RAFAEL RICARDO HINESTROZA ESCOBAR

Graphic Designer/Web Designer | Bogotá, Colombia.

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I am a Graphic Designer with over 10 years of experience in visual design and 6+ years in web design. I have led the creation of visual identity systems and user interface design for various web projects, presentations, and graphic pieces for physical and digital environments. My approach is directed towards the planning and collaborative development of visual solutions for public and private entities, aligning aesthetic, functional, and business objectives.

Competencies:

- Research and analysis of requirements to solve visual communication problems.
- Assertive and empathetic communication strategies in Spanish and English.
- Leadership and mentoring of multidisciplinary teams, managing multiple projects simultaneously.
- Strategic decision-making in collaboration with business leaders.
- Commitment to excellence and service vocation, creating unique design solutions.

Tools & Technologies

- **Design Direction & Prototyping:** *Figma, Suite Adobe (Suite Adobe (Photoshop, Illustrator, XD (discontinued) InDesign, Lightroom), VS Code, Windows & macOS.*
- **Web Design & Development:** *WCAG accessibility principles; HTML5 and CSS3; responsive design; WordPress and Drupal (installation, administration, modules/plugins, dynamic and static content, usable URLs) Local environment management, GitHub, hosting (cPanel), image and document optimization, Google Analytics analysis and interpretation.*
- **Front-End Libraries:** *Bootstrap, Tailwind, jQuery.*
- **Email marketing & Content:** *Mailchimp, ghost.*
- **Collaboration & Management:** *MS Teams, Slack, Jira.*
- **AI Applied to Web Design:** *ChatGPT, Claude Code, Perplexity (prompting, visual exploration, code snippets, and research support).*

Experience

2012 - Present - Makro Office LTDA.

Role: Graphic Designer & Web Designer / Freelance Design Consultant

- End-to-end leadership in website research, planning, design/prototyping, construction, and maintenance; initially in HTML5 and pure CSS (2015), then migrated to WordPress by 2025.
  Pain-points addressed: Need to scale the website and implement a CMS to make it self-administrable. Modernize information architecture to maintain search engine positioning based on current business needs, corporate service portfolio structure, and metrics collected by Google Analytics.
- Design of presentations for corporate events, internal communications, and sales pitches.

Results at Makro Office

- Sustained annual growth of 15%-20% in sales and profitability through organic website traffic attraction, combined with in-person sales and distribution campaigns for Apple products, IT Infrastructure, and financing services + technical support to national and international scale companies, such as Colanta, Boston Scientific, Sancho BBDO (Col-U.S), Citibank, Pontificia Universidad Javeriana, HENKEL, Porsche Colombia, Universidad de los Andes, among others.
- Acquisition of the "Apple Business Partner" status, assigned to distributors with annual sales ranging between USD$5MM and $25MM.

August 2020 - December 2022 - Superintendence of Industry and Commerce

Role: Graphic Designer and Web Designer / Webmaster

Activities developed as a bridge between the communications group (OSCAE) and the IT office:

- **Analysis and generation of bimonthly reports** along with UX Engineers to detect and mitigate usability and accessibility shortcomings on the Entity's web portal.
  Pain-Points solved: *General visual inconsistency at the UI level on the web portal according to gov.co brand guidelines; non-compliance with WCAG criteria due to absence of alternative text in relevant images. Inadequate color contrast, URLs lacking logical hierarchies, and inadequate text hierarchies (h1, h2, etc.), CSS error correction (incorrect and/or missing classes, responsive issues) for specific components (views and blocks).*

- Conceptualization, design, and construction of landing pages through dynamic content *(Blocks, views, module installation)* in Drupal and interactive content for monthly and quarterly digital newsletters *(NotiSIC, Consumo Inteligente, Ruta PI)*
- Wireframing and user interface (UI) design for the mobile app "SIC a la mano" and internal-use applications such as the product security portal.
- Design and monthly distribution of personalized mailings in Mailchimp for the Industrial Property delegation, achieving more than 30% engagement and retention.
- Content publication: documents, news and articles created by editors through Drupal 7 and 9.
- Review and approval of developments and designs created by other designers and engineers.
  Measurable KPIs: Iteration/Conceptualization, adaptability and impact, low revision levels.
- Annual attendance at training on integrity, anti-corruption initiatives, and web accessibility.

Results at SIC

- 100% fulfillment of the entity's annual action plans from the communications and IT areas.
- Completed tasks served as the foundation for new contractors to continue improvements from 2023 onwards.

July 2016 - March 20200 - PixelClub SAS

Role: Graphic Designer and Web Designer / Webmaster

- Monthly design of graphic pieces (sliders, banners) for digital environments.
- Design and layout of static websites in HTML and CSS3.
- Collaborative design and construction of landing pages and websites in Drupal for clients such as University of the Andes, Enterritorio, DIAN, Ingeniar Risk Intelligence, Medellín Mayor's Office, Santo & seña Book Shop, among others.
- User testing for the Bogotá Water and Sewerage Company website in 2018 using IBM's WCM.
- Leadership in training clients on the use and administration of CMS-based websites and other design best practices.

EDUCATION & LANGUAGES

Jorge Tadeo Lozano University

Graphic Design - Professional Degree

The British Council

- **English C1** · Professional proficiency.

Complementary Education (In Progress)

- Storytelling Techniques (Gabriel García de Oro, Creative Director Ogilvy Barcelona).
- Creating Websites with WordPress from Scratch · Anyssa Ferreira (UI/UX Designer)
- Innovative Web Design in Figma (Louis Paquet, Digital Creative Director and Designer).

Thanks for reviewing my CV.