

maría ramírez

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BRAND DIRECTOR & DIGITAL DESIGNER

Medellín, Colombia

Profile

Brand Director & Digital Designer with 9+ years specializing in luxury retail and e-commerce. Expert in bridging strategy and execution via WordPress, Elementor, and Shopify. Currently leading global digital transformation and web ecosystem for ILHA. Fully bilingual (English/Spanish) with focus on high-performance design, conversion-driven UX, and AI-augmented workflows.

Skills

Web & E-commerce

WordPress, Elementor Pro, Shopify, HTML/CSS, Figma prototyping

Design & UI

Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects)

Marketing Tech

Canva, AI Content Generation (Midjourney, ChatGPT), Email Marketing

Core Competencies

Brand Strategy, Retail Design, Conversion-Focused UX, Remote Collaboration

Education

University of Houston / *Houston* / 2015
Bachelor of Fine Arts in Graphic Design

Experience

ILHA (International Luxury Hotel Association)
BRAND DESIGNER & MARKETING DIRECTOR
Feb 2024 – Present / Remote

- Led global end-to-end rebranding aligning association with international luxury standards
- Design and maintain corporate ecosystem and INSPIRE conference website
- Execute cross-channel digital strategies including email marketing and C-suite presentations
- Optimized creative workflows integrating AI tools and Canva for high-velocity asset production

Riithink
UX/UI & GRAPHIC DESIGNER
2023 – 2024 / Remote

- Directed UI design and technical implementation of multiple Shopify stores with conversion-driven UX
- Developed high-impact digital assets and performance marketing content for e-commerce brands
- Created brand systems and visual identities for premium consumer products

La Tarjeterie
FOUNDER & CREATIVE DIRECTOR
2017 – 2022

- Built and managed boutique studio specializing in high-end branding and luxury stationery
- Led full project lifecycle from client scoping and conceptualization to final production
- Developed cohesive brand identities for premium clients across retail and hospitality sectors