

Juan Sebastián Ávila Palencia

Creative Direction · Brand Strategy · UX/UI & Web Design

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PROFESSIONAL PROFILE

Creative director and designer with 13 years of experience building brands and digital experiences that communicate with intention. I work at the intersection of brand strategy and digital execution: from developing visual identity systems and art direction to designing and launching websites on WordPress, Shopify, and Webflow. I have managed multiple client accounts simultaneously across strategy, design, and delivery, working with organizations in Colombia, Mexico, and the United States. I bring the same strategic depth to a full rebrand as I do to a UX audit, and I know how to translate a brand's purpose into every touchpoint, digital or otherwise.

AREAS OF EXPERTISE

Creative Direction · Brand Strategy · Visual Identity & Branding · UX/UI Design · Web Design · Front-End Development (HTML, CSS, JavaScript) · Wireframing & Prototyping · Editorial Design · E-commerce · Art Direction · Digital Marketing · Project Management

PROFESSIONAL EXPERIENCE

Senior Web Designer & Webmaster

Fondo Mujer Libre y Productiva Sept 2023 – Aug 2026

- Built the institutional website from the ground up, designing the information architecture, navigation, and user experience for a diverse audience with varying levels of digital literacy.
- Implemented new functionalities in WordPress, ensuring a clear, accessible platform aligned with the organization's gender equity communication goals.
- The site reached over 1,000 monthly visits, sustained by the integration of web design with the Fund's outreach campaigns and calls to action.

Senior Graphic Designer

Fundación Alisos Nov. 2023 – May 2024

- Led the foundation's complete rebrand, from stakeholder research and conceptualization through to the final identity system delivery.
- Redefined the visual expression of an established organization, aligning its new identity with its strategic evolution and target audiences.
- Delivered a comprehensive brand guidelines document covering logo usage, typography, color system, and tone of voice, ensuring consistent application across all communication channels.

Senior Graphic Designer

CUEMBY May 2023 – Oct. 2023

- Worked directly with U.S. enterprise clients, reviewing and optimizing the UX/UI design of SaaS platforms under active development.
- Coordinated design deliveries across time zones, maintaining quality standards and meeting deadlines on every sprint.
- Contributed to the design of a cloud infrastructure management platform, translating complex technical workflows into clear, intuitive interfaces for non-technical end users.

UX/UI Designer

iNNpulsa Colombia Apr. 2022 – Nov. 2022

- Built front-end interfaces with HTML, CSS, and JavaScript for institutional portals of Colombia's national entrepreneurship promotion agency, with reach across the entire country.
- Designed all graphic and interactive inputs to ensure visual consistency and a coherent user experience across all portals.
- Worked in iterative wireframing and prototyping cycles to validate flows before implementation, reducing friction in the development process.

Senior Graphic Designer

Instituto Distrital de Participación y Acción Comunal May 2020 – Feb. 2024

- Designed graphic pieces, websites, and UX/UI resources for virtual courses, supporting civic participation initiatives at district scale in Bogotá over 4 consecutive years.
- Managed continuous graphic production across multiple formats and channels simultaneously, meeting strict institutional standards throughout.

Brand Consultant

Independent Practice May. 2020 - Present

- Managed multiple client accounts simultaneously across brand strategy, visual identity, web design, and delivery, supporting more than 50 brands from early concept through commercial launch.
- Designed complete identity systems including naming, logo, color, typography, brand voice, and usage guidelines for clients in Colombia, Mexico, and the United States.
- Built and launched websites for clients on WordPress, Shopify, and Webflow, handling visual design, technical setup, integrations, and optimization end to end.

Creative Director

Grupo Empresarial AV SAS Aug. 2015 – Apr. 2020

- Led brand strategy for clients across retail, finance, and real estate, directing design teams and coordinating the production of identities, responsive websites, and e-commerce platforms.
- Oversaw digital channel development from brief to launch, ensuring consistency between brand strategy and visual execution across every touchpoint.

Graphic Designer

Digital ID SAS Oct. 2014 – Jul. 2015

- Coordinated the design and implementation of responsive websites on CMS platforms and developed brand identities and multimedia pieces for clients across multiple sectors.
- Handled full graphic design and web design production, covering everything from visual identity and print collateral to website layout and digital assets for a diverse client portfolio.

Digital Content Director

Ciprés de Colombia SAS Mar. 2013 – Sept. 2014

- Designed functional websites and digital communication strategies, implementing and tracking campaigns for various clients with ongoing optimization.
- Managed brand identity, editorial design, and digital presence for educational institutions, including magazine layout, website administration, and client communication.
- Oversaw the full content and design lifecycle of an educational marketing portal, coordinating across multiple school accounts simultaneously.

EDUCATION

Specialist in Advertising Management - Universidad Jorge Tadeo Lozano, 2015

B.A. Graphic Design - Universidad Jorge Tadeo Lozano, 2013

TOOLS & SOFTWARE

Design & UX: Figma, Adobe XD, Illustrator, Photoshop, InDesign, Premiere, Canva, Adobe Express

Web & CMS: WordPress, Shopify, Webflow, Squarespace, HTML5, CSS3, JavaScript

Generative AI: Claude, ChatGPT (prompt engineering applied to creative, content, and product workflows)

Project Management: Notion, Trello, Word, Excel, PowerPoint

SKILLS

Strategic Thinking | Creative Team Leadership | Concurrent Multi-Account Management | Direct Client Communication | Problem Solving | Attention to Detail | Cross-Functional Collaboration | Adaptability

LANGUAGES

Spanish (Native) | **English** (B2 — Professional Working Proficiency)