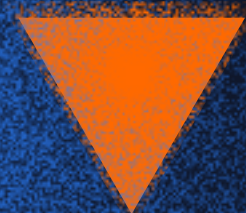




# Porte- Foglio





**Andrés Velasquez**  
andres@ajvelasquez.com  
813.774.1421

## Profile

**Creative and results-driven Digital Designer & Multimedia Specialist** with **10+ years of experience** delivering impactful visual content across **WEB, VIDEO, 3D**, and **PRINT** platforms. **Skilled** in **branding, motion graphics, and digital strategy**, with a proven record of enhancing brand visibility and engagement. Recognized for creativity, collaboration, and innovation in shaping enterprise-level digital experiences within global teams.

## Education

**Bachelor of Science (BS) in Advertising**  
University of Florida – Gainesville, FL

## Skills

- Design & Media: Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro), 3D Visualization (Blender, Substance Painter), Motion Graphics, Print Layout & Production
- Digital & UX: WordPress, HTML/CSS, SEO Strategy, Google Analytics, UTM Tracking
- Collaboration & Branding: Cross-functional teamwork, Corporate Communications, Brand Development
- Languages: Fluent in English & Spanish

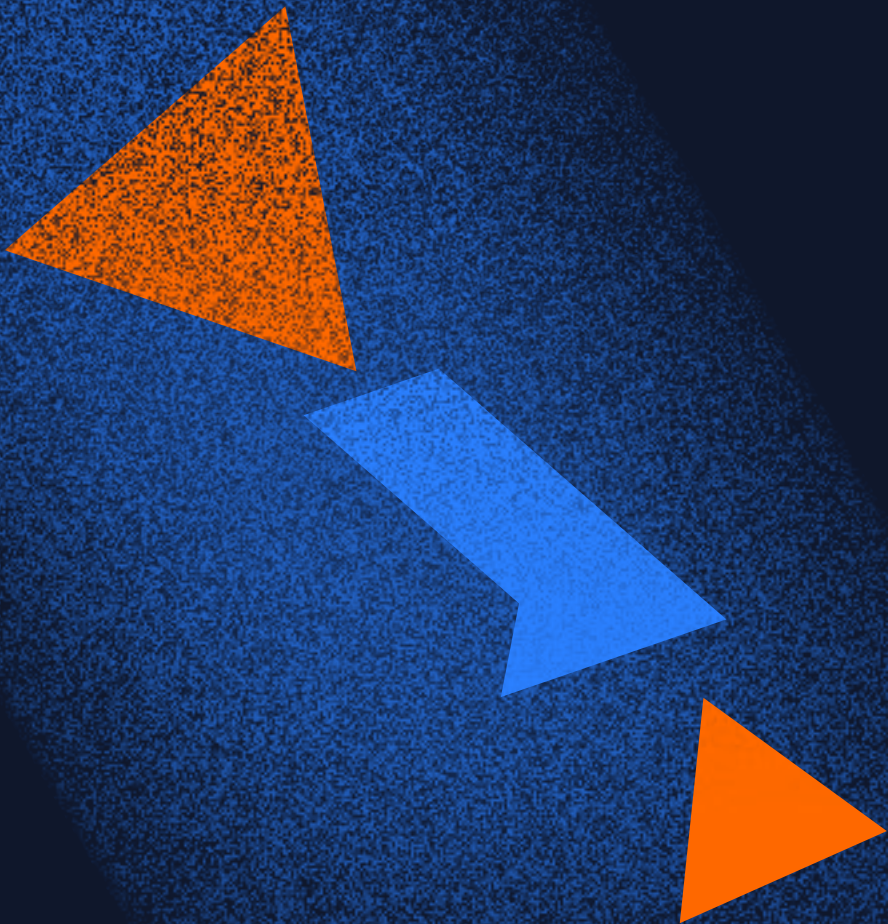
## Professional Experience

**Web & Digital Media Specialist**  
Integer Holdings (acquired Oscor Inc.) – Remote | 2014 – Present

- Collaborated within a two-person design team to develop and execute Integer’s brand identity across digital platforms, producing cohesive web, video, 3D, and print assets.
- Partnered with corporate communications and marketing to deliver 115+ graphics, 44 videos/animations, and 31 3D models supporting product launches, trade shows (e.g., MD&M West, NANS), and corporate town halls.
- Co-designed Integer’s 54-page ESG Report (2025), overseeing layout, data visualization, and storytelling; praised company-wide and promoted on the corporate site.
- Contributed to a website redesign initiative through stakeholder interviews and UX research, shaping recommendations for future digital experiences.
- Supported Integer.net management with 130+ updates annually, ensuring compliance, accuracy, and brand alignment across acquisitions, executive communications, and regulatory initiatives.
- Collaborated with SEO and technical teams to migrate Oscor and Aran sites to Integer.net, preserving rankings with 301 redirects and achieving #1 positions for multiple competitive keywords.
- Applied analytics, UTM tracking, and performance reviews to optimize UX and SEO, helping Integer.net reach 285,000+ visitors in 2025, with 46% engaging across multiple pages.
- Worked cross-functionally with global teams in communications, product marketing, and regulatory to ensure accuracy, compliance, and cohesive creative execution.

## Notable Achievements

- Helped Integer.net achieve 285,000+ visitors in 2025, with 46% of visitors engaging with multiple pages.
- Contributed to #1 search rankings for 7+ medical keywords through collaborative SEO planning and content migration.
- Recognized during company-wide town halls for creative contributions to the 2025 ESG Report and brand development.
- Expanded Integer’s creative toolkit by introducing 3D and motion content strategies across product and event marketing.
- Improved ROI by introducing UTM-based campaign tracking and advanced Search Console insights.

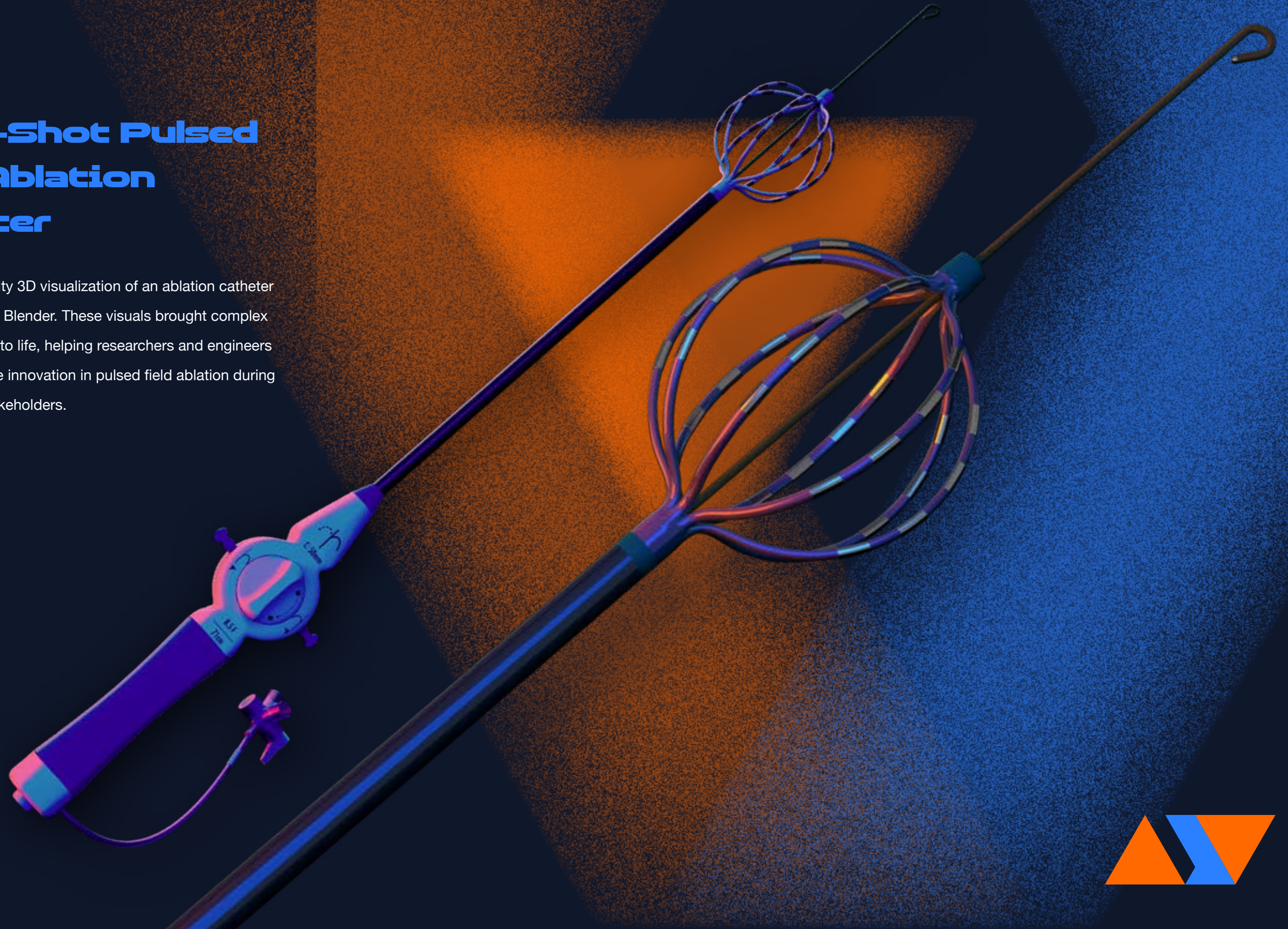




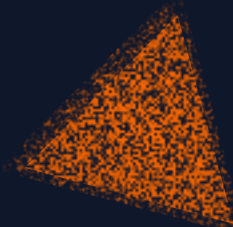
# Single-Shot Pulsed Field Ablation Catheter

## 3D MODEL

Created a high-quality 3D visualization of an ablation catheter and guidewire using Blender. These visuals brought complex medical technology to life, helping researchers and engineers clearly communicate innovation in pulsed field ablation during presentations to stakeholders.







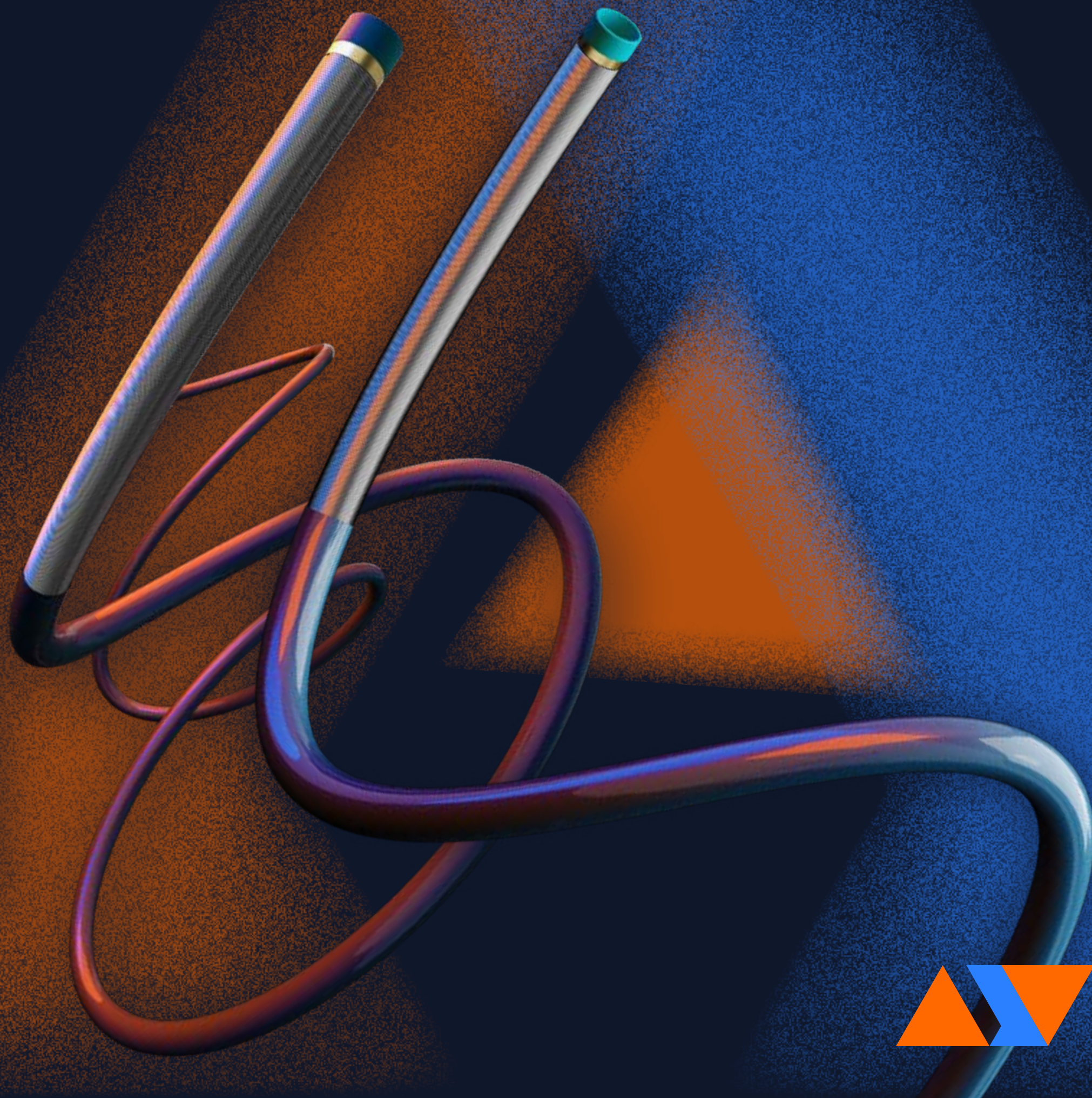
# Neurovascular Aspiration Catheter

**3D MODEL, MOTION GRAPHICS**

Brought a neurovascular aspiration catheter to life through detailed 3D modeling in Blender and dynamic motion graphics in After Effects. The animation unveiled the catheter's internal coils in a visually engaging way, creating a powerful narrative that showcased innovation and manufacturing excellence on social media platforms.



[HTTPS://VIMEO.COM/1116819287/31F0507D4C](https://vimeo.com/1116819287/31f0507d4c)





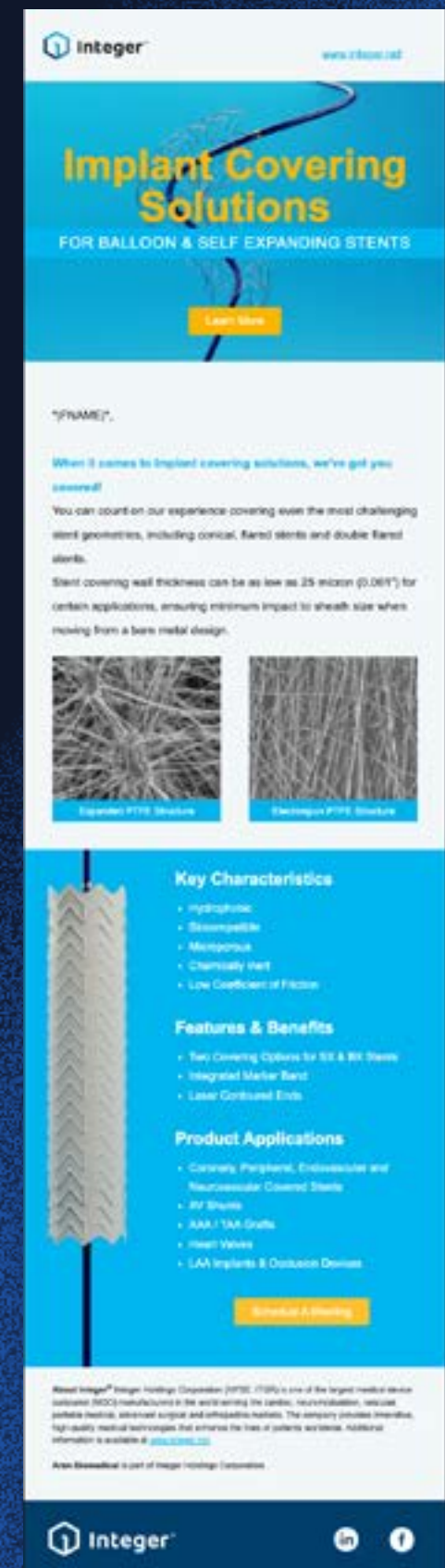
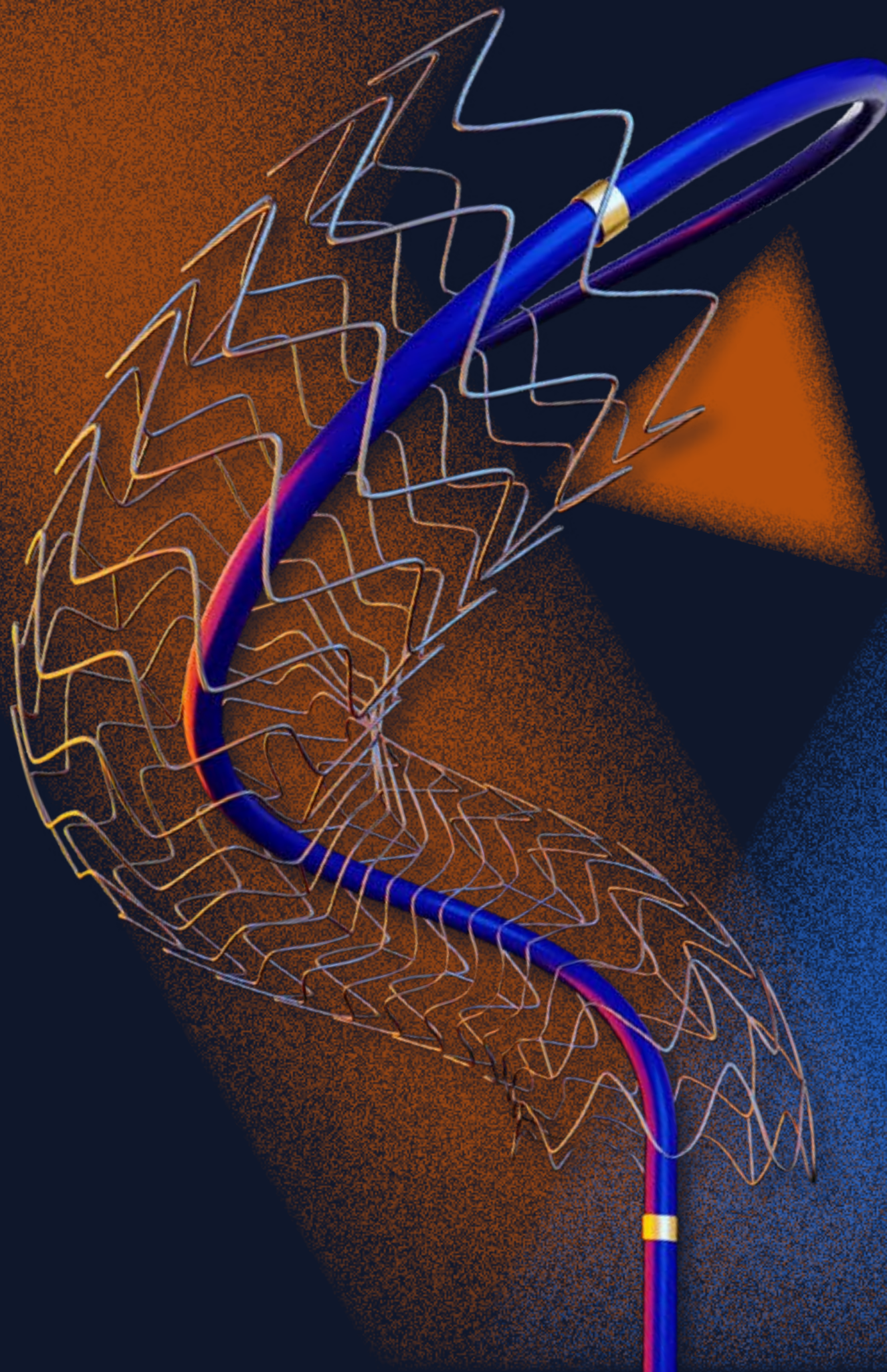
# PTFE Covered Stent E-blast

## 3D MODEL, MOTION GRAPHICS, MJML

Developed a 3D animated stent visualization to demonstrate PTFE covering technology, transforming complex engineering into a clear, engaging story. Integrated the animation into a responsive MJML-based email campaign, which showcased implant covering solutions and elevated digital marketing efforts.



[HTTPS://VIMEO.COM/1116888339/D1E4CADFE6](https://vimeo.com/1116888339/D1E4CADFE6)



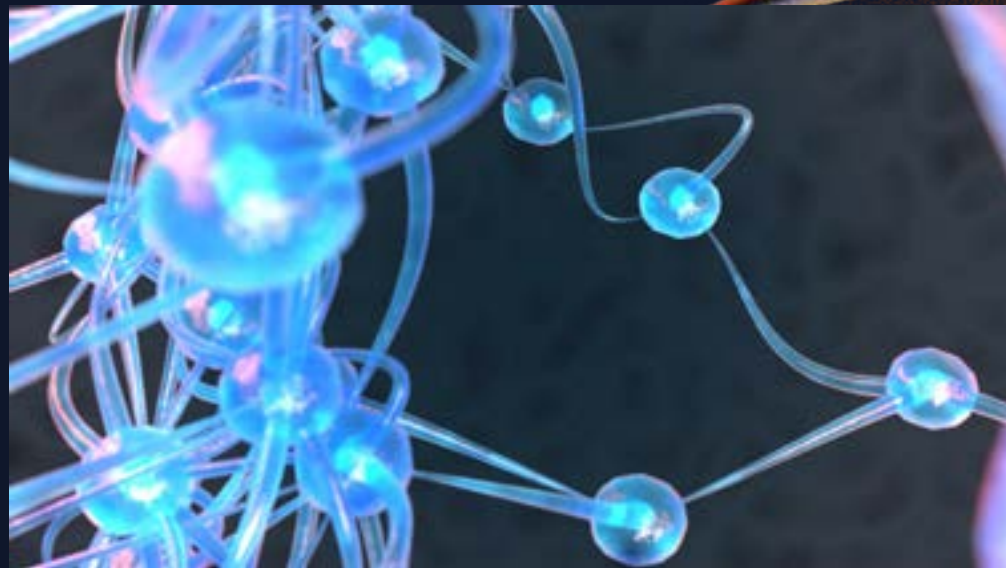


# NANS Booth Video

## Opening Scene

### 3D MODEL, MOTION GRAPHICS

Created a visually striking cluster of neurons in 3D, setting the stage for a trade show booth video at the North American Neuromodulation Society (NANS) event. The animated opening captured attention immediately, reinforcing the innovation and energy of the showcase.



[HTTPS://VIMEO.COM/1116903543/5B6D08B664](https://vimeo.com/1116903543/5B6D08B664)





# STUR: Interactive Catheter Design Experience

BRAND, 3D & WEB


Invented the brand STUR as a creative exploration of user experience in medical device design. Built a responsive, animated order form that visually reacted to user input, turning a technical process into an engaging experience. Supported the concept with a stylized logo, 3D catheter model, and landing page design, bringing the brand vision to life.



**STUR** Design Your Guide Sheath


### Custom Steerable Guiding Sheath Order From

Outer #9 mm




Inner #8 mm

Outer #9 mm




Inner #7 mm

Angle: 90°



#7 mm

Length: 10 cm



Branded

#### CUSTOMIZE YOUR GUIDING SHEATH

##### HANDLE CONFIGURATION

MEASUREMENT UNIT:

HANDLE TYPE:

BRANDED HANDLE:

DEFLECTION TYPE:

##### SHEATH & TIP DIAMETERS

TIP OUTER DIAMETER:  mm

TIP INNER DIAMETER:  mm

SHEATH OUTER DIAMETER:  mm

SHEATH INNER DIAMETER:  mm

##### SHEATH & CURVE SPECS

SHEATH LENGTH:  cm

CURVE ANGLE:  °

CURVE RADIUS:  R

DILATOR:

#### CONTACT INFO

FIRST NAME:

LAST NAME:

COMPANY:

EMAIL:

PHONE NUMBER:

**STUR**



[HTTPS://STUR.AJVELASQUEZ.COM](https://stur.ajvelasquez.com)

