



Jorge A. Hurtado Duarte

Senior Graphic Designer | Web Design, Branding, Funnels & AI-First Creative Systems

Senior graphic designer, web designer and funnel builder with more than 15 years of experience creating brands, websites, campaigns and digital assets focused on conversion.

I have worked with companies in Latin America and the U.S., integrating art direction, branding, UI/web design, CMS platforms and digital marketing tools.

My approach combines visual criteria, strategic thinking and technical execution to create clear, functional digital experiences aligned with business goals.

I work with tools such as Adobe Creative Suite, WordPress, Elementor, WPBakery, HubSpot, GoHighLevel and ClickFunnels.

I incorporate AI tools and models into my workflow as an extension of the creative process: research, competitor reading, visual references, concept exploration, image improvement and visual production, always with design criteria and focus on conversion.

I design brands, websites and funnels with an integrated view: **visual identity, message clarity and conversion.**

My differential is to combine the graphic process, digital experience criteria and commercial thinking to create assets that not only look good, but also help to organize communication and generate high-value opportunities.

Areas of Expertise

Branding and Visual Direction

Development of visual identity, graphic systems, campaigns, commercial pieces and brand communication for digital and print channels.

Web Development and Digital Experience

Design and development of websites, landing pages and clear digital structures, functional and focused on conversion.

Funnels and Commercial Communication

Creation of pages, messages and visual journeys designed to capture prospects, present offers and facilitate the user action.

Creative Production with AI

Advanced use of generative AI to research, explore visual systems, prototype projects, improve images and accelerate asset production without losing design criteria.

Education & training

Graphic Designer

Universidad del Cauca

Diploma in Audiovisual and Music Production

Audiomedios, Cali

Additional Training (Diploma)

Lovable · Figma UX/UI · HubSpot · Google Ads / YouTube Ads · GA4 · YouTube Content Strategy · Generative AI applied to design and visual production

Professional experience

Webmaster & Designer

BOSA System Corp, USA | 2021 – Present

- Responsible for the visual and digital evolution of the brand: website, landing pages, campaigns, commercial pieces, conversion assets and digital communication.
- I develop web solutions and funnels in WordPress, HubSpot and GoHighLevel, integrating design, content and business goals.
- I work in YouTube content strategy for Carlos Devis channel, a community with more than 1.1M subscribers, supporting visual planning, content structure and optimization of pieces for digital audience.
- I apply generative AI in research, visual references, concept exploration and creative production to accelerate deliverables with senior criteria.

Senior Graphic Designer / Webmaster
Totumo.net, Latin America | 2020 – 2023

- I designed websites, landing pages and digital resources for service companies, personal brands and commercial projects.
- I produced visual systems for campaigns, social media, YouTube, presentations and digital communication.
- I supported clients in visual organization processes, website structure and improvement of their digital presence.

Creative Director / Senior Graphic Designer
Agencies and Independent Clients, Colombia | 2008 – 2018

During this stage I consolidated my base as an integral designer, leading brand, advertising, visual communication and graphic production projects for clients from different sectors.

- I developed visual identities, campaigns, promotional pieces, print materials, digital content, commercial presentations and audiovisual resources.
- I directed conceptualization, art direction and visual production processes, taking care of graphic consistency, message clarity and delivery quality.
- I supported launches, image renewals and positioning actions for commercial brands, startups, companies and institutions.
- I managed creative projects from beginning to end, from reading the client needs to the creative proposal, production, adjustments and final delivery.

Experience with **Recognized Brands**

I have participated in design, visual communication, branding, advertising and graphic production projects for brands such as Honda, Fanalca, Goodyear, Quest, Quality Foods Colombia, Tecnoquímicas, Taller de Bienes Raíces, Carlos Devis, among others.

Target **Profile**

I am focused on senior design roles where I can integrate branding, web design, commercial communication and visual production to create clear, professional and conversion-oriented digital assets.

Areas of **Contribution**

Branding · web design · landing pages · funnels · digital campaigns · AI applied to the creative process

Contact **Information**

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