

Camila Sanchez

Senior Web & Digital Designer

WordPress / Shopify / Campaign design

I design and build responsive websites, eCommerce experiences and campaign systems - connecting visual direction with hands-on implementation.

11 YEARS OF EXPERIENCE

Australia + Latin America + United States/ Remote collaboration

English C1 / Spanish native / Bogota, Colombia

camilasanchez.co

camila.s4@hotmail.com

DESIGN +
Implementation



Design judgment, close to execution.

My background combines visual design, eCommerce thinking and practical web delivery. I work from early structure and interface direction through responsive implementation, testing and launch.

01

Web & UI design

Responsive websites, landing pages and digital interfaces with clear hierarchy and strong visual direction.

02

WordPress implementation

Elementor builds, responsive adaptation, custom HTML/CSS and practical production QA.

03

eCommerce experience

Shopify and WooCommerce journeys shaped around products, promotions, bundles, bookings and operations.

04

Campaign systems

Connected landing pages, email, partner tools and campaign assets designed to work as one experience.

CORE TOOLKIT

- WordPress / Elementor / Avada / Divi
- Shopify / WooCommerce / Webflow
- HTML / CSS / JavaScript / Liquid
- Figma / Adobe Creative Cloud
- ActiveCampaign / Mailchimp / HubSpot
- GA4 / GTM / Search Console

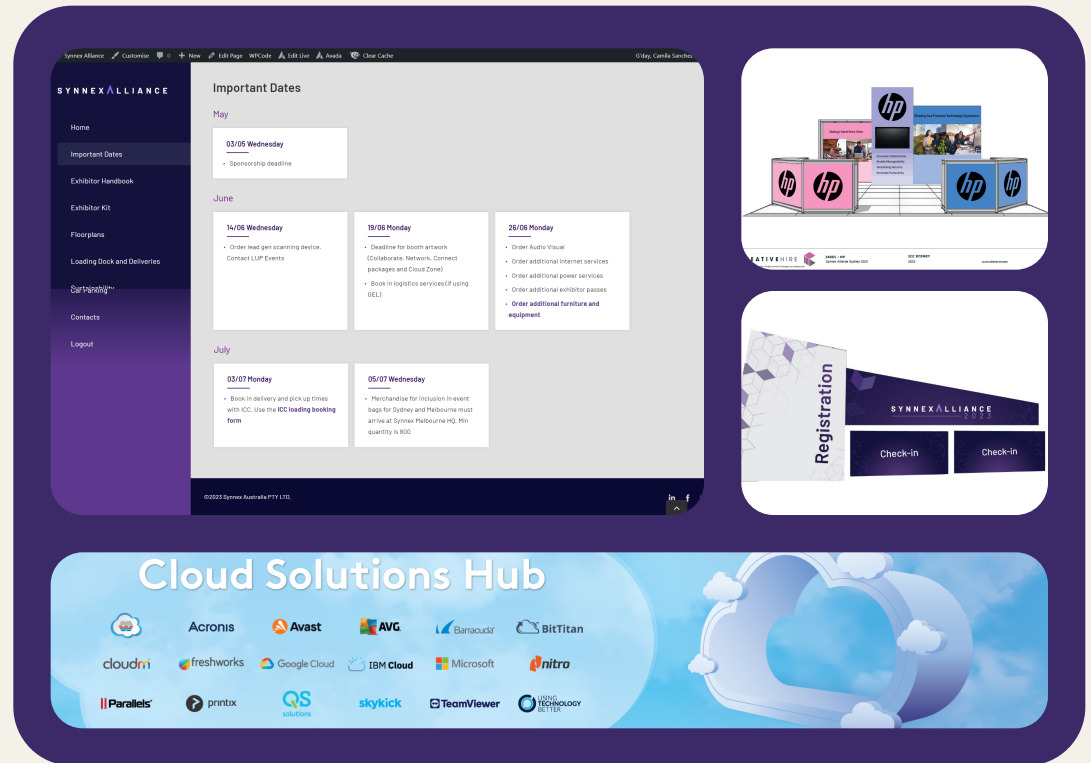
SYNNEX Alliance 2023

One connected experience across web, email, partner spaces and the venue.

I translated the event identity into a WordPress platform, automated communications and a coordinated family of physical touchpoints.

KEY DECISIONS

- 01 Build the system before the pieces
- 02 Design for attendee and sponsor journeys
- 03 Treat email as part of the product
- 04 Carry the brand into the room



2

WordPress experiences

Automated

Registration + reminders

10-15

Monthly EDMs in the wider role

360

Digital + venue coverage

WHAT SHIPPED

- Public event site and protected sponsor portal.
- ActiveCampaign confirmation and reminder journey.
- Exhibitor handbook, sponsor kit and production guidance.
- Registration, booth, feature-wall and print artwork.

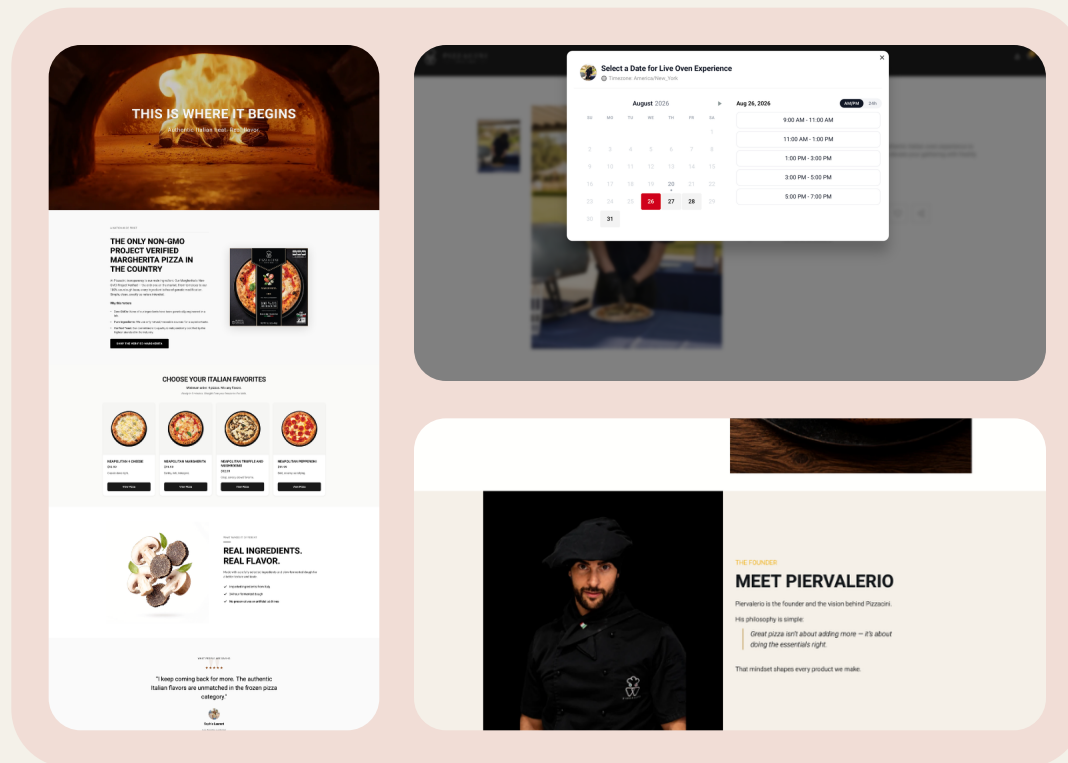
Pizzacini

A Shopify storefront built to sell products, bundles and bookable experiences.

I designed and refined an eCommerce journey connecting retail storytelling with bundles, bulk pricing, subscriptions, delivery rules and bookings.

KEY DECISIONS

- 01 Separate each shopping intention
- 02 Make operational rules visible early
- 03 Use the right app for each job
- 04 Close implementation gaps with QA

**4/8/12**

Mix-and-match bundles

30+

Bulk-order threshold

20 mi

Local-delivery validation

5

Commerce + booking apps

WHAT SHIPPED

- Responsive Shopify storefront and clearer offer journeys.
- Bundles, subscriptions and bulk-order logic.
- Delivery, shipping and store-pickup paths.
- Capacity-aware bookings and cart refinements.

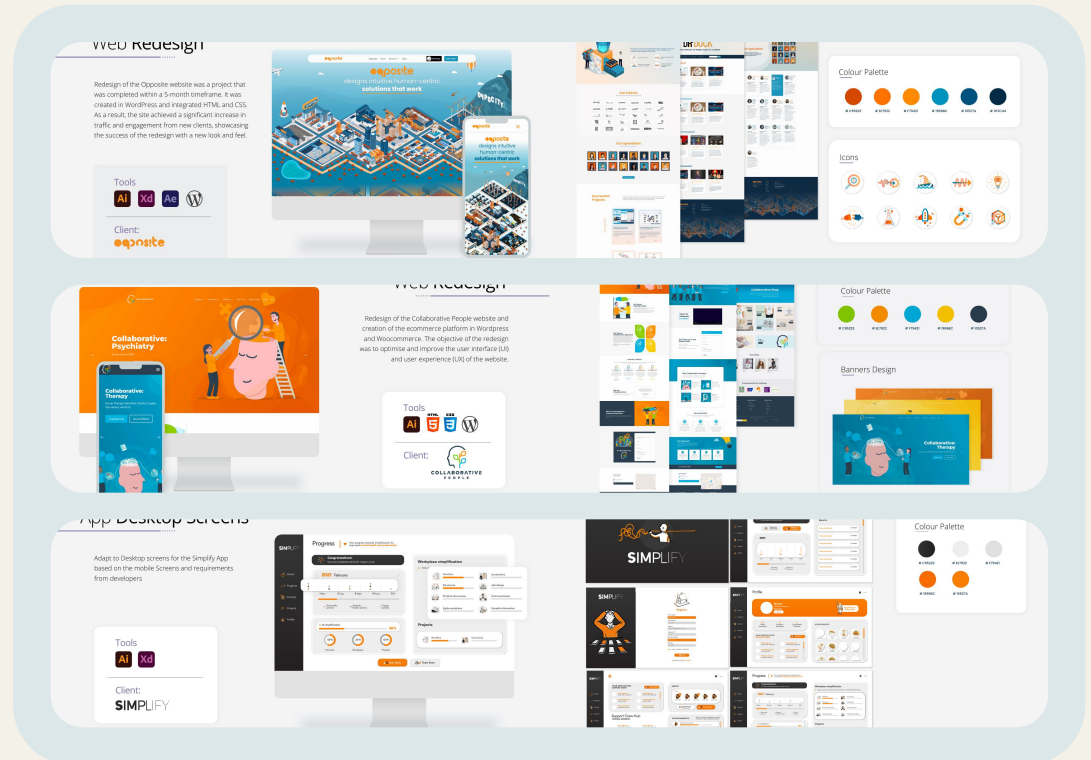
UI & Web Systems

Three digital contexts, connected by clarity and production-ready design.

Selected work across OPPOSITE, Collaborative People and Simplify - from visual direction to responsive WordPress production and developer-ready UI.

KEY DECISIONS

- 01 Start with content and structure
- 02 Create reusable page consistency
- 03 Protect design fidelity in WordPress
- 04 Adapt the system to each medium



5 mo

End-to-end redesign

3

Distinct digital systems

Web-live

Design into production

Multi

Web + product + email

WHAT SHIPPED

- Responsive WordPress systems with clear hierarchy.
- Custom HTML/CSS refinements and cross-device QA.
- WooCommerce journeys and desktop product UI.
- Developer-ready patterns and campaign assets.

A hybrid career across design, web and commerce.

From graphic design and retail eCommerce to digital systems, WordPress production and Shopify delivery for teams in Australia and Latin America.

2024-2026 **MT-Digital / BBM Marketing**
Web Designer (UI) / Senior Graphic Designer

2023-2024 **SYNNEX Australia**
Digital Designer

2019-2023 **OPPOSITE**
Digital & Multimedia Specialist / Senior Graphic Designer

2018 **Alkosto / Ktronix**
eCommerce Category Coordinator

2015-2017 **Dyvergente / IQ Outsourcing**
Creative Leader / Graphic Designer

+57 310 544 1274

Bogota, Colombia / UTC-5 / English C1 / Spanish native

LET'S CONNECT

Build something
useful together.

Open to remote roles, contract partnerships
and selected projects.

EMAIL
camila.s4@hotmail.com

PORTFOLIO
camilasanchez.co

LINKEDIN
camilasanchezgaray