

I am a strategic and passionate Design and Advertising Professional specialised in Art Direction, UX/UI Digital Design. I have been involved in many challenging and exciting projects for respected and progressive clients, including many well-known iconic Australian and Global brands. I love chasing elusive ideas, and use my creativity and problem solving to meet and exceed clients' expectations. I live to experiment and learn and I always go the extra mile, which is where I believe we find the true magic.

Experience

03/16 - 03/19

Online Circle Digital Melbourne, Australia
Digital Designer | UX/UI Designer | Art Direction

I work closely with the Creative and the Client Service teams to create and develop innovative campaigns, digital products and solutions to business challenges. During my time at OCD, I have helped raise the quality and effectiveness of the agency's digital creative output and offerings.

I can quickly understand market insights, and communicate concepts effectively with clients, from ideation through to minimum viable products. I am responsible for aspects of User-Centered Design solutions from schematic phase to project completion. I produce seamless customer and user journeys through the entire funnel, on websites, micro-sites and digital and social media campaigns.



07/13 - Current

Luis Peñuela, Freelance Melbourne, Australia
Digital Designer | Brand Development | Art Direction

During my time as a freelancer, I proudly worked with many Australian SMEs, and helped them grow. I specialised in digital design projects, including but not limited to digital publications, websites, and brand guidelines.

Software and Platforms

Design, Retouch, Layout, Composition



Web Design



Productivity



3D Lenses Social Media



Academic Background





Advanced Diploma Graphic Design & Advertising


Tractor School of Design
Melbourne-Australia
2011-2013


Marketing & Advertising Bachelor Degree

Politecnico Gran Colombiano University
Bogota-Colombia
2005-2010

Achievements

-  Australian Marketing Institute 2018, Digital Marketing, Mercedes-Benz, Grow Up, Winner
-  Shorty Social Good Awards 2018, Automotive, Mercedes-Benz, Ladies Day, Winner
-  Shorty Social Good Awards 2017, Automotive, Mercedes-Benz, Love is Love, Winner
-  Global Award Best Practice 2016 Australia: Social Media Promotion.

 Copperplate collective Exhibition. 2015. Collaboration.

 DG Magazine cover competition 2012. Highly Commended.

Professional References

Matthew Basso | Lead Strategist
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Every shape counts