

I believe...

I believe that my passion for stories and human connections, has been highly praised by my colleagues; they have also recognised my energy and curiosity in the projects we have collaborated on across different industries (SaaS, Public Goods, Logistics, Banking, Automotive, Utilities, Insurance, Airlines, and Consumer Goods).

My background as Marketing and Design Professional has also allowed me to fill the communication gap between all the contributors in delivering a solution: users, strategy, brand values, customer journeys, art direction, and development, to mention a few.

I am constantly motivated to chase elusive concepts and have relied on evidence and creativity to meet and exceed client expectations. I will thrive in an environment of experimentation, learning, and collaboration, consistently going the extra mile—where I believe: the magic happens.

Work

09/22 - Active

Funraisin Snr. Product Designer

Saas

I embraced new professional challenges in this remote role, diving into a complex platform and strengthening my leadership and communication skills. I integrated design values and principles into the organisation's culture, while delivering patterns such as dashboards, payment gateways, and transactional content.

Throughout this year, I've facilitated Funraisin's transition towards a user-centric environment using frameworks, documentation, and proactive coaching.

06/21 - 09/22

Symplicit Snr. Product Designer

Consultancy

My consultancy journey began at Symplicit, where I had the opportunity to collaborate and lead diverse projects. This experience placed me at the forefront with stakeholders and deepened my Experience/Product Design practice.

At Symplicit, I solidify my knowledge behind choosing a type of research, and I elevate my understanding and confidence to lead workshops and teams towards finding a problem or a solution.



03/19 - 05/21

Cummins&Partners Snr. Experience Designer

Advertising Agency

At Cummins, I proudly worked alongside dream professionals. I strengthened my storytelling and craft skills. C&P was the place I successfully integrated creative, strategy and user insights to address diverse challenges. This blend enabled me to present solutions that met client goals and followed a highly creative culture.

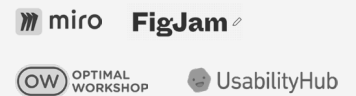
I enhanced my UX/UI principles knowledge, contributing to the agency's digital evolution across all stages – discovery, solution and delivery.



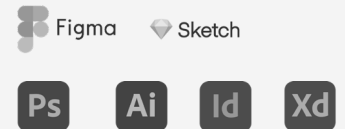
Tools

Years of working with various systems have enabled me to consistently deliver the work presented in my portfolio.

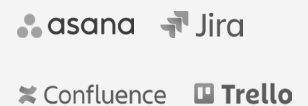
Discovery



Delivery



Productivity



The skill I hold closest to my heart is serving as a bridge.

Beyond English and Spanish. I have linked the worlds and needs from the user, the brand, the strategy, creative direction and the client service team.

Work (Continued)

03/16 - 03/19

The Online Circle Experience Designer

Digital Agency

At OnlineCircle, I help the team create and deliver effective digital campaigns (websites, microsites, games, and social media campaigns). I worked with iconic brands that needed close attention to style guides and brand objectives. My collaborative approach significantly enhanced agency/client communication, and my constant curiosity impacted the agency's creative output.



Active

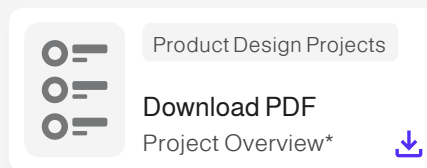
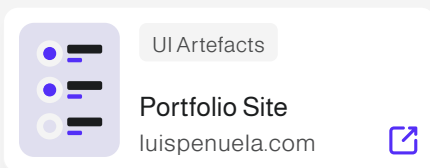
LuisPenuela Creative

Contractor

Working through a new language in this my new home country, I've thrived as an independent creative contractor. My proud collaborations spans from Australian SMEs to non-profit volunteer work. Fostering their growth through specialised projects, including style guides, 3d concept products, product/service design, brand strategy, art direction, and web design.



Useful links



*A deeper look into any product design project can be provided upon request, or presented personally (preference), as these works are proprietary to the company and its affiliates. You know! legal things.

Knowledge

Product Design

RMIT Online
Melbourne-Australia

SCRUM Agile Methodology

Red Agile
Melbourne-Australia

Advanced Diploma Graphic Design & Advertising

Tractor School of Design
Melbourne-Australia

Marketing & Advertising Communications Degree

Politecnico Grancolombiano
Bogota-Colombia

References

Miriana Traflaga

Experience Design Lead RACV
Miriana, my direct senior, led one of our Symplicit projects for EnergyAustralia.

Alison Sutherland

Group Product Manager Carsales
Alison, client and manager during a Symplicit Augmentation contract.

Liliana Letieri

Senior Product Designer NAB
Liliana, colleague at NAB; she handled UX while I worked on UI.

Lucio Ribeiro

Head of Innovation OPTUS
Lucio, was the managing director and founder at The Online Circle

Rowan Hammerton

Design Director Cummins
Rowan, colleague and Senior pair, we worked at Cummins&Partners.

Stacey Anne Darby

Director at Ten Hats Agency
Stacey was Luis's client.