

Germán Olivera

Senior Designer · GTM Design & Web

+57 3125312495

contact@germanolivera.com

www.germanolivera.com

PROFILE

Senior designer with 13+ years working across **web, brand, and digital marketing**. I bridge strategy and production: I can read a GTM plan, identify where the design is carrying too much weight, and build the creative system that makes a launch actually work.

My background spans **Webflow builds, conversion-focused landing pages, full campaign production, and brand systems** for B2B companies running **product launches, brand relaunches, and ongoing marketing motions**.

I'm currently pursuing US-based remote roles alongside consulting work, working full US all time-zones from Bogotá.

PROFESSIONAL EXPERIENCE

2020 -
Present

Founder & Lead Designer | Montovera

Bogotá ·
Remote US

- Built a GTM design consultancy from scratch, serving US-based B2B companies as a design partner for launches, campaign motions, and brand relaunches.
- Developed the Montovera Marketing System (MMS), a proprietary methodology that structures design production from GTM brief to launch-ready assets, reducing revision cycles and keeping campaigns on schedule.
- **Managed full-cycle engagements:** discovery, positioning, web builds, campaign creative, and ongoing retainer production for marketing teams.
- **Designed and developed client websites** on Webflow, WordPress, Shopify, and VTEX with focus on UX, performance, and conversion, from architecture to launch.
- **Created campaign systems** covering landing pages, email sequences, social assets, and paid media, aligned across all channels from a single design brief.
- Worked directly with founders, marketing directors, CMOs and digital agencies, navigating both strategic and production conversations.

March 2020 -
April 2026

Web & Digital Designer | Impresistem

Bogotá, Colombia

- **Led end-to-end website development** on Webflow, WordPress, and VTEX, consistently delivering on performance benchmarks and UX quality.
- **Designed digital campaign visuals** maintaining brand consistency across display, social, and email, supporting product launches and seasonal campaigns.

August 2017 -
November 2019
Bogotá, Colombia

- Collaborated with marketing and product teams to align design decisions with business objectives, translating strategy into execution.

Web & Digital Designer | BRM Digital Agency

- Built UI/UX-focused websites with a clear emphasis on navigation clarity and conversion, working across multiple client industries simultaneously.
- Managed digital campaigns integrating landing page builds with social media creative and paid media assets.
- Supported brand positioning strategy through consistent visual execution across digital touchpoints.

SKILLS & TOOLS

Design & Production Figma · Adobe Illustrator · Photoshop · InDesign · After Effects · Premiere Pro
Web Development Webflow · WordPress · Shopify · VTEX · PrestaShop · HTML5 · CSS3 · JavaScript Libraries
Marketing & Strategy GTM design · Campaign production · Brand systems · Landing pages · Email design · HubSpot
AI & Workflow AI-integrated design workflow · Claude Code · Prompt engineering · Automation

EDUCATION

August 2007 - May 2011 Bogotá, Colombia	Graphic Design Universidad Jorge Tadeo Lozano
--	---

LANGUAGES

Spanish Native - **English** Professional working proficiency · Full US Eastern hours

COURSES AND CERTIFICATIONS

Web Design Diploma · **Universidad Piloto de Colombia · 2012**