

# Karen Santamaría

Digital Creative · Web Designer

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## PROFESSIONAL PROFILE

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I've designed, built, and managed complete digital ecosystems for founders and brands that needed more than just a designer. With 10+ years working across graphic design, web development, and digital strategy, I create web experiences that reflect who a brand really is, connecting design, structure, and execution so everything works as a whole. I take initiative, anticipate what's needed, and my background across design disciplines has sharpened my visual sensitivity and creative judgment.

## EXPERIENCE

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### Digital Creative Partner & Web Designer · Kenobi Wealth / Anand Narayan · New Jersey, USA

2023 – Present · Remote

- ▶ Designed and developed the complete web ecosystem for five interconnected financial brands — Kenobi Wealth, Kenobi Capital, ExitByForce, \$10M Insider, and GetFIREscore — from architecture to launch.
- ▶ Defined brand direction, built websites, landing pages, and automation systems with full creative autonomy — proposing solutions and evolving each brand as the business grew.
- ▶ Managed all digital touchpoints: WordPress, ScoreApp, HubSpot, email marketing flows, domains, and servers.
- ▶ Operated independently with minimal oversight, initiating improvements and launching campaigns without being prompted.

### Graphic Designer & Digital Operator · ITTDigital (ITTD) · New Jersey, USA

May 2022 – 2023 · Remote (USA)

#### Phase 1 — Marketing & Web Design

- ▶ Designed web pages and UI layouts in Figma for company websites; designs were handed off to the development team for implementation.
- ▶ Produced visual assets for marketing campaigns: LinkedIn ads, social posts, webinar materials, corporate decks, case studies, and brand redesign.

#### Phase 2 — Digital Learning & Platform Development

- ▶ Designed and developed e-learning presentations and interactive training modules for universities and organizations in English and Spanish.
- ▶ Edited and updated instructional content with audio synchronization and multiple-choice assessments.

### Graphic & Web Designer · Galagents Galapagos Cruises

Feb 2019 – Jun 2021 · Quito, Ecuador

- ▶ Designed and maintained web presence for a Galapagos tourism company.
- ▶ Produced visual content for marketing campaigns and digital channels.

### Freelance Web Designer · Independent / Agency Clients · Ecuador & USA

2022 – Present · Remote

- ▶ Designed and developed WordPress websites for direct clients and agencies in Ecuador and the United States, operating as a white-label collaborator and independent contractor.
- ▶ Handled full project scope: UI design in Figma, WordPress development, domain setup, and post-launch support.
- ▶ Projects span industries including automotive, industrial manufacturing, tourism, and professional services.

## SKILLS & TOOLS

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## Design & Front-End

- ▶ Figma
- ▶ Adobe Illustrator
- ▶ Photoshop
- ▶ HTML / CSS (AI-assisted)
- ▶ WordPress
- ▶ Framer (Beginner)
- ▶ Shopify (Beginner)
- ▶ Webflow (Beginner)

## Automation & Dev

- ▶ Cloudflare / DNS / SSL
- ▶ cPanel / Server Admin
- ▶ Email Marketing
- ▶ Digital Automation (AI-assisted)
- ▶ ScoreApp

## Strategy & Management

- ▶ Digital Consulting
- ▶ White-Label Delivery
- ▶ UX / Usability
- ▶ Branding & Identity
- ▶ Project Management

## EDUCATION

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**B.Eng. Advertising Graphic Design** · Universidad UTE, Quito, Ecuador · 2015

## CERTIFICATIONS

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- ▶ Digital Marketing – Google
- ▶ Web Development (Front-End, HTML, CSS, WordPress) – Zoomit
- ▶ UX: Usability and User Experience – Domestika
- ▶ Fundamentals of UX Design – Crehana
- ▶ Design Ops Basics – Crehana
- ▶ Photomontage for Advertising Campaigns – Crehana
- ▶ DevOps & Cloud Infrastructure – Technological University

## LANGUAGES

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- ▶ Spanish — Native
- ▶ English — Intermediate

## PORTFOLIO

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karensantamaria.pro