

SANTIAGO OTALORA

Multidisciplinary Communication Designer

UX/UI Design • Branding • Digital Communication • Multimedia

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ONLINE PORTFOLIO

PROFESSIONAL SUMMARY

Multidisciplinary Communication Designer with 10+ years of experience creating digital products, communication systems and visual identities for NGOs, technology companies and European-funded initiatives.

My work combines UX/UI design, branding, communication design and multimedia production to transform complex information into accessible, user-centred experiences. I enjoy working at the intersection of design, strategy and storytelling, creating consistent experiences across digital products, websites, campaigns and multimedia platforms.

Throughout my career, I have collaborated with multidisciplinary teams across Europe, North America and Asia, contributing to digital products, corporate rebranding, scientific communication, advocacy campaigns and EU-funded projects.

CORE EXPERTISE



Experience Design

UX/UI, user research, user flows, wireframing, prototyping, responsive design



Communication Design

Branding, information design, campaign communication, scientific communication, visual storytelling



Creative Direction

Art direction, visual systems, creative strategy, design coordination



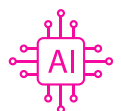
Digital

Website design, CMS, Webflow, Wix Studio, WordPress, HubSpot, digital content systems



Multimedia

Motion graphics, video production, photography, audio production



AI-Assisted Workflows

Research synthesis, ideation, content creation, visual exploration, workflow automation

PROFESSIONAL EXPERIENCE



Multimedia Designer & Digital Communication Specialist BEE LIFE EUROPEAN BEEKEEPING COORDINATION

Brussels, Belgium | Jun 2023 – Present

- Led BeeLife's communication design ecosystem across branding, websites, advocacy campaigns and EU-funded projects, ensuring consistency across digital and print communication.
- Redesigned the organisation's visual identity and website, improving CMS structure, content accessibility and cross-platform communication.
- Translated scientific research and environmental policy into accessible communication through policy briefs, information design, multimedia content and institutional communication materials.
- Led communication design across multiple EU-funded projects, translating complex scientific and technical initiatives into accessible brands, websites, multimedia content and communication systems.
- Produced multimedia communication for international conferences, advocacy campaigns and institutional events through photography, videography and motion graphics.

Key projects: EU BeeLovers • EU Pollinator Hub • IoBee • Butterfly Project



Marketing Multimedia Specialist OPTIMY

Brussels, Belgium | Nov 2019 – Jun 2023

Started as Video Specialist • Promoted to Marketing Multimedia Specialist

- Led multimedia production across product videos, customer case studies, podcasts, motion graphics and marketing campaigns for audiences across Europe, North America and Asia.
- Played a key role in the company's rebranding, developing visual systems, communication assets and digital experiences that strengthened brand consistency across multiple platforms.
- Designed and maintained the corporate website, supporting Webflow development, CMS management and user-centred digital communication.
- Partnered with marketing, sales, product and customer success teams to create multimedia content and communication assets supporting product adoption and commercial initiatives.
- Coordinated external designers and creative production, ensuring consistency across campaigns, branding and multimedia deliverables.

Key work: Corporate rebranding • Website redesign • Product videos • Monthly podcast • Marketing campaigns.

EDUCATION

- UX DESIGN INSTITUTE (2024 – 2026)
Professional Diplomas in UX Design & UI Design
- VRIJE UNIVERSITEIT BRUSSEL (2018 – 2020)
M.A. New Media & Society in Europe
- UNIVERSIDAD DE LA SABANA (2018)
Diploma in Strategic Communications & Marketing Management
- UNIVERSIDAD DE LA SABANA (2014 – 2018)
B.A. Audiovisual & Multimedia Communication

TOOLS & TECHNOLOGIES

- DESIGN
Figma · FigJam · Miro · Illustrator · Photoshop · InDesign.
- MOTION & MEDIA
After Effects · Premiere Pro · Final Cut Pro · DaVinci Resolve · Lightroom · Logic Pro · Motion · CapCut.
- WEB & CMS
Webflow · Wix Studio · WordPress · HubSpot.
- AI-ASSISTED DESIGN
Claude · Midjourney · Runway · Adobe Firefly · Figma AI · Gemini · ChatGPT.
- CREATIVE MEDIA
Photography (Digital & Analogue) · B&W & C-41 Film Development · Videography · Motion Graphics · Multimedia Production .

LANGUAGES

- SPANISH
Native
- ENGLISH
C1
- FRENCH
B1
- PORTUGUESE
B2



Digital Designer & Communications Assistant
BEELIFE EUROPEAN BEEKEEPING COORDINATION
Louvain-la-Neuve, Belgium | Sep 2017 – Jul 2019

- Designed UX/UI and digital communication assets for web, mobile and print platforms.
- Created multimedia content, including videos, motion graphics and visual assets supporting advocacy and organisational communication.
- Collaborated on website communication, ensuring consistent messaging across digital channels.

Key work: UX/UI support · Multimedia communication · Website & branding



Creative Brand Coordinator
S.A.I. SAS
Bogotá, Colombia | Jan 2014 – Apr 2017

- Developed brand identity systems, including logos, product labels and visual assets.
- Designed marketing and communication materials across print and digital platforms.
- Produced photography, video and multimedia content supporting corporate communication.

Key work: Branding & identity · Marketing communication · Multimedia production



Multimedia Producer
INNOVA DIGITAL
Bogotá, Colombia | Feb 2015 – Mar 2016

- Produced 2D animations and motion graphics for mobile applications and digital campaigns.
- Created multimedia content from concept development through animation, editing and delivery.
- Produced the Todos Somos Quibdó telemedicine documentary presented to the Inter-American Development Bank.

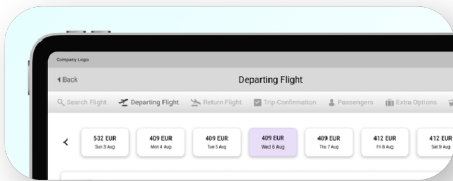
Key work: Motion graphics · Promotional videos · Documentary production

SELECTED PROJECTS



LUMO
(UX/UI Design · Mobile Banking)
A mobile banking experience focused on usability, accessibility and financial clarity.

VIEW PROJECT →



Flight Booking Experience
(UX Research · Interaction Design)
Research-driven redesign of the flight booking experience.

VIEW PROJECT →



EU BeeLovers
(Creative Direction)
Creative direction for a European campaign promoting European honey.

VIEW PROJECT →



EU Pollinator Hub
(Communication Design)
Branding and multimedia communication for a European pollinator data platform.

VIEW PROJECT →