

Jorge Rivera | Visual Designer

Hi! I'm a creative designer with over **15 years of experience**. I'm open to work with marketing and design team and achieve goals aligned to business. I have experience working in an agile scrum environment, design thinking framework.

I blend creativity with AI to design smarter, faster, and more human. I listen deeply, analyze with intention, and turn complexity into visual clarity. My process is guided by curiosity, insight, and technology — the perfect mix for meaningful design.

EXPERIENCE

Finaipro Technologies

Feb 2024 - Present (1+ year)

UX/UI Designer

Remote - Full time

I play a team-of-one role, under scrum methodology, with data science teams, back/front-end development, QA, and giving my best in a state-of-the-art AI project that predicts future trends in the financial market.

Jorge Rivera Design

Aug 2023 - Present

UX/UI Designer

Remote - Full time

I am a design consultant driven by my professional growth and experience. I developed my personal brand from a massive layoff. I bring value to companies that care about design. I talk to clients, listen to their problems and offer solutions that fit their needs.

Cidenet

Aug 2023 - (8 months)

UX/UI Designer

Remote - Full time

As a designer I worked in a scrum team with a NDA on 3 projects:

- 1) Neumomed Web App (for health industry): This application is aimed at patients seeking homeopathic and holistic treatments, thus differentiating itself from its competitors by using alternative and traditional medicine.
- 2) Arkus Nexus (software development industry): With the marketing team we created a web design proposal based on analytics, interaction and usability data.
- 3) Mi Tiim (human resources web app): This MVP is a HR management platform, developed for KPI's generation. My task was to support the development team with UX/UI improvements.

As the company's first designer, I fulfilled 3 profiles: web, graphic and UX/UI designer.
My goal was to take the startup to a first level, competitive and world class:

- Design landing pages
 - Design ads for digital marketing
 - Design the corporate website
 - Design the first brand manual
 - Design the user-centric web application
 - Design the first component library
 - Design the first design system
- User research to stakeholders and customers
 - High fidelity prototype and usability testing
 - Design thinking as a design framework for user research requirements
 - Plan, conduct and analyze results of surveys, prototypes and user research

EDUCATION

Coursera Jan 2024 – Currently	Google UX Design Certification
Universidad de Palermo Dec 2014 – Bachelor Degree	Diseño de Imagen y Sonido
Image Campus Dec 2012 – Certification	Motion Graphics

LICENSES & CERTIFICATIONS

UX Research 101 May 2024	Domestika
Design Ops Apr 2024	Linkedin
Agile User Experience Design and Research Jan 2024	Linkedin
Learn Figma – UX/UI Design Essential Training Jan 2024	Udemy
Human Computer Interaction – HCI Nov 2021	The Interaction Design Foundation
Diseño UI Esencial Mar 2021	Linkedin

DESIGN SKILLS

My greatest strength is understanding what people want and translating it into intelligent visual design. I combine traditional graphic design methods – such as sketching, composition, color theory, and visual hierarchy – with AI tools that enhance creativity, speed, and precision. I apply user-centered design and design thinking to every project, from conceptual ideas and prototypes to responsive mockups and design audits.

TOOLS

UX/UI Design	Graphic Design	Management	Audiovisual	Web Design
• Figma • Maze • Miro • Zeplin • Chat GPT • Google Analytics • Hotjar	• Photoshop • Illustrator • Nano Banana • Envato • Lexica AI • Adobe Stock Photos	• Google Workspace • Trello • Asana • Teams • Azure Devops	• After Effects • Premiere • Media Encoder • Adobe Audition • DaVinci Resolve	• Figma Make • Bold • Lovable • Framer • Webflow • Wordpress

REFERENCES

Alexa Beltran, PM abeltran@finaipro.com	Juan Diego Echeverry, COO jecheverry@cidenet.com.co	Jonathan Chamizo, CEO jonathanchamizo@adsoft.company
---	---	--

LANGUAGES

Spanish Native proficiency	English B2 Upper Intermediate
--------------------------------------	---

SOCIAL MEDIA

in https://www.linkedin.com/in/jorgedesigner/
Bē https://www.behance.net/jorgerivera-design
@ https://www.instagram.com/jorgeriveradesign