

arlain.net



web and graphic designer

PORTFOLIO

arlain.net/portfolio

SKILLS AND TOOLS

WordPress
WooCommerce
Graphic Design
Branding
App Design

HTML and CSS
Photoshop
Illustrator
Final Cut Pro
Audacity
cPanel
ChatGPT
English (B1)

Carolina Canchila

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PROFILE

Graphic and Web Designer with over 18 years of experience in creating effective and visually appealing solutions for clients in various sectors. Specialized in WordPress, WooCommerce, HTML, CSS, graphic design, and branding. Demonstrated ability to manage projects from start to finish, maintaining a high level of quality and customer satisfaction. Passionate about creativity, attention to detail, and effective communication.

EXPERIENCE

2014 - 2022

Envato / Themeforest WordPress service provider

I worked directly with Themeforest, doing the installation and customization of WordPress Themes and Plugins. I completed over 800 projects for clients worldwide, maintaining a perfect 100% recommendation score.

2010 to present

Freelancer arlain.net

I worked as a freelancer with arlain.net for over 12 years, undertaking app, web, and graphic projects, collaborating with both direct clients and numerous agencies. You can view all of these projects in my portfolio.

2012 - 2018

Mailing and Web Designer at Viapin

My primary role was to layout marketing emails for accounts like Boss Revolution and Santa Ana. I also worked on creating websites for clients such as Opticas Coy and Raymi, in addition to designing various graphic pieces for other clients.

2010 - 2016

WordPress Designer at Icon Studio

I worked with clients such as ACNUR, Lyon Colombia, Tita Postres, Kingmax, Valoraciones Empresariales, among others, performing the design, installation, and customization of WordPress for their websites according to their specific needs.

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EDUCATION

Hubspot Academy
Content Marketing Course
2023

Activate - IAB Spain
Basic Digital Marketing
Course
2017

Universidad Colegio Mayor
de Cundinamarca
Diploma in Integral
Management
2010

Universidad Nacional de
Colombia
Degree earned: Industrial
Designer
Specialization in Multimedia
1997 - 2004

2010

Web Designer at Wunderman

I worked on the merger project of Telefónica and Movistar, creating layouts and proposing a new way to code the new portal they created, as well as additional graphic pieces for the same project.

2006

Web and Graphic Designer at Indexcol

I participated as a layout designer and creator of various elements for the regional Coca-Cola website. I also worked with other accounts such as Pastas Doria and KY.

2004 - 2005

Web and Graphic Designer at Yaxa

My primary role was to design the user interface for the order and other services application for our main client, Biofilm. Additionally, I created various graphic and web assets for the company.

PERSONAL PROJECTS

Some of the personal projects I have undertaken include 'And Now What,' an illustration and character creation project in which I participated at the Feria del Libro de Bogotá.

I also initiated the illustration projects 'Kokeshi Dolls' and 'Kokeshi Tarot,' where I not only created the illustrations but also managed website development, social media, and some video editing.

Furthermore, with 'Kokeshi Tarot,' I designed a complete deck that is available for sale on The Game Crafter and received recognition from tarot enthusiasts and designers.

On the other hand, I also created the 'La Danza de la Vida' portal, which was dedicated to promoting the culture of oriental dances through various articles and publications. This provided me with the opportunity to connect with several artists in that field too.

And finally, with many of my personal projects, I had the opportunity to explore many social media platforms, create videos and thumbnails for YouTube, write blog posts, design images for Instagram, and create reels and short videos for Instagram and TikTok.