

CAMILA SANCHEZ

Senior Web & Digital Designer | WordPress & Shopify Specialist

Bogota, Colombia | +57 310 544 1274 | camila.s4@hotmail.com | camilasanchez.co | linkedin.com/in/camilasanchezgaray

SUMMARY

Senior Web & Digital Designer with 11 years of experience creating responsive websites, eCommerce journeys, landing pages, email campaigns and cross-channel design systems for teams in Australia and Latin America. Combines UI design with hands-on WordPress and Shopify implementation using HTML, CSS and JavaScript. English C1; Spanish native.

CORE SKILLS

Platforms: WordPress, Elementor, Avada, Divi, Shopify, WooCommerce, Webflow | Front end: HTML, CSS, JavaScript, responsive QA, accessibility, performance, SEO | Marketing: ActiveCampaign, Mailchimp, HubSpot, Brevo, Mailjet, GA4, GTM, Search Console | Design: Figma, Adobe Creative Cloud, email marketing, presentations, motion, print, events

EXPERIENCE

MT-DIGITAL / BBM MARKETING | Remote - Bogota, Colombia | Web Designer (UI); previously Senior Graphic Designer | May 2024 - Jun 2026

- Designed and launched responsive WordPress websites and landing pages for financial services, eCommerce and professional services clients using Elementor, HTML, CSS and JavaScript.
- Customized Shopify journeys for bundles, subscriptions, local delivery, capacity-based bookings, delivery scheduling and cart rules.
- Integrated CRM, forms, email, booking and analytics tools; configured GA4, GTM, Search Console, on-page SEO and performance improvements.
- Expanded from senior graphic design into web and UI ownership, leading to promotion in March 2026.

SYNNEX AUSTRALIA | Remote - Melbourne, Australia | Digital Designer | Apr 2023 - Jan 2024

- Designed and maintained WordPress websites and landing pages for technology partners including HP, Google, Intel, Apple and Microsoft Australia.
- Delivered the end-to-end SYNNEX Alliance 2023 system: public site, sponsor portal, registration and reminder automations, signage, booths, decks and print collateral.
- Designed and coded 10-15 responsive EDMs per month in ActiveCampaign and Mailchimp, validating links and rendering across devices and email clients.

OPPOSITE | Melbourne, Australia | Digital & Multimedia Specialist; previously Senior Graphic Designer | Jun 2019 - Jan 2023

- Led a five-month WordPress redesign, creating a reusable responsive page system and custom HTML/CSS implementation.
- Designed WordPress, WooCommerce and Webflow experiences plus Simplify desktop application UI; produced HubSpot email, campaign, presentation, interactive PDF and motion assets.

COLOMBIANA DE COMERCIO (ALKOSTO / KTRONIX) | Bogota, Colombia | eCommerce Category Coordinator | Mar 2018 - Dec 2018

- Managed digital merchandising and product catalogues; improved navigation, filters and product information and supported online sales campaigns.

DYVERGENTE | Bogota, Colombia | Creative Leader | Feb 2017 - Nov 2017

- Led web, brand, animation and campaign design for entrepreneurs and small businesses across digital and print channels.

IQ OUTSOURCING | Bogota, Colombia | Graphic Designer Intern | Apr 2015 - Jan 2016

- Designed digital and print communication materials for internal HR initiatives.

SELECTED PROJECTS

Pizzacini - Shopify commerce system: Designed customer journeys for individual products, 4/8/12-item mix-and-match bundles, subscriptions, a 30+ bulk-order path, 20-mile local-delivery validation and capacity-aware experience bookings.

SYNNEX Alliance 2023 - Enterprise event ecosystem: Connected attendee and sponsor journeys across WordPress, ActiveCampaign automation, responsive email, registration, partner booths and large-format venue graphics.

UI & Web Systems - OPPOSITE, Collaborative People and Simplify: Created reusable responsive WordPress and WooCommerce patterns alongside developer-ready desktop application UI, maintaining clear hierarchy across distinct brands and platforms.

EDUCATION

Bachelor of Graphic Design - Escuela de Artes y Letras, 2011-2015

Design and Development of Dynamic Websites - Universidad Piloto, 2016

Marketing and Cultural Communication - Universidad de Salamanca / Escuela de Artes y Letras, 2015

LANGUAGES

Spanish - Native | English - C1 (IELTS)