



Jorge Penuela

A creative and detail-oriented Web Designer with over five years of specialized experience building user-centric and responsive websites for a US-based company. With a strong foundation in graphic design and communications spanning a decade, I possess a holistic understanding of the product lifecycle, from initial concept to final deployment. My expertise encompasses UI/UX design, typography, and creating intuitive layouts, supported by technical proficiency in HTML, CSS, Figma, WordPress, and the Adobe Creative Suite.



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jorgepenuela.site

Experience

QWERTY Concepts Inc, USA, **Web Designer**, Sep 2020 - Aug 2025

- Translate internal and client requirements into compelling, accessible, and responsive UI designs by following accessibility standards and design principles.
- Lead the UI roadmap, translating requirements into design concepts developing sketches, wireframes, user flows, and high-fidelity mockups, ensuring deliverables align with UI/UX best practices.
- Adapt requirements, sitemaps, and workflows into scalable design solutions using tools such as Figma and Illustrator to create graphics, layouts, and style guides.
- Provide core UX support by defining user flows, conducting usability testing, and consolidating research insights taking informed design decisions to meet user needs and ensure technically feasible.
- Collaborate with stakeholders to translate requirements into user-centric experiences by negotiating technically feasible design solutions that meet business objectives.
- Selecting and recommending UI builders such as Oxygen and Elementor to maintain and improve the company's and client's design structure verifying UI consistency across platforms.
- Develop responsive, visually engaging websites by implementing designs and troubleshooting performance to achieve functionality and consistent user experience across all browsers and devices using clean HTML, CSS, and JavaScript.
- Continuously improve and iterate on designs by analyzing user feedback and SEO analytics using semantic HTML and metadata to validate concepts, enhance user experience, and improve search engine visibility.
- Consolidate comprehensive design documentation, including interface diagrams and final specifications, for a fluid handoff to production including materials for end-user training on web content management to ensure a smooth transition.
- Research emerging design trends, front-end technologies, and usability principles to continuously improve design standards, workflows, and the overall quality of digital products.

Skills

- User Interface
- User Experience
- Layouts
- Typography
- Color Theory
- Responsive
- HTML
- CSS
- JavaScript
- Development
- Product Cycle
- Social Media
- Cyber Security
- Project Manager
- Graphic Design
- Communications

Software

- Illustrator
- Photoshop
- InDesign
- Acrobat
- Figma
- WordPress
- Oxygen
- Elementor
- React JS
- Python
- Azure

Languages

- Spanish (Native)
- English (Superior)

Education

- **Jorge Tadeo Lozano University,**
Bachelor in Graphic Design
Bogota, Colombia
- **Jorge Tadeo Lozano University,**
Graduate Diploma in Design Management
Bogota, Colombia

Experience

British Council, Colombia, **Communications Officer**, Sep 2018 - Aug 2020

- Disseminate and promote both actions and messages, as well as promote the products and goods of indigenous communities in the framework of the CH4IG project in Colombia through different media.
- Promote a joint dialogue between the different actors involved in the project.
- Recognise and highlight Colombia's ethnic diversity, cultural heritage and territories.
- Support the implementation of CH4IG's communication strategy and plans.
- Monitor, report and share results, as well as share best practices with the country marketing team on the agreed communication KPIs for the project, as agreed with the Head of Communications and the Project Leader.
- Facilitate successful internal communication within the region by sharing case studies.
- Assist the Head of Marketing and Communications Colombia in capturing and producing impactful stories about the CH4IG programme.
- Design, prepare, share and monitor the monthly CH4IG social media content package.
- Produce and upload campaign content for different marketing channels.
- Support the CH4IG team in the planning, logistics and execution of events when necessary, assisting in the preparation of agendas within the marketing policy of the country and region.
- Proactively participate in the Marketing Community of Practice and network of marketing professionals, developing good working relationships with marketing colleagues across the organisation and the commercial and operational teams.

Cencosud, Colombia, **Business Analyst**, ENE 2018 - JUN 2018

- Creation and verification of purchase orders. Daily report on requisitions without purchase orders.
- Manage the consumption of advertising inks in stores nationwide.
- Monthly comparison of energy consumption at a national level in the different stores.
- Monthly report on the use of advertising inks in stores nationwide.
- Monthly report on employee travel, hospitality, credit cards, mobile phones, orders generated and recycling revenue.
- Prepare income and expense reports (as required) for stores nationwide.

Education

- **Jorge Tadeo Lozano University**,
Bachelor in Business Administration
Bogota, Colombia
- **Canterbury Technical Institute**,
Diploma in Cyber Security
Brisbane, Australia
- **Canterbury Technical Institute**,
Diploma in Information Technology
Brisbane, Australia
- **Canterbury Technical Institute**,
Certificate IV in Project Management
Brisbane, Australia

Certificates

- **UI & UX Designer Professional Certificate**,
CALARTS - Online Certificate
- **Front-End Developer Professional Certificate**,
IBM - Online Certificate
- **Full Stack Developer Professional Certificate**,
IBM - Online Certificate
- **Social Media Marketing Professional Certificate**,
Meta - Online Certificate
- **Cyber Security Professional Certificate**,
Google - Online Certificate
- **Cyber Security Analyst Professional Certificate**,
Microsoft - Online Certificate

Bank of the Republic, Colombia, **Communications Specialist**, Ago 2014 - Jul 2015

- Design the visual identity for the iConecta project, including the logo, slogan, color palette, and family font.
- Develop a communications strategy to reduce possible disruptions caused by the new document management software.
- Research communicational trends to propose functional designs for internal audiences.
- Lead the communications strategy by working with the project's team members to design solutions to translate technical concepts to non-technical users.
- Design diagrams, presentations, advertising material, illustrations, and images for physical and digital displays.
- Customize the UI interface of the new software by designing banners and images and selecting the color palette.
- Lead meetings with the project's team members and final users to gather feedback and implement changes.
- Develop quarterly reports informing the current status of communications in the project.
- Support other tasks related to communications requested by the Documentary Management Department.

Club Ecopetrol, Colombia, **Graphic Designer**, May 2012 - May 2014

- Develop communication strategies in conjunction with the Communications team and the Commercial department.
- Develop and adapt creative for various communication channels such as email, print, website, physical and digital billboards, ensuring correct use of the brand.
- Conceptualise, design and publish communication pieces for social networks. Select and offer different materials for the production of communication pieces to be published in the different communication channels.
- Store the information gathered on the various communication projects carried out. Prepare annual reports on the execution of activities and projects in the area of communications and other departments of the club.
- Ensure the quality of the promotional materials and communication strategies developed by liaising with contractors and external clients.
- Use the various media to communicate with the Club's members.