

Gabriel Eduardo Segura Ovalle

Senior Designer | UI/UX | Art & Creative Direction - C.C. 1026273514 / Bogotá - Colombia

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Portfolio

<https://www.behance.net/primebay>
<https://www.primabay.studio>

Profile

Creative and dedicated Multimedia Designer with +10 years of experience in brand design, UI/UX, and digital communications. Gabriel is skilled in crafting user-centered solutions from research and wireframing to high-fidelity prototypes and final visual execution. He specializes in designing intuitive and engaging interfaces, multimedia content, and interactive assets for internal communications, marketing, and e-learning.

He is proficient in Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects), Figma, Sketch, HTML, CSS, and JavaScript. Gabriel has extensive experience working with international clients and cross-functional teams in English-speaking environments. He excels at aligning design solutions with business goals and ensuring seamless experiences across web, mobile, and multimedia platforms.

Knowledge

Hard Skills

Design / UI UX

Adobe Suite
Sketch
Figma
Axure RP
Google Web Designer
Maze
Hotjar

Code

HTML 5
CSS 3
SASS
Jade / Pug
Jquery
Bootstrap

CMS

Drupal
Wordpress
Magento
Prestashop

Soft Skills

Leadership in design and creative direction.
Effective collaboration with regional agencies.
Ability to manage and maintain brand consistency.
Ability to work in multicultural environments (LATAM).
Self-management and ability to work independently.
Adaptability to different styles

and client needs.
Attention to detail in design and development.
Leadership in interface design and user experience.
Collaboration in educational and technological environments.
Ability to solve usability problems.

Experience

Company: Ricoh Latin America / Regional Designer LATAM

November 2020 - Present / Bogotá, Colombia

- Brand Management: Oversaw the consistent and accurate use of the brand across internal and external communications throughout the region, ensuring alignment with brand guidelines.
- Creative Concept Development: Designed and executed innovative creative concepts and graphic materials for internal communication events, campaigns, and employee incentives.
- Website Development: Led the conceptualization and art direction for new website sections and pages, enhancing user experience and brand representation.
- Art Direction: Provided art direction for all graphic materials, collaborating with regional agencies to ensure messaging aligned with brand expectations and goals.
- Landing Page Development: Built and optimized landing pages for the company intranet using HTML and CSS, ensuring seamless functionality and user engagement.

Achievements:

- Successfully increased lead generation by 25% through targeted campaigns and materials.
- Achieved 100% on-time delivery for all projects, ensuring smooth execution of campaigns.
- Enhanced user engagement and lead capture by implementing user-friendly design changes.

Company: Cut 4 Men / Freelance Web Designer

October 2018 - January 2024 / Paris France

- Newsletter Campaigns: Designed, developed, and executed email marketing campaigns using Mailchimp, managing databases of over 2,000+ users to drive engagement and conversions.
- Print Design: Created high-quality printed materials for product promotion, including catalogs, posters, brochures, and packaging, ensuring brand consistency and visual appeal.
- Photo Editing & Retouching: Performed advanced photographic retouching and created photomontages for various styles and new collections, enhancing visual storytelling.
- Design Innovation: Developed new patterns, color schemes, and design styles to refresh and modernize product collections.
- Responsive Newsletters: Built and assembled newsletters using HTML and CSS, ensuring optimal display and functionality across multiple devices and email clients.
- E-commerce Maintenance: Maintained and updated the Prestashop template, including banner updates and HTML modifications in the back office, to improve platform performance and user experience.

Achievements:

- Grew the subscriber base by 40% through targeted digital advertising campaigns.
- Achieved a 20% increase in sales by leveraging data-driven email marketing strategies.