

About Me

My name is Jose Luquin, a versatile, bilingual designer based in San Diego. I specialize in strategically connecting Digital Design, Marketing, Brand Identity, UX/UI, Video, and Web Development. I have collaborated with stakeholders and multidisciplinary teams across diverse sectors, including e-commerce, finance, healthcare, and technology. With a focus on time, resources, team collaboration, and measurable growth, I ensure every project achieves its business goals and delivers a positive, lasting impact.

<p>My experience in the creative industry spans working remotely, in-person or hybrid mode in various areas:</p>	<p>Bachelors in Graphic Design (UNIVER, Unea) Master in Strategic Design (Universidad IBERO Tijuana)</p>
<ul style="list-style-type: none"> • Graphic Design • Digital Marketing (Ad Design for Display Campaigns) • Web Design & Development (Wordpress, Squarespace, Brizy Cloud) • Print Collateral (Marketing, Corporate, Sales, Events, Trade shows, Consumer Goods) • Logo Design & Brand Identity Design • User Interface Design • User Experience Design • Creative & Design Direction • Video Production • Motion Design & Animation (Jitter) 	<ul style="list-style-type: none"> • Leadership • Attention to detail & Resourcefulness • Relationship & Time Management • Collaborative Team Player (Cross-functional & Virtual) • Adaptability & Problem Solving • Communication and Presentation Skills • Bilingual (English / Spanish) • Creative Thinking & Ideation • White-boarding & Prototyping

- [Figma](#) [Adobe CC \(Illustrator, indesign, Photoshop \)](#) [Wordpress](#) [Squarespace](#) [Brizy](#) [Slack](#) [Google Suite](#) [Microsoft Suite](#)
[Confluence](#) [Jira](#) [BaseCamp](#) [Jotform](#) [Mailchimp](#) [SEO](#) [Davinci Resolve](#) [CapCut](#) [Jitter](#) [FinalCut](#) [GoHiLevel](#)

For reference and to preview of some of my work experience please visit my links below.

<p>http://www.joseluquin.com</p> <hr/> <p>https://www.vimeo.com/inquomx</p>	<p>http://dribbble.com/jose_luquin</p> <hr/> <p>https://www.inquomx.com</p>	
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Work Experience

Freelance Designer

Axos Bank (San Diego Ca)

January 2025 - July 2025

Collaborate cross-functionally with creative directors, copywriters, and project managers to execute multi-channel design requests. Manage fast-paced feedback loops and project lifecycles within Workfront, providing seamless overflow support to the in-house team

- Email & Customer Journey design
- Social Media Content
- Paid Ads
- Corporate Presentations
- Tradeshow Graphics

Freelance Marketing and Web Designer

SDBR / De La Fuente Construction, Inc (San Diego Ca)

September 2024 - July 2025

As a Marketing and Design Consultant for DLF, Inc. My role consisted in revamping the identity for their residential construction division, creation of a comprehensive marketing strategy and implementation, conversion optimization, lead acquisition and content strategy including:

- Brand Redesign.
- Online Presence.
- Content strategy (Copy, Social Media, SEO)
- Web Redesign & Rebuild using Brizy Builder and Wordpress.
- Creative design for PPC and lead acquisition marketing campaign on Google and Meta.

For reference and to preview some of the work please visit: <http://sandiegobr.com>

Web and Brand Identity Designer (Freelance)

September 2024 - January 2025 - <http://inquomx.com>

As an independent freelance designer for multiple clients, I've serve as primary resource creating brand identity, marketing collateral, web design development, paid ads for Meta, video production, social media content and workflow automations.

PressPassInternation.com San Diego, CA

SXMhandcrafted.com Austin, TX

TheEnigmity.com Bonita, CA

Freedomhomesvc.com San Diego, CA

Smartbuildpros.com San Diego, CA

Threadworksred.com Carlsbad, CA

WSBLA.brizy.site LosAngeles, CA

PetroblocksBC.com Rosarito, BC

SavePlumbingco.com San Diego, CA

Med-Connected.com Tijuana B.C / México City

EnduringFinancial.com Dallas, TX

Chateaudelvalle.com Ensenada, B.C.

Work Experience

Co-Founder & Independent Consultant (Design, Marketing, Video, Web, UX)

www.joseluquin.com / www.inquo.mx / www.inquomx.com (San Diego Ca / Tijuana Mx)

January 2016 - Present (10 yrs)

Acted as an end-to-end creative partner for diverse clients, managing account relationships, strategic planning, and design lifecycles. Translated business needs into human-centered solutions spanning brand identity, video production, motion graphics, UI/UX, and marketing. Specialized in executing high-converting digital ad campaigns (Meta/Google), designing web interfaces optimized for conversions (CRO), and delivering high-impact offline assets for events and trade shows.

For reference and to preview some of the work please visit: <https://www.joseluquin.com> <https://www.inquo.mx>

Digital Marketing Designer (Freelance Marketing Designer)

Modern Market Technologies (San Diego Ca / Los Angeles Ca)

August 2019 - August 2024 (5 yrs)

As Lead Digital Marketing Designer, I spearheaded the development of comprehensive design and marketing SOPs for a small, remote team. My responsibilities spanned brand identity guidelines, marketing communications, web design (direction & implementation), digital marketing strategy, video production, motion graphics, and UX/UI platform design & prototyping.

- Developed brand identity and design standards, marketing SOPs, materials for digital and print media.
- Designed and developed (Wordpress + Brizy) custom website, marketing landing pages, web catalogs, SEO, content.
- Led marketing strategy, creative design and content for all paid ads and lead acquisition campaigns.
- Creative direction and interface design, ensuring seamless user experience and brand consistency across digital apps and prototypes.

Marketing and Design Consultant

Ringler Associates / TheValdezTeam.com (San Diego Ca)

January 2017 - December 2018

Working as a Marketing and Design Consultant for the Valdez Team one of the top performing teams at Ringler Associates, a national law firm that specializes in Structured Settlements my role consisted in the creation of:

- Graphic Design (corporate identity & brand assets)
- Web design & development, SEO strategy, Email marketing.
- Marketing Collateral (presentations for court cases, corporate, events, promotionals, social media & Paid Ads)

For reference and to preview some of the work please visit: <https://joseluquin.myportfolio.com/valdezteamcom>

Work Experience

UX-UI + Brand Designer (Permanent Contractor)

Creative Circle / Russell-Creative (San Diego Ca)

February 2016 - December 2017

As a permanent contractor for Rusell Creative, I acted as an extension of their internal marketing and design team, where some of my duties included web design, user experience and user interface for biotechnology companies, redesign proposals for existing corporate websites, ideation, and concept design for corporate presentations, redesign and creation of brand identity exploration for new clients and new products in the life science industry.

- Identity Design (New product lines or redesigns)
- Website design (redesigns and UX-UI improvements to existing sites)
- Presentations (corporate, product technical and sales sheets)

For reference and to preview some of the work please visit: <https://rusellcreative.com>

UX-UI + Brand Designer

BST Nano Carbon (San Diego Ca)

August 2015 - January 2016

As a brand, UX-UI designer at the San Diego-based Carbon Fiber Manufacturing Startup my duties included brand identity and marketing collateral, visual asset creation and management, print collateral, ideation and concept design, UX / UI mobile app design, web design, 3D renderings and product visualization in collaboration with industrial designers, graphic designers, web developers and marketing management.

For reference and to preview some of the work please visit: <https://joseluquin.myportfolio.com/solana-golf>

UX-UI Ecommerce Web Designer

Skinit Acquisition, LLC Formerly Skinit Inc. (San Diego Ca)

January 2006 - August 2015 (9 yrs)

As a UX-UI e-commerce web Designer my duties included improvements to the path to cart and product pages based on analytics (web, heat-maps, click sessions), e-commerce & promotional marketing landing page design optimized for conversions.

For reference and to preview some of the work please visit: <https://joseluquin.myportfolio.com/skinitcom>

Work Experience

Lead Sr. Designer Marketing Department

Skinit, Inc (San Diego Ca)

January 2006 - August 2015 (9 yrs)

As the Lead Sr. Designer at Skinit.com, my duties included the design of corporate and sales presentations, packaging design, brand identity guidelines, and design systems, trade show design and implementation, original digital art and illustration, point of purchase and retail concept design, social media, and paid advertising design, in collaboration with marketing, sales, licensing print production.

For reference and to preview some of the work please visit: <https://joseluquin.myportfolio.com/skinitcom>

Graphic Designer

The Branding Group - Mindcode, Inc. (San Diego Ca - CDMX México City)

October 2005 - December 2006

As a graphic designer for The Branding Group / Mindcode my duties include brand identity design, the creation of branding style guides and corporate design manuals, PowerPoint presentations, and logo design, event graphics, web design concepts in collaboration with other designers and management.

For reference please visit: <https://mindcode.com>

Graphic designer / Digital Illustrator

Insignio, LLC - Brandfly.com (San Diego Ca)

Mar 2005 - Oct 2005 in-house | Oct 2005 - Dec 2007 freelancer

As a graphic designer and digital illustrator for Insignio, LLC, and Brandfly.com my duties included the creation of original art and digital illustration, web design, logo design and brand identity, poster design, t-shirt graphics, editorial design, and print collateral for multiple clients in collaboration with other designers and creative management in an inhouse setting.

For reference and to preview some of the early design work please visit: <https://www.coroflot.com/joseluquin/stream>

Work Experience - Freelance / Independent Contractor

Brand Identity and Web Design Consultant

Sentry, LLC (San Diego Ca)

June 2024 - July 2024

As a Brand Identity and Web Design Consultant for Sentry, LLC, I created a SoCal-Surf inspired brand identity for the real estate lending company, encompassing:

- Logo Design
- Branded visual assets
- Print collateral
- Design & Developed web landing page

For reference and to preview some of the work please visit: <https://joseluquin.myportfolio.com/sentry-llc>

Brand Designer Consultant

The Roman Catholic Diocese of San Diego (San Diego, Ca.) Catholic Charities, Internal Departments.

2016 - 2019 (3 yrs)

As a design consultant for the Roman Catholic Diocese of San Diego, I collaborated directly with the Communication director, Catholic Charities nonprofit and parish in various projects, such as:

- Graphic Design Direction
- Print Collateral (brochures, booklets, posters, folders)
- Internal and Event Communications (presentations, flyers, newsletters)
- Video (event coverage, testimonials)
- Web (event landing pages)

For reference please visit: <https://joseluquin.myportfolio.com/roman-catholic-diocese-of-san-diego>

Brand & Web Designer Consultant

Press Pass International, LLC. (San Diego, Ca.).

2016 - 2019 (3 yrs)

As a brand and web design consultant, for the local media and communication agency my duties consisted of:

- Design direction & Brand identity
- Graphic design services & Print collateral
- Web design & Development (content management system, talent management system, resume builder)

For reference and to preview work please visit: <https://joseluquin.myportfolio.com/presspassinternationalcom>

Work Experience - Freelance / Independent Contractor

Brand Designer Consultant

San Ysidro School District

2016 - 2017

While working as a brand identity design consultant for the SYSD working closely with the communications office and the superintendent my duties included the re-design of the brand identity system for the School District, the creation of brand guidelines and graphic design services, print collateral such as brochures, flyers, business cards, PowerPoint presentations, letterhead, banners, web graphics, social media graphics, and communication campaign assets.

For reference and to preview some of the work please visit: <https://joseluquin.myportfolio.com/sysdschoolsorg>

Branding & Web Designer Consultant

Be There San Diego (San Diego, Ca.)

2015 - 2019

While working as a design consultant for the San Diego based Non-Profit my duties include art direction, brand development, brand guidelines, graphic design services, and print collateral such as brochures, packaging, posters, flyers, folders, business cards, PowerPoint presentations, social media automation, paid advertising, analytic reporting, the creation of video graphics, email marketing, annual summit event registration system, the creation of a custom CMS web platform.

For reference work please visit: <https://joseluquin.myportfolio.com/betheresandiegoorg>

Brand & Web Designer Consultant

Nose Budz, Inc. (San Diego Ca)

2016 - 2018

My duties as a brand and web design consultant include art direction, brand development, brand guidelines, graphic design services, and print collateral such as brochures, flyers, banners, business cards, sales pitch presentations, packaging design, point of purchase design, video production, motion graphics, UX/UI and creation of custom Shopify e-commerce store.

- Brand identity design
- Marketing collateral (brochures, flyers, banners, presentations, sales)
- Packaging and point of purchase design
- Web design & development (Custom Shopify Store)
- Video production & motion graphics

For reference and to preview work please visit: <https://joseluquin.myportfolio.com/nosebudzhealthcom>