



PORTFOLIO

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SKILLS



PROFESSIONAL STRENGTHS

- Strategic Brand Vision
- Balance Between Creativity and Functionality
- Results-Oriented Approach
- Creative Team and Project Management
- Adaptability to B2B and B2C Environments

CONTACT

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Joiver Andrés Bolívar Estévez
Senior Graphic Designer
Universidad del Norte

UX/UI Designer with solid experience collaborating with design, marketing, engineering, and development teams to create user-centered digital products. Specialized in branding, visual identity, digital communication, and the design of intuitive, functional interfaces for web and mobile platforms. My background spans both **B2B** and **B2C** sectors, including education, real estate, renewable energy, electronic security, smart home solutions, business management, construction and engineering.

My approach blends creativity, user research, and analytical thinking to design experiences that align with business objectives and truly connect with users. I focus on enhancing usability, accessibility, and interaction through clear design systems and thoughtful user flows. Additionally, I incorporate best practices in UX writing, SEO, and SEM to ensure that each solution strengthens digital presence, improves engagement, and drives measurable results.

PROFESSIONAL EXPERIENCE



Senior Graphic Designer
Global Security Protection
Aug 2021 – Present



Graphic Designer / Webmaster
Corporación Educativa del Litoral
Jan 2020 - Aug 2021



UX/UI Designer / Webmaster
Corporación Universitaria Americana
Sep 2018 - Dec 2019



Freelance Designer
Rekin Studio
Jan 2018 - Present

EDUCATION



Bachelor's Degree in Graphic Design
Universidad del Norte
2013 - 2017



High School Diploma (Academic)
Instituto La Salle, Barranquilla
2009



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PROFESSIONAL EXPERIENCE

Senior Graphic Designer - Global Security Protection

Aug 2021 – Present

- Lead the in-house creative team, aligning design strategies with marketing, sales, and development goals.
- Define and implement corporate visual identity across digital and physical touchpoints: branding, signage, packaging, and marketing assets.
- Oversee design production for digital campaigns, social media, presentations, and product launches.
- Manage external vendors to optimize quality and costs in print and large-format materials.
- Develop creative strategies based on user behavior, industry trends, and competitive analysis.

Key Achievements:

- + Led the rebranding and visual standardization nationwide.
- + Enhanced brand visibility and commercial impact through multichannel visual strategies.

Graphic Designer / Webmaster - Corporación Educativa del Litoral

Jan 2020 – Aug 2021

- Led the redesign and continuous improvement of the institutional website.
- Managed visual communication for both print and digital platforms, strengthening brand positioning.
- Created content and graphics for social media aligned with communication objectives.
- Developed and maintained the visual identity across all brand touchpoints.

Key Achievements:

- + Successfully relaunched litoral.edu.co, modernizing UX and UI.
- + Refreshed the brand’s visual identity, increasing digital engagement.

UX/UI Designer / Webmaster - Corporación Universitaria Americana

Sep 2018 – Dec 2019

- Led UX/UI design for institutional platforms, ensuring usability and alignment with user needs.
- Designed interfaces for web and academic-administrative applications.
- Improved internal platform experiences through user research and iterative design.
- Managed website updates and content strategy.

Key Achievements:

- + Designed and launched the new website americana.edu.co.
- + Contributed to the UX design of educational management software.

Freelance Designer - Rekin Studio

Jan 2018 – Present

- Developed creative solutions for corporate clients, combining branding, graphic design, UX/UI, and web development.
- Designed digital and print assets, corporate identities, and audiovisual content.
- Applied UX principles and SEO strategies to improve website performance and lead conversion.