

Isabel Lira Liberona

Graphic & Digital Designer · E-commerce & Campaigns

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PROFILE

Graphic and digital designer with 10+ years in visual communication, including 2.5 years in-house on the e-commerce team at **Dimarsa**, a Chilean home, furniture and apparel retailer. I design the online store's sales campaigns (homepage, banners, email and social ads) from art direction to web-optimized final files, and I build HTML/CSS prototypes of store pages on VTEX. I use generative AI in day-to-day production and care about hierarchy, brand consistency and accessibility in every piece. Background in audiovisual communication and motion graphics.

EXPERIENCE

Web Designer · Dimarsa.cl Mar 2024 – present

- Design the weekly homepage assets for dimarsa.cl and its sister stores (hardware and Dimarine): desktop and mobile carousel slides, banners and top banners.
- Design high-traffic sales campaigns such as **Cyber Day**, adapting the official CCS toolkit to the brand across homepage, email and social.
- Design campaign emails (Mailchimp) and social ads in every format: 1:1, 4:5, 9:16 and 1.91:1.
- Create product lifestyle scenes with **generative AI** (Magnific / Seedream) from catalog photos, directing the prompt and retouching the final image in Photoshop.
- Redesigned the product listing page (**PLP**) as a working **HTML/CSS** prototype with WCAG accessibility (AA/AAA contrast, 48 px touch targets, visible focus), iterated with the web development team.
- Build campaign landing pages and microsites in HTML, such as Expo Hogar, for the **VTEX** store (previously Adobe Commerce); deliver layered PSDs and optimized WebP, and manage deadlines in ClickUp.

Communications & Marketing Lead · Liquen Austral 2020 – 2023

- Designed and ran digital marketing campaigns that grew **followers and sales by 30%**.
- Designed labels, packaging and brand collateral; produced graphic and video content for social media, including copywriting.
- Managed the website and online store (WordPress / WooCommerce) and campaigns on Meta Ads, Google Ads and Mailchimp.

Multimedia Designer & Communicator · Freelance (Lira y Valencia / Adaptocam) 2012 – 2023

- Brand identity and communication strategy for companies and organizations, with a steady client base.
- Social media content for Cleta Compostera and for "Circuito Cultural Huella Isla Teja", a project funded by FONDART (Chile's national arts fund).
- Photography and video for corporate events, post-production and motion graphics.

Project Coordinator · Cooperativa Valdivia sin Basura 2018 – 2022

- Coordinated publicly funded environmental education projects (Ministry of Health and Ministry of the Environment) and produced their graphic, video and outreach materials.

TOOLS

Design	Photoshop, Illustrator, InDesign, Figma, Lightroom	Generative AI	Magnific (Seedream), product scene workflows
Motion & video	After Effects, Premiere, Cinema 4D	E-commerce	VTEX, Adobe Commerce, HTML/CSS, Mailchimp, WordPress / WooCommerce
Marketing	Meta Ads, Google Ads, SEO	Workflow	ClickUp, Trello, Miro, Notion, Slack

EDUCATION & LANGUAGES

Audiovisual Communication (professional degree) · DUOC UC, Chile 2004 – 2007

Front-End Web Development Bootcamp · Laboratoria 2023

Advanced Post-production & 3D Compositing · Escuela Núcleo 2020 – 2022

Diploma in Cultural Management · Universidad Santo Tomás 2019

Languages · Spanish (native) · English (advanced, C1)