María Belén Rubio Huayamave

Digital Designer · Photographer · Video Editor

Guayaquil, Ecuador (open to remote work) | maria_belenrubio@hotmail.com | belenrubio.com | linkedin.com/in/belen-rubio-graphic-and-ux-ui-designer

Multidisciplinary visual creative with 6+ years of experience in digital design, photography and video production for retail, e-commerce and entertainment brands. Delivers complete visual projects, from concept and shooting to retouching, design and final editing, following each brand's existing guidelines. Proficient in the Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Lightroom, Premiere Pro, After Effects) and Figma. Master's in UX/UI Design (GPA 9.06/10) and advanced English (TOEFL iBT 92/120). Experienced in remote collaboration with international teams.

CORE SKILLS

- **Digital Design:** Web and digital campaign assets, e-commerce visuals, promotional materials, digital layouts, motion graphics
- **Photography & Retouching:** Product, jewelry, food, portrait and editorial photography; studio and artificial lighting; e-commerce retouching, color correction, compositing
- **Video & Motion:** Video editing, motion graphics, text animation, color grading, promotional and short-form video
- **UX/UI:** Figma, wireframing, prototyping, user research
- **Software:** Adobe Photoshop, Illustrator, InDesign, Lightroom, Premiere Pro, After Effects; Figma, Canva, CapCut
- **Other:** AI-assisted workflows: Magnific for AI-generated e-commerce product imagery; ChatGPT, Claude and Midjourney for ideation and production support

PROFESSIONAL EXPERIENCE

Audiovisual Producer — Cultura Tejida Aug 2026 – Oct 2026

- Plan, shoot and edit video content from concept to final delivery.
- Photograph clothing for the e-commerce store.
- Cover company events with photo and video.

Graphic & Audiovisual Designer — SportBet Aug 2024 – Jan 2025 (on-site) | Jul 2025 – Apr 2026 (remote)

- Designed graphic and multimedia assets for web and digital campaigns, following existing brand guidelines.
- Edited video and created motion graphics with Premiere Pro and After Effects.
- Produced print and digital layouts for promotional campaigns.
- Performed professional photo retouching for marketing materials.

Graphic Designer, Photographer & Video Producer — Corporación El Rosado 2022 – 2024

- Designed visual content for 7+ retail brands, including Royal Dutch, La Cava Secreta, Cheers, X-MARK, Craft Nation, Premier Wine and Loch Lomond, following each brand's existing guidelines.
- Photographed and retouched product images for online platforms.
- Managed the full production workflow: concept, photography and filming, design, editing, color grading and final delivery.

E-Commerce Photo Retoucher — De Prati 2021

- Retouched 200+ product images per week for e-commerce across fashion, accessories and home lines.
- Ensured color accuracy, consistency and brand standards across all deliverables.

Community Manager — Dale Play Comunicaciones 2018 – 2019 | 2020

- Managed the social media accounts of three political candidates, all of whom won their mayoral elections.
- Supported the campaigns with visual materials, photography and event coverage, edited for same-day delivery.

Photographer & Retoucher — Opia Photo Studio 2017 – 2018

- Shot and retouched editorial photography for Revista Mariela, Miss World Ecuador and high-profile clients.
- Managed lighting, styling and professional retouching for custom portrait sessions.

Freelance Graphic Designer & Photographer 2018 – Present

- Created visual assets for small businesses, specializing in product, jewelry, food and portrait photography.
- Delivered polished, consistent visuals aligned with each client's brand and needs.

EDUCATION

Master's in UX/UI Design — Universidad Casa Grande, Guayaquil 2025 – 2026 | GPA: 9.06/10

Licenciatura en Diseño y Producción Audiovisual (Design and Audiovisual Production) — ESPOL, Guayaquil 2011 – 2017

CERTIFICATIONS

- Intensive UX/UI Design (100 technical hrs) — ADA ITW, 2025
- Business of Photography & Video (Diplomado, 48 hrs) — Asuntos Digitales, 2025
- Introduction to UX & UI (20 hrs) — Universidad Casa Grande, 2024
- Floating Food Masterclass (5 hrs) — Props para Fotógrafos, 2024
- Food Photography (16 hrs) — Photofood, 2023
- Lighting & Digital Retouching (16 hrs) — Mikeila Borgia, 2019
- Artificial Lighting (40 hrs) — Andrés Franco V., 2018

LANGUAGES

- Spanish: Native
- English: Advanced (TOEFL iBT 92/120, ETS, 2023)