



Hello! I'm Gabriel Hidalgo

Digital Designer & Front-End Developer (HTML, CSS, JQuery)

I use the power of Graphic Design to apply my skills and passion. I'm a UX/UI enthusiast, my biggest goal is to help users to reach a great and memorable experience across the products that I work on. I love to get my hands dirty developing the projects behind the scenes too as a Front End Developer. My diligent work ethic and mature problem-solving process make me a great asset to any company or business.

I'm a very curious designer. I'm permanently reading books and leading companies' blogs to be up-to-date with the latest trends and technologies.

I'm mainly dedicated to developing digital graphics products, from the first ideas to the final implementation. I'm also able to make print-ready marketing collaterals.

My workflow normally starts with research, and then pen and paper sketches, followed by wireframes, storyboards, and user journey maps. After I have enough information about the problem to solve I start using digital software to create low or high-quality mockups depending on the particular project under development.

Employment History

2017 - Present

Digital Designer - University of New South Wales (UNSW) [check here!](#)

I'm mainly dedicated to develop Email Direct Marketing campaigns (HTML and CSS) and User Interfaces. Also, I've done some print design projects such as brochures and marketing collaterals.

Key responsibilities:

- Sketching, Wireframes, Prototyping. (Pen and paper, Sketch, Adobe XD, Invision)
- Retouching images, create artworks to include into development. (Photoshop, Illustrator)
- Designing pixel perfect interfaces. (Adobe XD, Sketch)
- Development with HTML and CSS - Responsive Design. (Dreamweaver, Atom)
- Testing the EDM on Litmus and work with them on Mailchimp. Analytics of the results.
- Frond End development duties in an internal web enviroment "SharePoint". (HTML and CSS)

2016

Graphic Designer - CinemaLive

It was a short term position. I worked with Indesign and Photoshop designing artworks for the Australian Ballet, Opera Australia and André Rieu.

Artworks Print Design [check here!](#)

- Sketching, Brainstorming.
- Retouching images, layers, smart objects, etc. (Photoshop)
- Managing layouts, layers, typography effects, etc. (InDesign)

➤ **Continue** to the next page

2014-2015

Senior Graphic Designer - Agency Ekhos I+C

Working in this consultancy of journalism and communication, I gained a wide range of experiences in graphic design for mass media and the Internet. I worked with the team in all the projects.

Energy 2050 [check here!](#)

- Branding process: Sketching, Design Thinking (Illustrator)
- Email Marketing (HTML & CSS. YMLP email marketing tool)
- Marketing collaterals (Illustrator, Photoshop, Indesign)

Ekhos new Brand of the company [check here!](#)

- Branding process: Sketching, Design Thinking (Illustrator)
- Marketing collaterals (Illustrator, Photoshop, Indesign)

2010-2017

Art Director as a Freelance Graphic Designer

I'm able to balance my own clients and projects, getting first-hand experience with client relations.

Key projects included:

· Personal Branding [check here!](#)

- Branding process: Sketching, Design Thinking (Illustrator)
- Web process (Architecture of information, mockups, etc)
- Front End Development (Bootstrap, HTML, CSS, JQuery)

· Helia Witker Website [check here!](#)

- Brainstorming (AI, wireframes, mockups, etc)
- User Interface, MVP for testing (Sketch, Keynote)
- Front End Development (HTML, CSS (LESS), JQuery)
- Wordpress template (PHP)

· VisitaPichilemu User Interface [check here!](#)

- Branding process: Sketching, Design Thinking (Illustrator)
- Email Marketing (HTML & CSS. YMLP email marketing tool)
- Marketing collaterals (Illustrator, Photoshop, Indesign)

· VisitaPichilemu Branding [check here!](#)

- Branding process: Sketching, Design Thinking (Illustrator)
- Email Marketing (HTML & CSS. YMLP email marketing tool)
- Marketing collaterals (Illustrator, Photoshop, Indesign)

What can I do for you?



Branding



Marketing Collaterals



Front End coding



Design Thinking



User Interfaces

Also I'm able to be part of a UX Process: Site maps, hierarchy diagram, user flows, Lean UX.

Technological Skills



Adobe Illustrator CC
Adobe Photoshop CC
Adobe InDesign CC
90%



Sketch
Adobe XD
90%



HTML5
CSS3, SASS
Wordpress CMS
75%



JQuery
40%



Microsoft Office
Mac OS X
90%



InVision app
Mailchimp
Litmus
90%

Let's talk

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