JAIRO ASDRUVAL GANTIVA

Contact: +57 3508923597 | asdrugan@gmail.com
Portfolio: beacons.ai/asdrugan | agdigital.mediawapp.com | linkedin.com/in/asdruvalgantiva

PROFESSIONAL SUMMARY

Creative and resourceful Web Designer and Digital Strategist with over 10 years of experience in UI/UX design, WordPress development, and digital project management. Proven track record of leading innovative projects, including the redesign of IFAD Italy's intranet. Skilled in optimizing websites for search engines (SEO/SEM), integrating third-party tools, and enhancing user engagement through responsive design and interactive features. Adept at researching, learning, and implementing cutting-edge digital solutions such as AR/VR experiences, 360-degree virtual tours, PRO plugin implementation for niche websites. Experienced in different CMS as administrator, experienced leveraging visual builders to create professional, high-performing websites tailored to specific business needs. self-employed or collaborative team player with strong leadership skills, capable of delivering results in remote or hybrid work environments.

TECHNICAL SKILLS

- CMS Platforms and E-commerce: WordPress (Elementor, Divi, WP Bakery), Joomla, Drupal, Magento, WooCommerce, Shopify, (ability to learn others)
- UI Design: Figma, Adobe XD, Photoshop, Illustrator, AI Tools.
- Innovative Solutions: AR/VR development, 360-degree virtual tours, custom plugins, API integrations, Websites Migration, SEO/SEM, Google Analytics, Mailchimp, Cpanel.
- Multimedia: Video editing, livestreaming platforms, social media video transmission, Premier, Live Stream, and AI tools and prompts for all.

- Niche Websites: (WordPress solutions) Hotel websites, restaurant portals, private intranets, directories, podcast websites, e-commerce and delivery apps.

WORK EXPERIENCE

Web Designer & Consultant
Freelance – Entrepreneur
January 2022 – Present

- Led the UI/UX redesign project for IFAD Italy's intranet, designing the graphic interface, user backend, and dashboard for all departments and divisions (13 months contract Jun 2023 – Agu 2024).
- Designed and developed a variety of websites, ranging from corporate pages to e-commerce platforms, catering to diverse industry sectors.
- Optimized site visibility and performance using WordPress CMS, SEO techniques, and Google Analytics, resulting in significant traffic increases.
- Integrated social media platforms into websites, enhancing user engagement and online interaction.
- Developed prototypes for innovative web applications, including food delivery apps, tourism directories, and livestreaming platforms.
- Contributed to livestream productions for different organizations and implemented AR/VR technologies for My Tribute to enhance user interaction.

Key Clients: UN Information Center Bogotá, IFAD Italy, My Tribute, HUB Legal Group, 1540 Jewelry, JC Parts, TAX Nexus, Fryscol Group (Fryscol, Mixies, Practix).

Web Manager
United Nations Information Center (UNIC)
November 2017 – December 2021

- Planned, designed, and launched the UN Colombia web portal in 2018, improving SEO, site speed, and user experience.

- Structured and implemented an online events platform (Stream webcast) for UN75 and the Bogotá Book Fair, hosting over 150 UN system-wide events.
- Designed and published over 20 websites for campaigns and international days, ensuring compliance with branding and accessibility standards.
- Migrated the UN Colombia web portal to a new global environment, ensuring seamless integration and minimal downtime.

Key Achievements: Increased site traffic by 60% through strategic SEO optimization and improved user engagement via multimedia content.

Senior Web Manager
San Buenaventura University, Bogotá Campus
March 2014 – August 2016

- Led the redesign and continuous evolution of the university's web portal, implementing UI/UX guidelines and SEO strategies.
- Designed landing pages under WordPress, Joomla, and SharePoint for various departments.
- Coordinated the implementation of digital billboards and integrated them with internal networks for centralized management.
- Developed and designed the university's mobile application, syncing web content and radio streams for a seamless user experience.

Key Achievements: Improved organic search traffic by 40% through keyword discovery and SEO optimization.

Support Professional - Webmaster
San Buenaventura University, General Main Office (Rectoría General)
November 2013 – March 2014

- Managed and administered the university's main portal, ensuring seamless functionality and alignment with institutional branding guidelines.

- Designed and developed the institutional website for the Multicampus Institutional Accreditation (AIM) project, serving as the official communication platform for the campaign across national campuses.
- Created editorial publications, including the first book of the "Fray Alejandro de Hales" collection, and designed various graphic materials for the AIM campaign, such as banners, billboards, elevator wraps, and digital signage.
- Conceptualized and implemented branding strategies for multiple university campuses, ensuring consistency across digital and print media.

Key Achievements: Successfully launched the AIM project website (www.usbautoevaluarnos.edu.co), enhancing institutional visibility and engagement.

In-House Designer / E-commerce Administrator
MegaClub Colombia SAS
October 2011 – May 2013

- Coordinated the company's e-commerce web project, from planning and structuring to its integration with payment gateways, SAP, and overall administration.
- Implemented SEO and SEM strategies for online advertising campaigns via Google AdWords and Facebook Ads, enhancing brand visibility and attracting potential customers.
- Designed and executed email marketing campaigns, connecting web channels for product purchase requests and improving customer engagement.
- Supervised and managed the web server, ensuring enhanced security, database optimization, and regular backups.

Key Achievements: Successfully launched and maintained the company's e-commerce platform, driving significant traffic and increasing online sales.

Senior Graphic Designer - Webmaster
Go Study & Travel
August 2010 – September 2011

- Designed and managed the company's website (launched in 2010), ensuring optimal performance, user experience, and alignment with branding goals.
- Administered social media platforms, planned content grids, and executed online marketing campaigns to strengthen brand presence and customer engagement.
- Researched and proposed the implementation of new software and platforms for client tracking and initial contact management.
- Created wireframes and design concepts for web projects, blending arrangement, style, and aesthetic elements to meet predetermined preferences.

Key Achievements: Increased online visibility and engagement through strategic SEO and social media management.

EDUCATION

- Graphic Design & Multimedia | LaSalle College (2006).
- Community Manager & SEO | Pontificia Bolivariana (2012), Platzi (2017).