

SANTIAGO VIVEROS PINEROS • Melbourne, VIC

Digital Designer

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Portfolio: www.santiagoviveros.com

Digital Designer with 3 years of experience translating marketing goals into effective digital products across web, social media, and paid campaigns. Background includes independent work in product design, photography, and video production, strengthening adaptability, initiative, and problem-solving skills. Strong focus on user research and design thinking to create clear, practical solutions.

EXPERIENCE

Digital Design Intern (9/25 - 2/26) - Mojodojo, Melbourne

Designed and co-designed responsive websites and digital ads for clients on Meta and LinkedIn, enhancing their online presence and engagement. Produced e-books for the agency to support client acquisition and drive business growth.

F&B Expert (03/23 - 7/25) - The Ritz-Carlton, Perth

Given my work versatility I was constantly requested to work across multiple departments beyond F&B. This includes Marketing and Design (Sales and marketing), Purchasing (Finance), and Concierge (Guest services).

Marketing Graphic Designer (06/24 - 10/24) - The Ritz-Carlton, Perth

Collaborated on multiple marketing projects as main graphic designer, including designing personalized menus for 'The World's 50 Best Bars' takeover events at The Songbird Bar.

Marketing Intern (02/24 - 05/24) - The Ritz-Carlton, Perth

Worked in design and text editing for both printed and digital pieces. Additionally, supported the team with social media content tasks and website updates. Successful performance resulted in the opening of a temporary design position for relevant projects that required my design skills.

Graphic Design (08/20 - 09/21) - Lineart, Bogotá

Created printed and digital marketing pieces for corporate conferences and events. Additionally, assisted with documenting and editing photographic and audiovisual content, among other required tasks.

UX/UI, Branding (10/19 - 02/20) - Exatic Group (BnbHom), Bogotá

Branded and designed a startup project and its website based on the extensive research of target users, competitors, and stakeholders. Finally, curated and presented the brand guidelines and the website's first version.

EDUCATION

Bachelor of Design (2018), *Universidad de los Andes, Bogotá, Colombia*

Master of Design (2024), *Curtin University, Perth, Australia*

SKILLS

Digital Design: Visual design, Layout & composition, Typography, Color systems, Branding & brand consistency.

Marketing Design: Social media design, Paid ads (Meta/Google display), Landing pages, Campaign visuals.

Conversion & Performance: A/B testing basics, CTA optimization, Engagement-driven layouts.

UX/UI: Responsive design, Interface design, User flows, Usability principles.

Software: Figma, Illustrator, Photoshop, Indesign, Lightroom, Premiere Pro, Adobe XD, Final Cut, Rhino, Key Shot, Vray.

Prototyping & Delivery: Wireframing, High-fidelity mockups, Interactive prototyping, Design handoff.

LANGUAGES

Spanish (Native), English (C1 7.5 IELTS Academic).