



# RAFAEL RICARDO HINESTROZA ESCOBAR

Graphic Designer/Web Designer | Bogotá, Colombia.

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I am a Graphic Designer with over 10 years of experience in visual design and 6+ years in web design. I have led the creation of visual identity systems and user interface design for various web projects, presentations, and graphic pieces for physical and digital environments. My approach is directed towards the planning and collaborative development of visual solutions for public and private entities, aligning aesthetic, functional, and business objectives.

## Competencies:

- Research and analysis of requirements to solve visual communication problems.
- Assertive and empathetic communication strategies both in Spanish and English.
- Leadership and mentoring of multidisciplinary teams, managing multiple projects simultaneously.
- Strategic decision-making in collaboration with business leaders.
- Commitment to excellence and service vocation by creating unique design solutions.

## TOOLS & TECHNOLOGIES

- Figma, Adobe Creative Suite (*Photoshop, Illustrator, Premiere, InDesign*); Keynote/PowerPoint/Google Slides; Teams, Slack, Jira; Mailchimp, Ghost; AI applied to design: ChatGPT, Claude, Perplexity; Windows & macOS platforms.

## EXPERIENCE

### 2012 - Present - Makro Office LTDA.

Role: *Freelance Graphic / Web Designer / Design Consultant*

- Leadership in brand development and evolution (*visual identity, typography, color palette, and applications*).
- Comprehensive website direction: research, planning, design, and development.
- Design of corporate digital pieces: on-screen graphics, executive presentations, internal communications, and commercial pitches for positioning technological products and services.
- Design of printed materials for marketing and sales: service portfolios, brochures, banners, table-talkers, notebooks, and other exhibition materials for trade shows and business events.

### Results at Makro Office

- Annual growth of 15%-20% through the sale and distribution of technological products and services for companies of national and international scale across various industries, such as Colanta, Boston Scientific, Sancho BBDO (Col-U.S), Citibank, Pontificia Universidad Javeriana, HENKEL, Porsche Colombia, Universidad de los Andes, among others.
- Contribution to the company's positioning as Apple Business Partner, category assigned to distributors with annual sales between USD\$5 and \$25 million.

## August 2020 - December 2022 - Superintendence of Industry and Commerce

### Role: Graphic Designer & Web Designer

Activities developed as a bridge between the communications group (OSCAE) and the IT office:

- Supervision and support in the conceptualization and design of landing pages + digital graphic pieces (*banners, infographics, social media posts, landing pages, interactive content for institutional newsletters such as NotiSIC, Consumo Inteligente, and Ruta PI*).  
KPIs: Iteration/Conceptualization, adaptability, impact, delivery times, and satisfaction from delegations.
- Monthly design of personalized mailings in Mailchimp, achieving 30% engagement and retention.
- UI design for the mobile app "SIC a la mano", and internal web applications.
- Layout design of bimonthly reports to detect and correct web usability and accessibility failures.
- Annual participation in training on integrity and anti-corruption initiatives.

### Results at SIC

- 100% fulfillment of annual action plans for the communications and IT areas.
- Helped increase audience reach through social media, generating greater traffic to the institutional web portal.
- Successfully managed to ensure brand consistency across social media posts, website banners and internal pages during 2 and a half years.

## July 2016 - March 2020 - PixelClub SAS

### Role: Graphic Designer & Web Designer

- Design of digital pieces (*sliders, presentations in PowerPoint & Keynote, digital banners, landing pages*) and direct management with corporate and public clients, aligning design with their visual communication strategies.  
Notable clients: *University of the Andes (Acción Buenaventura, Más Meta, Redes-CAR), Superintendence of Industry and Commerce, Bupa, Ingeniar Risk Intelligence, Medellín Mayor's Office (Medellín Cómo Vamos Program (MCV)), and Santo & Seña Book Store.*

## August 2015 - March 2016 - Articulados, comunicación digital

### Rol: Diseñador gráfico

- Diseño de piezas para redes sociales, presentaciones y reportes anuales para clientes culturales e institucionales.  
CCB (ARTBO, Boom, Artecámara) BIFF 1ra edición 2015 | Muestra de cine Español, Ambulante Colombia.

# EDUCATION & LANGUAGES

## Jorge Tadeo Lozano University

Graphic Design - Professional Degree

## The British Council

- **English C1** · Professional proficiency.

## Complementary Education (In Progress)

- Storytelling Techniques (*Gabriel García de Oro, Creative Director Ogilvy Barcelona*).
- Creating Websites with WordPress from Scratch · Anyssa Ferreira (*UI/UX Designer*)
- Innovative Web Design in Figma (*Louis Paquet, Digital Creative Director and Designer*).