

Alexander Caro

Graphic Designer · UX/UI Designer · Web Developer

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I design and build with the same hand: 2+ years as the sole owner of everything visual and digital for a real company —branding, UX/UI, frontend and paid campaigns— with production metrics, not a theoretical portfolio. Looking to join a team where design and code stop being separate.

97

PageSpeed Score
from 40 to 97 in production

179K+

Organic impressions
4 months, zero paid spend

3.215

Meta Ads conversations
~84 COP per result

3.000+

Products photographed
full B2B catalog

\$20M+

COP in attributed sales
direct from own campaigns

EXPERIENCE

Digital Specialist — UX/UI, Graphic Design & Meta Ads

May 2024 — Present

Orbidental SAS · Bogotá, Colombia · Dental supply distribution (B2B)

- Sole owner of UX/UI design for the e-commerce site (3,000+ products): information architecture, checkout and product page — raised PageSpeed from 40 to 97 in production, working directly with development.
- Design and management of Meta Ads campaigns: 3,215 conversations in Q1 2026 at ~84 COP per result; sales directly attributed of over \$20,000,000 COP.
- Organic content strategy and design for two simultaneous brands (Orbidental and Biotec) — no shared templates: +179K impressions and +1,300% site clicks in 4 months, zero paid spend.
- Product photography direction (3,000+ SKUs), on-page technical SEO, and full site administration on WooCommerce.

Designer & Art Director — Freelance

2022 — Present

Independent · Clients across LATAM, the US and Europe

- Brand identities built from scratch — logo, palette, typography and full system — for 5+ brands: Fueggo, La Jungla Club, Rebel Street, AcelerArte.
- UX/UI design and development of landing pages and own digital products (Pulse Digital, MotoFaro), from research to code.
- Direct relationships with founders across time zones, no account manager in between — from brief to final delivery.

Digital Graphic Designer

Feb 2023 — Apr 2023

Masterbag · Motorcycle accessories and gear

- Graphic pieces for social media and support on web design, aligning visual communication with brand identity and the sector's audience.

YouTube Thumbnail Design — Freelance

2020 — 2023

Independent · Gaming niche channels

- CTR-optimized pieces in an extremely competitive environment — my first real lab for design oriented toward measurable results.

SKILLS

Design & UX/UI

Figma · User research · Wireframing · Prototyping · Design Thinking · Design systems · Accessibility · Responsive design

Graphic design & branding

Photoshop · Illustrator · Visual identity · Brand systems · Product photography · Retouching & Lightroom

Web development

HTML / CSS · JavaScript · WordPress · WooCommerce · Technical SEO · PageSpeed optimization

Marketing & AI

Meta Ads · Google Ads · Meta Business Suite · Midjourney · Adobe Firefly · AI applied to the design workflow

PORTFOLIO — FEATURED PROJECTS

Orbidental — Web · UX/UI · Technical SEO

UX/UI redesign of a 3,000+ product e-commerce site. PageSpeed from 40 to 97 in production.

Social Media Dental — Social Media · Graphic Design

Strategy for two simultaneous dental brands. +179K views, +1,300% clicks — zero paid spend.

Fueggo · La Jungla Club · Rebel Street — Branding · Visual Identity

Complete brand systems built from scratch — logo, palette, real-world applications.

AcelerArte — Graphic Design · Motorsport

Own sports-design brand: +5,300 organic views in 28 days.

MotoFaro — Web · Next.js · Own product

Comparator built with SEO as its architecture. PageSpeed 99, technical SEO 100/100.

Pulse Digital — Web · English · Own product

100% vanilla-code landing page, zero frameworks — proof of independent style and execution.

Full portfolio with case studies: alexandercaro.com/trabajo

EDUCATION & LANGUAGES

Technical Degree in Multimedia Design & Integration

SENA — Servicio Nacional de Aprendizaje · 2020–2022

Digital Marketing Course — Online training

Spanish — Native

English — Intermediate, professional written