



Julián E. Penin | Web Designer
Master in Business & Technology (MBT)

Birth 20/11/1990
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Digital designer with over 14 years of experience integrating web design, technology, and visual communication. I combine creative thinking, strategic vision, and a strong command of no-code tools (alongside proficiency in HTML/CSS/JS/UX & UI) to elevate brand perception and optimize digital processes.

I have international experience working with multidisciplinary teams on global projects spanning marketing, web design, email marketing, and more. I consider myself highly curious; I am always motivated to stay up-to-date and connect creativity with technology to build solutions that strengthen an organization's identity and impact.

Professional Experience

January 2022 - October 2025

Eventbrite | Brand Web Designer - Creative Studio Team, Global Marketing

Argentina, USA

- I was part of the Creative Studio, collaborating with teams in the US, Canada, the UK, Spain, Australia, and India.
- Actively participated in Eventbrite's global rebranding and app relaunch, working alongside international agencies and migrating over 500 landing pages to a new CMS (Wagtail/Contentful).
- Designed and developed dynamic email marketing campaigns in HubSpot and Braze, defining technical requirements and testing integrations.
- Collaborated closely with the SEO, Performance, Product Design, and Lifecycle Marketing teams, providing a technical and strategic approach to increase the performance of both landing pages and email campaigns.
- Proposed and implemented improvements to the corporate blog (WordPress), including new plugins and optimizations.

Tech Stack: Webflow, Figma, Adobe Suite, Jitter, Midjourney, Visual Electric, HubSpot, Braze, WordPress, Wagtail, Contentful, Slack, Jira, Asana.

Some of my recent websites include:

[Eventbrite's Corporate Responsibility Report](#)
[Brite 25 - Eventbrite](#)
[Timed Entry GTM - Eventbrite](#)
[Silex Argentina](#)
[LUZAURA](#)

January 2015 – Present

Bestway (Freelance Project) | Web Design & Development

Independent | Mendoza, Argentina

- Designed and developed websites and e-commerce platforms for clients in Argentina, Chile, Spain, and the US.
- Implemented projects using WordPress, Webflow, PrestaShop, Shopify, Tiendanube, and Wix.
- Developed the EVA Miller e-commerce site on PrestaShop (2017), managing ongoing maintenance, tech support, and the integration of new features.
- Created the BenditoVino e-commerce site (Chile) on Shopify, handling everything from platform selection to the final launch.
- Provided strategic advice to brands regarding digital communication, user experience (UX), and process optimization using no-code tools.

Featured Clients: Aconcagua Software Factory, Yacopini, Laboratorio Viroológico de Cuyo, Bodega Renacer, EVA Miller, Zaldivar, MDZ Online, APAS Cuyo, UMARA, Mendoza Travel, Luján Agrícola, Solus, Salpa, Sparx

August 2014 – May 2016

PXSOL | Online Marketing

Independent | Mendoza, Argentina

- Developed promotional strategies for courses and institutional activities.
- Created content for the Virtual Campus, including graphic design and audiovisual materials.
- Handled web design and layout.
- Collaborated closely in a team alongside a Communications Specialist.

August 2013 – February 2024

FCM UNCUYO | Design Lead

Mendoza, Argentina

- Developed promotional strategies for courses and institutional activities.
- Created content for the Virtual Campus, including graphic design and audiovisual materials.
- Handled web design and layout.
- Collaborated closely in a team alongside a Communications Specialist.

Skills

Branding & Design

Figma, Adobe Creative Suite, Jitter, IA Generativa (Midjourney, Visual Electric, Freepik, Gemini)

AI, Automatización y No-Code

Antigravity, Cursor, Claude Code, n8n, Airtable, Bubble, Notion.

Front-End Development

HTML, CSS, JavaScript

Languages

English (Conversational)
Spanish (Native)

Education & Certifications



Leadership Certifications:
Leadership Essentials / Team Leadership / Business Leadership
McKinsey, 2024



Master in Business & Technology (MBT)
Universidad Champagnat, 2023



Agile Coach Certification
2022



Bachelor's Degree in Graphic Design
Universidad Nacional de Cuyo, 2016