

Luis is a strategic and passionate Experience Designer, Marketing and Advertising Professional specialised in Brand and Art Direction. He has been involved in many challenging and exciting projects for respected and progressive clients, including many entrepreneurs to well-known iconic Australian and Global brands across different categories (Public Sector, Healthcare, Utilities, FMCG, Banking, Automotive, Insurance & Airlines)

He loves chasing elusive ideas which he combines with user insights and creativity to meet and exceed clients' expectations in catching them. Luis lives to discover, experiment and learn and he always goes the extra mile, which is where he believes we find the true magic.

Work

06/21 - Current
1 year

Symplicit | Melbourne, Australia

Senior Experience Designer

The journey into consultancy started with Symplicit, where I had the fortune to collaborate, learn and lead a variety of projects with different scopes and budgets. This new career path saw me developing my UX capabilities and together with the leadership team, I could expand my knowledge into Experience and Product design.

From finding value pools for a tier one energy company to delivering components following robust design systems for a renown financial institution, Symplicit saw me developing my end to end skills and strength more and more my leadership abilities.



03/19 - 05/21
2.2 years

Cummins&Partners | Melbourne, Australia

Senior Experience Design | Senior Creative | Art Direction

Collaborating with some of the industry's leading thinkers and crafters, I have been able to combine aesthetics, user-centered strategy and conceptual thinking towards the resolution of any challenge. These elements allowed me to deliver solutions that fitted the client expectations, followed our client's overall strategy and encourage the user, to take action through the right concepts, experiences and messages.

During the years at Cummins&Partners I had also the opportunity to elevate my UX/UI understanding and how that could support the digital evolution of the agency on different stages: discovery, solution, implementation and delivery.



Platforms

UX - Discovery



UI - Delivery and Prototyping



Design, Retouch, Layout, Composition



Productivity



Knowledge

Experience Design

RMIT Online
Melbourne-Australia

SCRUM Agile Methodology

Red Agile
Melbourne-Australia

Advanced Diploma Graphic Design & Advertising

Tractor School of Design
Melbourne-Australia

Marketing & Advertising Bachelor Degree

Politecnico Gran Colombiano University
Bogota-Colombia

Achievements

Australian Marketing Institute
2018, Digital Marketing,
Mercedes-Benz, Grow Up, Winner

Shorty Social Good Awards 2017,
Automotive, Mercedes-Benz,
Love is Love, Winner

Global Award Best Practice 2016
Australia: Experience Design



... More work

03/16 - 03/19
3 years

Online Circle Digital | Melbourne, Australia

Experience Design | Creative | Art Direction

I worked 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 the OCD, I helped raise the quality and effectiveness of the agency's digital creative output and offerings.

I could quickly understand market insights, and articulate concepts effectively with clients, from ideation through to minimum viable products. I was responsible for aspects of user-centred Design solutions from the discovery phase to delivery. That allowed me to produce seamless customer and user journeys through the entire funnel, on websites, micro-sites, digital content and social media campaigns.



Professional References

Miriana Traflaga | Principal Experience Design Symplicit
0409 550 626

Alison Sutherland | Group Product Manager Carsales
0428 921 340

Grant Smith | Senior Strategist Cummins&Partners
0402 441 541

Liliana Letieri | Senior Experience Designer Australian Taxation Office
On request

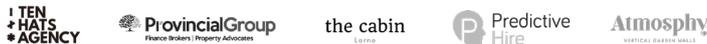
Stacey Giannetta | Managing Director Ten Hats Agency
0420 451 972

01/13 - Current
9 years

Contractor | Melbourne, Australia

Designer | Brand Development | Art Direction

During my time as a contractor I proudly worked with many Australian SMEs, and helped them grow. I specialised in digital design projects, including but not limited to brand strategy, art direction and web design.



Useful Links

WWW

www.luispenuela.com

UX/UI

Experience Design Portfolio

LinkedIn

Luis Peñuela

Recent work

An overview of the work currently produced can be requested in the form of a slide deck or presented personally as these pieces of work still belong to the company and their affiliates. Thanks for understanding.

