

About

Experience with

- Branding
- Editorial
- E-learning
- UX & UI design

My career in design began as an E-Learning Multimedia Project Coordinator for a government body, where I managed multimedia projects for E-learning courses. This experience and my passion for multimedia, graphic design, and visual arts, leading me to pursue a Certificate IV in Web Design and Development at Holmesglen Institute (Australia). There, I gained valuable skills in web design, site mapping, wireframing, prototyping, and final delivery. To further develop my understanding of typography, branding, and visual design, I completed an online Graphic Design certificate at the California Institute of the Arts, deepening my knowledge of layout, color theory, and visual composition.

Driven by a continuous desire to learn, I further expanded my skill set by completing a UX/UI course at RMIT University, which led to a Junior UX Designer position at Computershare. Along the way, my dedication to improvement has been recognized through awards and exhibitions in Melbourne.

Experience

AJ Marketing

Graphic Designer Web (UI/UX)

Melbourne (2025 -2026)

Designed and deployed several websites in consultation with business owners and design team from scratch. Visuals for Facebook, Instagram pages which AJ managed on an ongoing basis. Design of printing material in the form of brochures, flyers, pull-up banners and large format outdoor products. Daily liaison with external and internal stakeholders to support the production of marketing campaigns.

Artillery Agency

Web Designer UI / UX

Melbourne (2023 -24)

Collaborated with Artillery AU, a premier design team, to develop a high-fidelity prototype for Productivity Bootcamp, a business based in Sydney. My responsibilities included creating a responsive website that met the specific requirements of stakeholders and users. I was involved in every stage of the project, from initial research to final execution.

Abbey Business Solutions

Graphic & Web Designer

Melbourne (2021 -25)

Abbey Business Solutions assists Melbourne's small and medium sized businesses in the development of brands and digital presence to generate traffic. As a freelance graphic designer at ABS I have been able to help generate a greater impact on the users of the clients, generating positive feedback for them.

Computershare

UX Designer Junior

Melbourne (2022)

Computershare, a global leader in financial administration services, recently established the Digital Foundry—a specialized team of 40+ experts dedicated to optimizing organizational processes through UX research and methodologies. As a junior UX designer, I led the design process for the Digital Foundry team's internal website. Additionally, I supported senior UX designers in developing a design system for the organization and contributed to various other projects responsibilities.

Education

RMIT University

UX & UI course

Melbourne – 2022

CALARTS

Graphic Design
Specialization

Melbourne – 2021

Holmesglen Institute

Web Technology certificate

Melbourne – 2017

FJC University

Bachelor of Arts

Colombia – 2007

Salesian Technical School Don Bosco

Technical Industrial High School

Bogota (Colombia) – 1996

Skills

- Adobe Indesign
- Adobe Illustrator
- Adobe Photoshop
- Adobe Premier
- Figma
- Wordpress
- Miro
- AI Integration
- Product Strategy
- Wire-framing
- Prototyping
- Design System
- Visual Design
- Basic Film editing
- Layout and composition
- Color theory and Typography