

Multidisciplinary designer with 5+ years of experience designing and shipping digital experiences for global B2B SaaS companies. Specialized in websites, scalable design systems, and AI-assisted implementation workflows, collaborating across Design, Engineering, Product, and Marketing.

Webflow · GitHub · HTML5 · CSS3 · JavaScript · CMS Management · Github · Claude Code · ChatGPT · AI-Assisted Development · Website & Landing Design · Visual Identity · Brand & Design Systems · Event & Conference Design · UX/UI Design · Figma · Adobe Creative Suite (Photoshop, After Effects, Illustrator, InDesign, Premiere) · Information Architecture · Cross-functional Collaboration

Experience

CARTO | Marketing Designer and Developer

2021–Present

- Owned CARTO's digital marketing ecosystem, leading the design, implementation, and continuous evolution of the company's global website, campaign experiences, and digital touchpoints.
- Planned, designed, and deployed web experiences using Figma, Webflow, Claude Code, and HTML/Tailwind CSS with vanilla JavaScript. Bridging the gap between engineering and marketing. Contributing to the migration of a legacy Webflow web experience to a statically generated, CMS-backed, site using Hugo and Cloudflare as a CDN.
- Led two major website redesigns and migration initiatives, helping transition the company's web platform and deployment workflows while maintaining a consistent user experience.
- Owned the end-to-end design ecosystem of the Spatial Data Science Conference, including branding, websites, presentations, merchandise, environmental graphics, digital campaigns, and attendee-facing materials.
- Worked as the embedded marketing designer within a multidisciplinary design team, partnering daily with Product Designers, Engineers, and Marketing stakeholders on product launches, design reviews, and scalable design systems.

GO VIRAL | Graphic Designer - Senior Designer

2018–2021

- Developed branding, campaigns, websites, and digital experiences for international clients across retail, hospitality, and consumer sectors, including projects reaching audiences of over one million users.

FREELANCE | Graphic Designer

2017–2021

- Delivered branding, visual identities, websites, editorial, and marketing campaign projects for small businesses, startups, and independent organizations across a variety of industries, including retail, CPG, and logistics.

Education

Design and Graphic Production

Instituto Profesional INACAP, Chile

Languages

Spanish (*Native*)

English (*Professional*)