-ready assets on tight deadlines.

Graphic Design Intern
National Medal of Honor Museum Foundation | Remote, United States | July 2021 – January 2022

- Supported campaign production with online graphics, promotional materials, and presentation assets.
- Prepared branded proposals and organized digital files for the creative team.

SKILLS

- **Design**: Adobe Illustrator, Photoshop, InDesign, Figma, Canva; brand identity, design systems, print and large-format production, environmental graphics.
- **Presentations:** PowerPoint, Keynote; executive decks, donor and sales proposals, infographics, data visualization, mood boards, mock-ups.
- **Video & Content:** Premiere Pro, CapCut; video editing, YouTube thumbnail design, A/B testing, CTR optimization, SEO, copywriting.
- **Web:** WordPress, Prismic; working knowledge of HTML and CSS for responsive design.
- **AI Tools:** Gemini, Nano Banana, Claude and ChatGPT for ideation, content production, and visual storytelling.
- **Collaboration:** Cross-functional work with marketing, partnerships, leadership, and external stakeholders while keeping brand consistency.

EDUCATION

- **Bachelor's Degree in Graphic Design** – Universidad de los Andes | Bogotá, Colombia (2015–2021)
- **Minor in Visual Computing** – Universidad de los Andes (2019)
- **Minor in German Language and Culture** – Universidad de los Andes (2020)

LANGUAGES

- Spanish – Native (C2)
- English – Bilingual (C2)
- French – Upper Intermediate (B2)
- German – Intermediate (B1)

CERTIFICATES

- Master AI with Gemini | *Santander Open Academy | 2026*
- High-Performance Leadership: Lessons from Formula 1 | Santander Open Academy | 2025
- Sports Marketing Essentials | *Front Office Sports & Pepsi | 2025*
- Inside LVMH | *Louis Vuitton Moet Hennessy | 2024*
- Web Design and Development | *Cornell University | 2023*
- Fundamentals of Digital Marketing | *Google | 2022*
- Fundamentals of Environment Design | *CGMA | 2021*
- Graphic Design Specialization | *CalArts | 2020*
- Interaction Design Specialization | *UC San Diego | 2020*
- Music Business Specialization | *Berklee College of Music | 2020*
- Climate Change and Health Specialization | *Yale University | 2020*
- Branding Specialization: The Creative Journey | *IE Business School | 2020*
- Social Media Marketing | *Tecnológico de Monterrey | 2020*

ENDORSEMENTS

- **Chris Cassidy** – Former President & CEO, National Medal of Honor Museum Foundation; Retired NASA astronaut & U.S. Navy Captain (SEAL).
- **Daniel Measor** – Senior Art Director at FIFA, Brand Identity Specialist for World Cups.