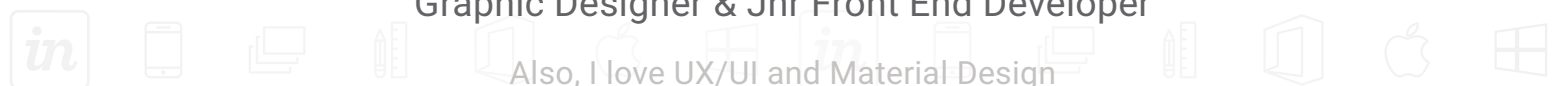




# Hello! I'm Gabriel Hidalgo

## Graphic Designer & Jnr Front End Developer



Also, I love UX/UI and Material Design



I'm a professional Graphic Designer and Junior Front End Developer (HTML5, CSS3 and JQuery) from Chile based in Sydney. I'm dedicated to developing digital graphic products like User Interfaces, banners, websites, web graphics and social media stuff. I care about the User Experience across my workflow, considering throughout my design how it is possible to improve the user's experience and make them feel good about interacting with the interfaces.



I'm also able to make print ready graphic products: marketing materials and print advertising.

I love to do the proper creative process through Design Thinking and Brainstorming to get big ideas, memorable brands, and amazing overall results. I'm permanently studying to be up to date with the new softwares, new trends and methodologies like Sketch, Invision, Material Design, Design Sprint (GV), etc.



### Employment History

2017 - Present

#### Digital Designer - University of New South Wales (UNSW)

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

##### **Key responsibilities:**

- Sketching, Wireframes, Prototyping. (Sketch, Adobe XD, Invision)
- Retouching images, create artworks to include into templates. (Photoshop, Illustrator)
- Designing pixel perfect interfaces. (Adobe XD, Sketch)
- Development with HTML and CSS - Responsive Design. (Dreamweaver, Sublime Text)
- Sending templates through Mailchimp. Analytics of the results.

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

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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)

#### · Decogential [check here!](#)

- Web process (Architecture of information, mockups, etc)
- Wordpress child theme (PHP & CSS).
- ecommerce store at Wordpress.
- Social Media Campaign ([Facebook](#) and [Instagram](#))

#### · 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.

## Technological Skills



Adobe Illustrator CC  
Adobe Photoshop CC  
Adobe InDesign CC

90%



Sketch  
Adobe XD

75%



HTML5  
CSS3  
Wordpress CMS

70%



JQuery

30%



Microsoft Office  
Mac OS X

90%



InVision app  
Mailchimp

90%

# Let's talk

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