

Gabriel Eduardo Segura Ovalle

Senior UI /UX & Web Designer - Frontend

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Contact



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Portfolio

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

Profile

Creative and dedicated Senior UI/UX & Web Designer with a strong focus on user-centered design. Experienced in the full design process, from research and wireframing to prototyping and visual design, Gabriel excels in creating intuitive, functional, and visually appealing interfaces. Skilled in user flows, responsive layouts, and iteration based on feedback, he ensures seamless experiences across all devices. Proficient in HTML, CSS, JavaScript, and design tools like Adobe XD, Sketch, and Figma, Gabriel effectively bridges the gap between design and development.

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 - Present / 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.

Experience

Company: Malebasics Corp / Freelance UI / UX - Web

Jan 2025 - Oct 2022 / Montreal, Canada

- High-Impact Digital Campaigns: Led the design and execution of digital campaigns with high conversion rates for the brand's e-commerce platform.
- User-Centered Prototyping: Created interactive prototypes for various landing pages using Adobe XD, enhancing usability and engagement.
- Advanced Photo Editing: Performed high-level photo manipulation and montage creation to elevate product visuals and brand presentation.
- Email Marketing Management: Designed, developed, and deployed newsletter campaigns via Mailchimp, managing a database of over 10,000 users.
- Print Design & Branding: Produced high-quality print materials for product promotion, including catalogs, posters, brochures, and packaging.
- Responsive Newsletters: Built and structured newsletters using HTML and CSS, ensuring optimal display and functionality across devices and email clients.
- Optimized Landing Pages: Developed and enhanced landing pages within Magento CMS, utilizing HTML, CSS, and jQuery to implement features like carousels and lightbox galleries.

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.
- Streamlined packaging design processes, saving the company significant production expenses.

Company: Universidad El Bosque / Senior Web Designer

Jun 2014 - Nov 2020 / Bogotá, Colombia

- Concept Development & UX Strategy: Designed and implemented conceptual frameworks to enhance user experience while aligning with project objectives.
- E-Learning UI/UX Design: Developed intuitive user interfaces and user experiences for virtual courses within the university's Moodle CMS platform.
- E-Learning Development: Built interactive online courses in Moodle CMS using HTML + Pug, SASS, and JavaScript for an enhanced learning experience.
- Interactive Prototyping: Created functional prototypes using Axure RP and InVision to test usability with diverse user groups.
- Visual Design Leadership: Led the design of UI proposals for virtual educational resources, ensuring consistency and user engagement.
- Responsive Web Development: Built landing pages and microsites using HTML, SASS, jQuery, and JavaScript to optimize user experience across all devices.

Achievements:

- Improved lead conversion rates by 35% through enhanced UX/UI and form placement.
- Increased course enrollments by 50% through effective digital course marketing and platform optimization.
- Mentored and guided a team member, improving their productivity and contributing to team success.

Company: Red Shiner/ Freelance UI Designer

Aug 2016 - Oct 2016 / Canada

- Design and prototyping of landings and prints Using tools such as sketch and InVision to visualize prototypes.

Company: Coctel Brand / Junior Graphic Designer / UI

Feb 2013 - Jun 2014 / Bogotá, Colombia

- Multimedia & Print Design: Designed digital and printed assets for major clients, including Harinera del Valle, Landers Universal, Haras Obernai, and The Orchids Hotel.
- User Interface Design: Created UI solutions for websites of various Colombian clients, ensuring visually appealing and user-friendly designs.
- Social Media & Content Design: Developed printed graphic materials and engaging content for social media platforms like Facebook, Instagram, and LinkedIn.

Company: Red Shiner/ Freelance UI Designer

Aug 2016 - Oct 2016 / Canada

- Creation of packaging, labels using Adobe Illustrator and 3D design from Modo to visualize bags for grocery products.

Company: Aurora Reykjavik / Freelance Illustrator

Mar 2013 - Jun 2014 / Iceland

- Creation of several printed pieces (infographics and posters) about the northern lights, concept art with Photoshop.

Experience

Company: Young & Rubicam Brands / (Intern) Graphic Designer

May 2010 - Aug 2010 / Bogotá, Colombia

- Advertising & Promotional Design: Designed POP materials and multimedia advertisements for nationwide campaigns of brands like Disney and Movistar.

Language

Spanish

Native

English

B2 (Upper-Intermediate)

Studies

2023

Bogotá

Web and Mobile Application Development

CICCC - Cornerstone International Community College of Canada

2014

Bogotá

3D Character Design Diploma

Taller Arte Digital

2012

Bogotá

3D Modelling Diploma

Taller Arte Digital

2012

Bogotá

Concept Art Diploma

Taller Arte Digital

2011

Bogotá

Graphic Design Professional

Universidad Jorge Tadeo Lozano

2007

Bogotá

High School

Liceo Hermano Miguel La Salle

Interests

Painting, art, 3D design, music, sketching, concept art, videogames, technology, cinema

Social

Behance

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

Linkedin

<https://www.linkedin.com/in/gabriel-segura-32344186/>

References

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