



Jorge A. Hurtado Duarte

Senior Graphic Designer - Web developer
(Branding, Web, Funnels, IA)

Graphic Designer and Web Developer with 15+ years of experience building brand identities, highperformance websites, and conversion funnels for companies in the U.S. and Latin America. Expert in CMS (WordPress, HubSpot, GoHighLevel) and marketing automation. Led digital projects that increased qualified leads by +35% and reduced cost per lead by -40%. Strong focus on combining design, digital strategy, and advanced AI tools applied to visual communication and performance optimization.

Professional Experience

Webmaster & In-House Designer – BOSA System Corp, USA (2021 – Actualidad)

- Designed and implemented full digital strategies (branding + web + funnels).
- - Led web projects in WordPress and HubSpot, achieving +28% increase in conversion rate within 90 days.
- I Built automated funnels in GoHighLevel, reducing CPL by -32% and boosting LTV by +18%.

Senior Graphic Designer / Webmaster – Totumo.net, LatAm (2018 – 2021)

- Developed optimized WordPress websites for service-based and e-commerce businesses.
- - Created conversion funnels that generated +25% more organic leads.
- Designed visual campaigns for YouTube Ads and social media platforms.

Creative Director & Graphic Designer – Agencies and costumers in Colombia (2008 – 2018)

- Directed branding and advertising design projects for national and international companies.
- Designed promotional campaigns that improved brand awareness by an average of +40%.
- Led audiovisual production and integrated visual strategies for marketing campaigns.

Core Competencies

- Branding an Art Direction
- Web Design responsive (UI/UX con Figma)
- CMS: WordPress, HubSpot, GoHighLevel, ClickFunnels
- Page Builders : Elementor, WPBakery
- Marketing Funnels
- YouTube Ads
- Frontend Development (HTML/CSS)
- Artificial intelligence applied to graphic design and web development (ChatGPT, DALL-E, Midjourney)
- SEO on-page and anlytics

Education:

- Bachelor's Degree in Graphic Design – Universidad del Cauca
- Diploma in Audiovisual and Music Production – Audiomedios Cali Musical – Audiomedios Cali

Certification and training:

- HubSpot CMS (en curso)
- Figma UX/UI
- Google Ads (YouTube Ads)
- GA4

Languages and extras:

- Spanish (native)
- English: Intermediate-Advanced (experience with international clients)
- Availability: Remote