

Andrés Ruiz

eLearning | UI/UX | Learning Experience Design | LMS Administration



PROFESSIONAL PROFILE

Graphic Designer specialized in eLearning, UI/UX design, and LMS administration, with experience developing digital learning experiences, multimedia content, and communication assets for corporate, educational, public sector, and international cooperation projects.

Throughout my career, I have collaborated on virtual learning and blended learning initiatives focused on learner engagement, usability, and visual communication. I have worked with multidisciplinary teams including instructional designers, SMEs, facilitators, and project managers to transform complex content into intuitive and engaging learning experiences.

With more than ten years of remote work experience, I have developed strong skills in project organization, cross-functional collaboration, quality assurance, and deadline management. I am passionate about creating visually compelling and user-centered learning solutions aligned with business goals, brand guidelines, and adult learning principles.

EXPERIENCE

Graphic Designer

United Nations Office on Drugs and Crime | Jun 2025 – May 2026 | Hybrid

Responsibilities:

- Development of visual concepts for social and community-based projects.
- Design of graphic assets for digital and printed communication (editorial, social media, etc..)
- Design virtual education components for b-learning projects.
- Event photography coverage.

Tools:

- Adobe Creative Cloud
- Genially
- Articulate Rise
- ArcGIS StoryMaps
- Generative AI tools



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Colombia

E-Learning Designer

Organización de Estados Iberoamericanos OEI | Mar 2026 - May 2026 | Remoto

Project:

Cooperation Agreement signed between the Department of Cundinamarca – Secretariat of Digital Transformation – Secretariat of Women and Gender Equity, and the Organization of Ibero-American States for Education, Science and Culture – OEI.

Responsibilities:

- Design of visual assets for Moodle customization.
- Virtualization of learning content for multiple online modules.

Tools:

- Adobe Creative Suite
- Genially
- Generative AI

Graphic Designer | Articulate Storyline Expert

United Nations Institute for Training and Research - UNITAR | Dec 2024 - Feb 2025 | Remote

Responsibilities:

- Design interactive learning experiences for asynchronous corporate training programs.

Tools:

- Articulate Storyline
- Adobe Creative Suite

Graphic Designer | UI/UX Designer

Territorium Life | Mar 2020 - Nov 2024 | Remote

Responsibilities:

- UI/UX design for new digital learning products and platform features.
- Prototyping and user interface design for company's LMS.
- Design of presentations, animated and static social media assets, banners, and digital materials.
- Documentation and layout design for user manuals and support materials.
- Creation of motion graphics for video tutorials.

Tools:

- Adobe Creative Suite
- Figma
- Articulate Storyline
- HTML, CSS.



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Colombia

Graphic Designer | Moodle Admin

Universidad Nacional de Colombia | Mar 2024 - Oct 2024 | Remote

Responsibilities:

- Moodle LMS customization and administration.
- Development and virtualization of learning content (1 Diploma Program – 60 hours | 1 Course – 120 hours).
- Content upload, assessments, platform configuration, and technical support.
- Collaboration in instructional design review and content optimization.
- Design of communication assets for social media, institutional websites, video, and print.

Tools:

- Adobe Creative Suite
- Articulate Storyline, Genially, H5P.
- Moodle

Graphic Designer | Moodle Admin

Ingeplan BIC SAS | Jul 2023 - Dec 2023 | Remote

Responsibilities:

- Moodle LMS customization and administration.
- Development and virtualization of learning content (1 Diploma Program – 105 hours | 12 Courses – 40 hours).
- User creation, content upload, QA testing, reporting, and technical support.
- Documentation of content development and platform administration processes.

Tools:

- Adobe Creative Suite
- Articulate Storyline
- Moodle

E-Learning Designer

Organización de Estados Iberoamericanos OEI | Dec 2022 - Jul 2023 | Remote

Project:

Agreement with the Colombian Ministry of National Education for the development of virtual training programs in Human Rights, justice, peace, conflict resolution, and reparation, as well as the development of projects with a gender-focused approach.

Funciones:

- Design of visual assets for Moodle engagement.
- Design interactive learning modules.
- Diseño de piezas de difusión de cada curso.

Herramientas:

- Adobe Creative Suite
- Genially



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Colombia

E-Learning Designer | Moodle

Universidad del Rosario | Jun 2022 - Dec 2022 | Remote

Responsibilities:

- Moodle configuration and customization using HTML & CSS.
- Virtualization of learning content for multiple courses.
- Development of interactive learning activities.

Tools:

- Adobe Creative Suite
- Articulate Storyline | Rise
- Moodle

E-Learning Designer | Instructional designer | Moodle Admin

Fundación Empresarios por la Educación | Jan 2018 - Dec 2018 | Remote

Responsibilities:

- Moodle LMS customization, administration, and maintenance.
- Development and virtualization of online learning content.
- Illustration, animation, audio editing, and video editing for digital learning experiences.

Tools:

- Adobe Creative Suite
- Articulate Storyline

E-Learning Designer | E-learning Quality Assurance

Universidad Distrital FJC | Jun 2015 - Jul 2017 | Remote

Funciones:

- Creation of quality review instruments for learning objects and instructional design deliverables.
- Quality assurance for digital learning products.
- Coordination of the technical review team for eLearning deliverables.



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Colombia

EDUCATION

Product Designer Program

Platzi | In progress

Video Game Design and Development Diploma

Universidad de los Andes | 2014

Character Design and Animation Diploma

Universidad Nacional de Colombia | 2014

Associate Degree in Graphic Design

Escuela de Artes y letras | 2003 - 2008

LANGUAGES

Spanish

Native

English

B2

French, Portuguese

A1

CONTACTO

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Location



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