

GONZALO HENAO BENFENATI

UI DESIGNER & WEB MASTER

I am a web designer and master's graduate in development with 10 years of experience in UI design, graphic design, and digital marketing. I graduated in Graphic Design from Jorge Tadeo Lozano University and hold a postgraduate degree in Web Design and Programming from the Universitat Oberta de Catalunya.

[VIEW PORTFOLIO](#)

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gonzaloh-93@hotmail.com

PERSONAL INFORMATION

PROFESSIONAL EXPERIENCE

Marketing operation manager

TURITOP

2025 - 2026

Redesign of the TuriTop website in WordPress. Management of up to 17 client websites, social media management, and web strategy.

Web Master

XTETIC

2022 - 2024

Design and programming of 4 websites on Shopify. Implementation of new designs and strategies aimed at website users.

Web Master

EASYFLY

2020 - 2022

Design and programming for the website, structuring of email marketing and web campaigns. Implementation of new designs and strategies aimed at website users.

Web Master

PUBLICIS GROUPE

2021 - 2022

Design and programming for Davivienda, structuring of email marketing and web campaigns. Implementation of new designs and strategies aimed at website users.

Freelancer

DISEÑADOR GRÁFICO & WEB

2015 - ACTUAL

Brand creation, pop pieces, websites, management and creation of social media, and consulting for over 60 clients around the world.

COURSES & CERTIFICATES

Claude Architect

Anthropic

2026 - ACTUAL

Google Analytics 4

Google

2023

Google Tag Manager

Google

2021

Google Ads

Google

2019

Complete Web Development

Udemy

2018

WordPress Developer

Udemy

2018

E-commerce Systems

Udemy

2018

Templates for Wordpress

Udemy

2017

LANGUAGES

 English

C1

 Spanish

Nativo

EDUCATION

2019 - 2021

WEB DESIGN & PROGRAMMING

Unique Specialization & Postgraduate - UOC

2011 - 2016

GRAPHIC DESIGNER

Undergraduate - Jorge Tadeo Lozano University

TECHNICAL SKILLS & WEB

GEO

80%

SEO & SEM

90%

A/B Testing

100%

HTML 5

100%

CSS 3

100%

PHP & MySQL

80%

Liquid / Shopify

90%

Email Marketing

100%

Wordpress

100%

PROGRAMS & APPS

Figma

90%

Adobe XD

100%

Adobe Ilustrador

90%

Adobe Photoshop

90%

Adobe After Effects

80%

Canva

100%

Claude Code

70%

Google Analytics G4

100%

Google Tag Manager

90%

Google Search Console

90%

Chat GPT

95%

