



RAFAEL RICARDO HINESTROZA ESCOBAR

Graphic/Web designer | Bogotá, Colombia.

portafolio meetrichardblack.com
Bē H-ESCOBAR
Instagram meetrichardblack_
LinkedIn rafaelhescobar
Phone +57 315 250 6537
Email meetrichardblack@proton.me

Ricardo, known to some as 'Rafa' or 'Richard', is a seasoned designer with over a decade in the creative industry, including six years spearheading web design initiatives. He's this unique blend of independent thinking and practical adaptability, valuing both analog depth and digital innovation, always asking questions and on the hunt for timeless solutions and pushing for continuous growth. His early immersion in rapidly evolving technology, stemming from his 90s upbringing, fundamentally shaped his strategic perspective and ability to drive change in dynamic digital landscapes, benefitting clients in the long run to position their brands with their audience and increase revenue.

EDUCATION & LANGUAGES

UNIVERSIDAD DE BOGOTÁ JORGE TADEO LOZANO

Professional Degree in Graphic Design, October 30, 2014.

THE BRITISH COUNCIL

C1: Advanced proficiency in spoken and written English.

OTHER EDUCATION (IN PROGRESS)

Storytelling techniques (by Gabriel García de Oro, Creative Director Ogilvy Barcelona). Create wordpress Websites from scratch (by Anyssa Ferreira, UI/UX Designer). Innovative Web Design in Figma (by Louis Paquet, Digital Creative Director and Designer).

TOOLS & SOFTWARE

Figma, Adobe Photoshop, Adobe InDesign, Adobe Lightroom, Fujifilm XT-200, HTML5 + CSS3, Adobe Illustrator, WordPress, Drupal, GitHub, VS Code, Local, Windows & Mac, Keynote, PowerPoint, Google Slides, MS Teams, Slack, Jira, ChatGPT, DeepSeek, Claude (for prompts and research).

EXPERIENCE

MAKRO OFFICE LTDA. (2012 - PRESENT)

Role: Freelance Graphic-Web Designer / Design Consultant

Makro Office, established in 1995, has achieved a steady 15%-20% annual growth after having decided to invest in Design to continue selling and distributing office supplies, IT infrastructure, cloud solutions, and communication equipment for national and international companies, including Colanta, Boston Scientific,

CORE COMPETENCIES

- Visionary leadership.
- Complex problem-solving and decision-making.
- Excellent problem-solving skills.
- Outstanding verbal and written communication.
- Effective interpersonal skills for cross-functional teamwork.
- Commitment to continuous learning and improvement.

Sancho BBDO (Colombia-US), Citibank, Pontifical Javerian University, HENKEL, Porsche Colombia, and Universidad de los Andes. **Key contributions:**

Research, planning, design, and development of corporate website.

Design of corporate event presentations, internal communications, and sales pitch materials.

Design and layout of printed materials such as service portfolios, brochures, and corporate notebooks for internal use and customer engagement.

SUPERINTENDENCE OF INDUSTRY AND COMMERCE (AUGUST 2020 - DECEMBER 2022)

Role: Designer / Webmaster

Acted as a strategic link between the Communications Group (OSCAE) and the IT Office. Key contributions:

Daily management and semi-annual content development for the web portal using Drupal 7 and 9.

Review and approval of designs and developments created by other designers and engineers.

Conceptualization and execution of interactive and graphic pieces for digital newsletters (*NotiSIC*, *Consumo Inteligente*, *Ruta PI*).

Wireframe and UI design for public and internal mobile applications.

Design and monthly distribution of personalized email campaigns via Mailchimp for the Industrial Property delegation.

Bi-monthly analysis and report website analytics +usability and accessibility issues on the website.

Annual training participation on integrity, anti-corruption, and web accessibility courses.

PIXELCLUB SAS (JULY 2016 - MARCH 2020)

Role: Graphic-Web Designer / Webmaster

Monthly design of digital graphic pieces.

Design and coding of static microsites in HTML and CSS3, consistently achieving high client satisfaction.

Development of landing pages and websites in Drupal for clients such as Universidad de los Andes, Enterritorio, DIAN, Ingeniar Risk Intelligence, among others.

Conducted usability testing for the Bogotá Water and Sewerage Company website in 2018 after PixelClub led a complex and ambitious project using IBM's WCM platform.

Led client training on CMS-based website administration and best design practices.

ARTICULADOS, COMUNICACIÓN DIGITAL (AUGUST 2015 - MARCH 2016)

Role: Graphic Designer

Designed graphics for social media posts.

Developed and formatted presentations and annual reports.

Clients included: CCB (ARTBO, Boom, Artecámara), BIFF 1st Edition 2015, Spanish Film Showcase, Ambulante Colombia.

Thank you for reviewing my profile!