

HI! I'M RAFAEL

A MULTIDISCIPLINARY DESIGNER WITH A DECADE OF EXPERIENCE
LIVING AND WORKING FROM BOGOTÁ, COLOMBIA.

I build bridges of communication by using graphic and web design tools
to connect projects, businesses and people.

**Rafael Ricardo
Hinestroza Escobar**

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PROFILE

I possess a solid, empathetic, and dynamic personality driven by curiosity and focused on leadership and results.

My design career began with diagramming institutional books and magazines, but in 2016 I naturally transitioned to web design while still drawing inspiration from the analog world.

Throughout my journey, I have collaborated with decision-makers in various domains, including small businesses, individuals, design studios, web developers, and governmental agencies. This diverse experience has equipped me with a comprehensive understanding of how visual language influences audiences in accordance with brand guidelines and media presence.

Currently, I am seeking opportunities that revolve around brand strategy and the planning and development of modern, high-quality websites and visual design. My focus is on delivering exceptional products or services that prioritize the needs of people above all else.

EDUCATION & LANGUAGES

**BOGOTÁ'S JORGE TADEO
LOZANO UNIVERSITY**

Bachelor's Degree in Graphic Design. October 30th, 2014.

DOMÉSTIKA

Basic principles to design brands (*in progress*).
Smartbrands, Brand Consulting. 2023.

**THE BRITISH COUNCIL
BOGOTÁ**

Advanced speaking, reading and listening. Good grammar.

SPANISH (native)

Excellent writing & grammar.

EXPERIENCE

**Aug 2020 - Dec 2022 SUPERINTENDENCE OF INDUSTRY
AND COMMERCE**

Role: Designer / Webmaster.

Acted as a bridge between the communications office (OSCAE) and the IT department, overseeing content management on various platforms. Within Drupal 7 & 9, I implemented structural changes such as custom fields, blocks, and views to align with 'gov.co' guidelines. Additionally, I provided general support by documenting and reporting monthly functionality, usability, and accessibility issues across the web platforms.

In addition, I created and maintained the monthly podcast NotiSIC. I wrote case studies to enhance CMS user experience, produced interactive content for bimonthly publications, developed wireframes for internal apps, designed UI and Appstore mockups for the mobile application "SIC a la Mano," and utilized MailChimp for customized email campaigns.

Jul 2016 - Mar 2020 PIXEL CLUB SAS

Role: Graphic/Web Designer & Webmaster.

I specialized in content management, wireframing, and visual design for Drupal 8 websites. I handled the development of custom fields, blocks, and views, as well as writing HTML and CSS code. Conducting user testing and providing Drupal training to Pixel's clients were also part of my responsibilities.

Clients I worked with include Santo & Seña, UniAndes, Ingeniar-Risk Intelligence, ACM, Bupa, and SIC. Additionally, I made contributions in designing landing pages and writing content (in Spanish) related to products, music, and photography for the bookshop Santo & Seña.

Ago 2015 - Mar 2016 ARTICULADOS, COMUNIC. DIGITAL

Role: Graphic Designer.

I created social media images, presentation layouts, and annual/management reports for fellow clients including Bogotá's Commerce Chamber creative branches (ARTBO, BOMM & Artecámara), the 1st Edition of BIFF (Bogotá International Film Festival), Ambulante Documentary Film Festival, and Spanish Film Exhibition (MCE).

2012 - Present GRAPHIC DESIGNER

I have primarily worked on print projects, presentations (PPT + Keynotes), and website designs for both small and corporate businesses. In addition, I have collaborated on artistic projects in 2010 and 2012, assisting in the production of pieces showcased in both local and international exhibitions such as ARTBO and Art Basel, including Tráquila - Paisajes and Blanca Nieve.

Outside of client work, I enjoy pursuing photography and exploring new design techniques as a personal hobby.

SKILLS



SECONDARY

+ WEB DESIGN + EDITORIAL DESIGN + IMAGE RETOUCHING
+ CONCEPTUALIZATION + FOTOMANIPULTION + BASIC VIDEO
EDITING + RESEARCH + DIGITAL DESIGN + BRAND
MANAGEMENT + MENTORING + WRITING + PHOTOGRAPHIC
EYE + TYPOGRAPHIC DESIGN + RESPONSIVE DESIGN +
ACCESSIBILITY + USABILITY + MAILCHIMP

*"Whoever drives a car can see the detail from the road,
but he cannot see the landscape.
Whoever pilots an airplane sees the landscape,
but he cannot see the detail of the road.
On the other hand, whoever flies a helicopter can see
the detail of both."*

-Lair Ribeiro-

REFERENCES

Nicolás Rey Gallego
& Eduardo Silva
Project Managers
Pixel Club S.A.S.

Natalia Gnecco
Social communicator
and Journalist / Blogger
EL TIEMPO - Superintendence
of Industry and Commerce.

Alejandro Arteaga P.
Communications group
coordinator - Superintendence
of Industry and Commerce.

Alejandra Rodríguez B.
Website Editor
Superintendence of Industry
and Commerce.

THANK YOU FOR YOUR TIME.