JB.

Juli Beltran.

Welcome *Hola!*

Selected Works 2026

Apps design Creative design Web design Email design Ux design Ads design

Mobile App

Role: UX/UI designer

Unergy Vecinos

About the app

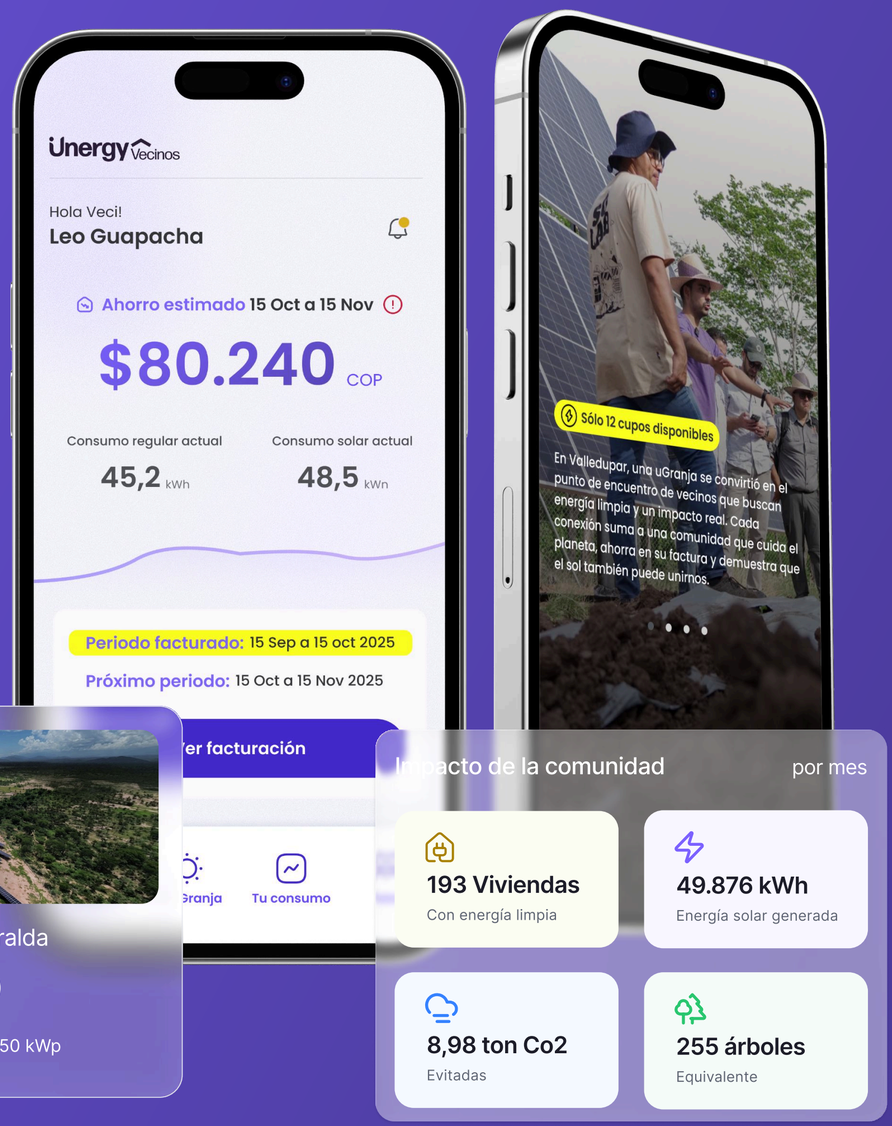
Application that connects energy consumers with solar communities, enabling them to become part of a collective committed to the transition toward renewable energy and cost savings through solar power.

The platform allows users to remotely connect to solar farms and receive energy from them, while providing tools to monitor energy consumption, track savings, and manage payments directly within the app.

My role

My role as a UX/UI Designer covered all stages of the product lifecycle, from user research and concept definition to UI design and the creation of the design system.

I was also responsible for developing the brand's visual language and designing promotional materials for the application.



Some screens and key features

Subscription onboarding flow







Savings monitoring and financial insights







Energy consumption and environmental impact tracking

Promotional banners



Mobile App

Role: UI designer

About the app

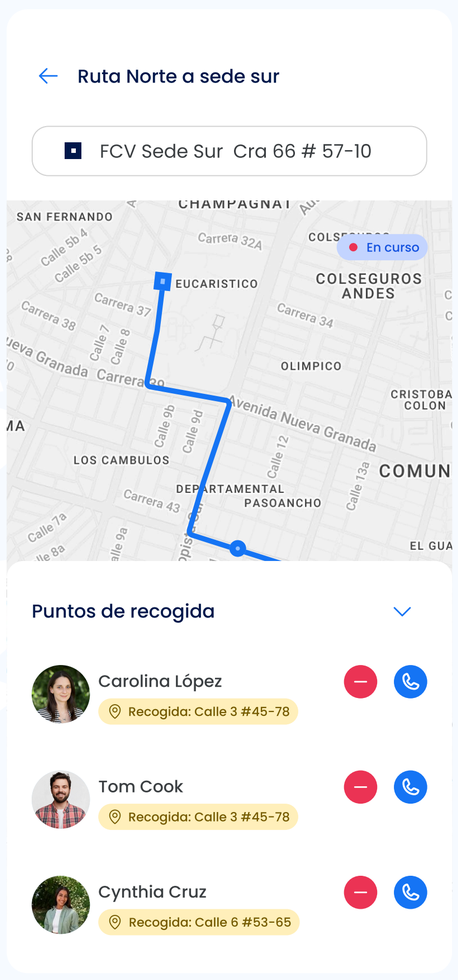
“Viaja Conmigo” is part of the social and environmental responsibility program of the Cardiovascular Foundation, aimed at reducing carbon footprint.

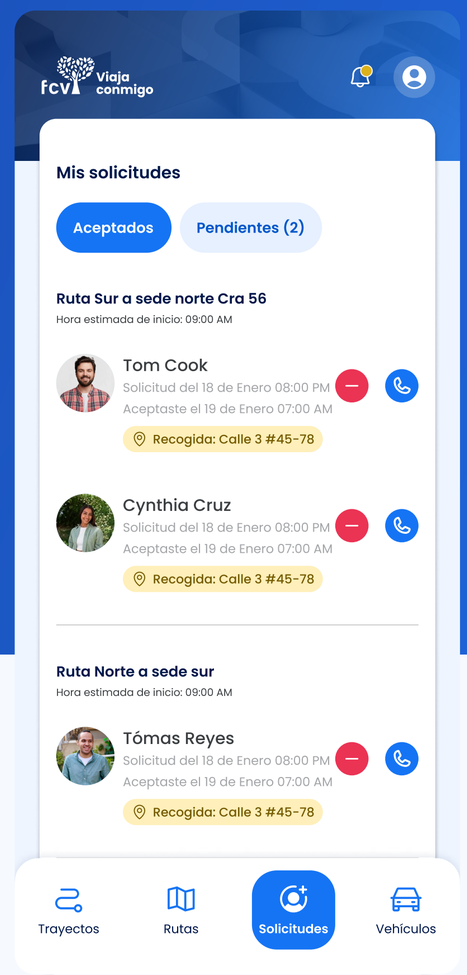
With a workforce of over 5,000 employees who commute daily to offices and different facilities, the app enables employees to connect with one another to offer and request shared transportation. Instead of one car per person, up to four people can travel together, generating benefits for both drivers providing the service and users who need transportation—while significantly reducing emissions.

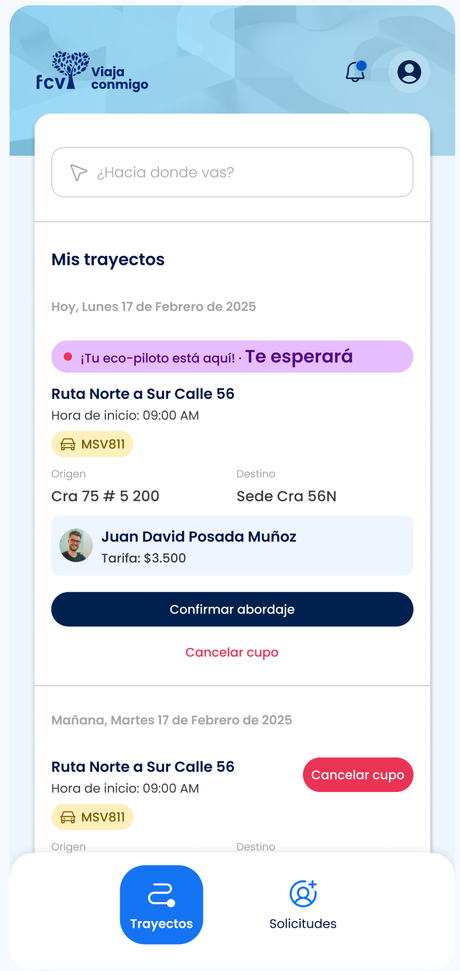
My role

My role was UI Designer, responsible for designing screens, building interactive prototypes, and contributing to the design system.









Web

Role: UI designer

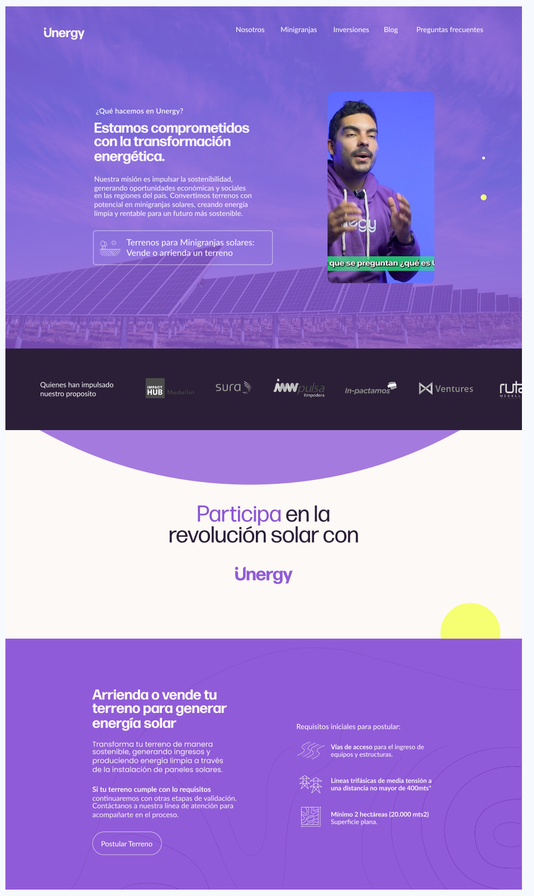
Landing Page Design

This section showcases a selection of recent landing page projects designed with a strong focus on conversion. My role involved designing the interfaces and implementing the brand's visual style to ensure consistency, clarity, and optimal performance across each page.

Unergy landing site

View site



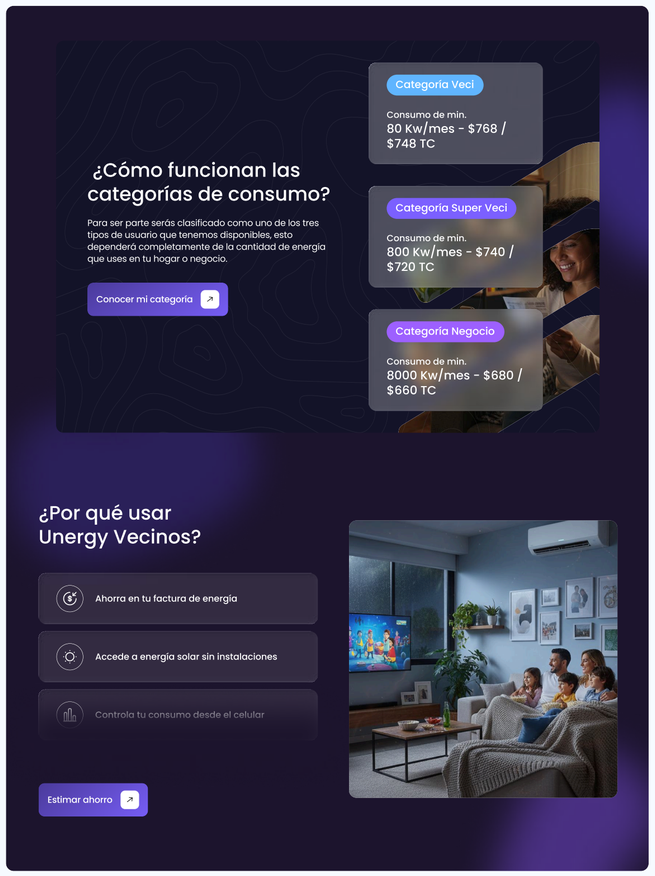




Vecinos landing site

In progress







Role: Digital designer

Conversion-Driven Design

This section features a selection of digital design work focused on conversion, including email campaigns and paid media assets **for multiple brands.**

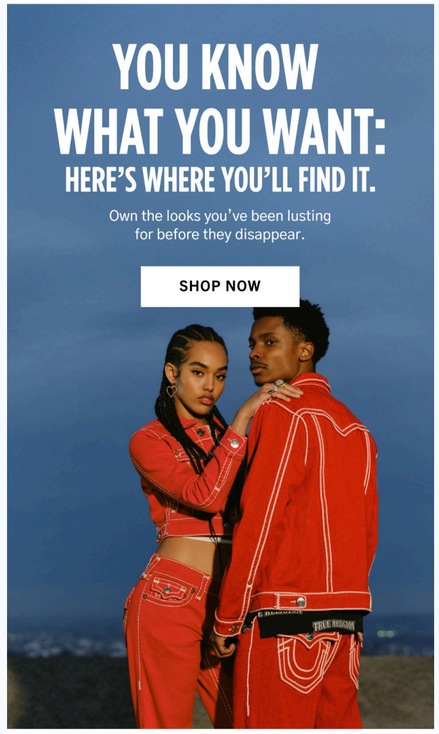
My role involved aligning campaign objectives with each brand’s visual guidelines to propose and design assets that communicate clear, concise messages—always driven by performance goals and brand consistency.

Email design

TRUE RELIGION
BRAND JEANS

YOUR MISSION IS CLEAR:

Claim the hot-selling styles you need before they're gone! Your new signature fits are just a click away.



PICK UP WHERE YOU LEFT OFF

Did these catch your eye? Sizes are selling fast: add to cart ASAP.



SUPER QT LUREX DENIM JACKET

SECURE YOUR STYLES

LET'S TEXT | TRUE FAM LOYALTY PROGRAM | VISIT US

TRUE RELIGION
BRAND JEANS

NEW
DENIM
SALE

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1234 Example Address, NY, NY 10016
Copyright © 2023, True Religion Brand Jeans.

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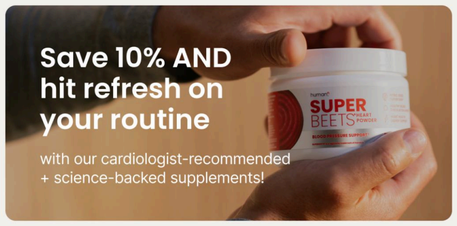
Take ACTION:

It's your LAST chance to get 10% OFF with code GIFT10

Take advantage of this wellness opportunity!

SHOP NOW





SuperBeets® Heart Chews



- Healthy blood pressure support
- Supports Nitric Oxide availability
- Supports circulation + blood flow
- Promotes heart healthy energy

SHOP & SAVE

#1 Doctor, Pharmacist & Cardiologist Recommended
BEET BRAND FOR HEART HEALTH SUPPORT*

humann

Shop | Why Humann
Learn | FAQs
Support | Contact

*According to IQVIA ProVoice Surveys 2024. These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.

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Nailboo

00 : 00
Hours Minutes



FINAL NOTICE

35% OFF ENDS AT MIDNIGHT

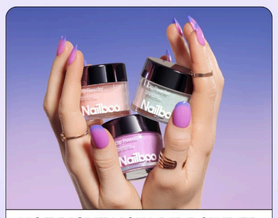
You know what to do.

SAVE UP TO 35% NOW

Mani Math: Fresh Set X6 = 35% OFF

Buy 2, get **15% OFF!**
Buy 4, get **25% OFF!!**
Buy 6, get **35% OFF!!!**

GET UP TO 35% OFF



HOT RIGHT NOW: DIP POWDER

Chip-free (6+ weeks!), UV lamp-free + up to 35% OFF.



OF-THE-MOMENT GELS

Glossy nails go the distance: flawless for a MONTH.

Sign-In to your Nailboo Rewards Account

Your Loyalty Tier: Not Enrolled **Your Points:** N/A

Point Calculator:
100 points=$5 | 200 point = $10 | 400 points = $20 | 800 Points = $40

*Exclusions apply: Valid only for dip powder and gel polish. Not valid on our nail kits or previously discounted items.

Nailboo

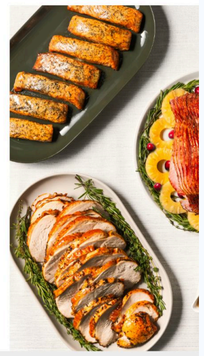
RASTELLI'S

HOW IT WORKS | BUILD YOUR BOX | CURATED BOXES

EASTER DINNER? IT'S IN THE BOX!

Order your Easter Build-a-Box NOW so you'll be ready before the holiday rush.

BUILD YOUR BOX



RECIPE FOR AN EFFORTLESS EASTER DINNER

1. Set the menu with something for everyone.
2. Order everything you need (5-12 selections!) in our customizable Easter Build-a-Box.
3. Get it all delivered to your doorstep with care.
4. Prepare in advance so you can CELEBRATE with friends & family: no rushing to the store, no last-minute substitutes, no holiday stress!

CUSTOMIZE YOUR BOX

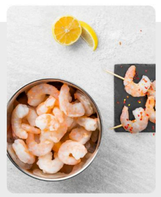
SATISFY YOUR ENTIRE TABLE WITH THESE RASTELLI'S EASTER FAVORITES:



OVEN-READY TURKEY BREAST ROAST

This bird comes dressed to impress!
Simply pop it in the oven and get ready to delight your hungry holiday guests.

ADD IT TO YOUR EASTER BOX



WILD-CAUGHT GULF SHRIMP

Your gathering's go-to starter is sustainably sourced + seriously succulent:
peeled + tail-off, just steam & serve with cocktail sauce.

ADD TO YOUR EASTER BOX



GOURMET APPLE PIE

You thought we were just about meat?! Nope: we've got a sweet tooth, too! This craveable classic is the ultimate grand finale to your holiday meal.

SERVE IT THIS EASTER

RASTELLI'S

HOW IT WORKS
THE MENU
ABOUT

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fera pets

Cure Your Canine's *Winter* Restlessness

And give them the best in care with vet-created, vet-approved wellness products.

Shop Now



The Cold-Weather *Conundrum*

Wellness starts in the gut! Enhance your kitty's digestion, immunity, and overall health from the inside out.

Here are some of our favorite indoor games for keeping everyone healthy and happy during the chill:

- Food Puzzles
- Hide & Seek
- Learn New Tricks
- Fetch



These are the *supplements* we're giving our dogs this winter.

Consider it a cheat sheet!



PawBiome

Shop now



Fish Oil

Shop now



Mushrooms Immune Support

Shop now



Pumpkin Plus Fiber

Shop now

fera pets

Shop Dog

Shop Cat

Shop All

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RASTELLI'S

HOW IT WORKS | BUILD YOUR BOX | CURATED BOXES



GIVE DAD SOMETHING EXTRA-SPECIAL THIS FATHER'S DAY:

A mouthwatering meal made with love + top-quality ingredients!



THE ULTIMATE WAGYU BEEF BURGER SLIDERS

Treat him to an indulgent dining experience from the comfort of home with these melt-in-your-mouth bites.

GET THE RECIPE



LOADED STEAK SANDWICH

Tell Dad to come hungry, and satisfy his massive appetite with this gourmet hoagie feast!

GET THE RECIPE

ORDER BY JUNE 8 FOR FATHER'S DAY DELIVERY!

GET IT IN TIME



RASTELLI'S

HOW IT WORKS

THE MENU

ABOUT

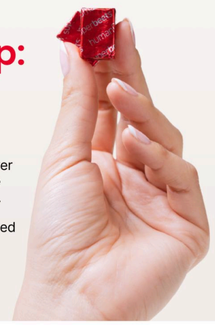
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Subscribing was a big step:

Here's what else to do.



Little things can make a big impact over time: like committing to a daily routine that supports your full-body wellness.

Just like regular exercise and a balanced diet, supporting your cardiovascular health delivers better results when you practice it daily!



You've made sticking to your routine easier by subscribing for regular deliveries of your daily supplements: here are a few more ways to stay consistent.

3 Tips for Sticking With Your Routine

1. Make supporting your cardiovascular health an easy addition to your routine by pairing it with an existing habit.
2. Keep your supplements in sight where you'll see them regularly as a simple daily reminder.
3. Help stay on track by creating a daily reminder on your smartphone or watch.

Manage Your Subscription

#1 **Cardiologist recommended** beet brand for heart health support*

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Shop | Why Humann
Learn | FAQs
Support | Contact

*According to IQVIA ProVoice Surveys 2024. These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.

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Nailboo

Heard the BOO BUZZ?

Our dreamy spring drop is about to bloom! Wander this way for EARLY access.



Unlock the gate to our NEW collection: Join the Nailboo Fam on Facebook today and shop it before anyone else.

Join The Boo Fam

Step Into the Garden

Set the mood for pretty manis & delightful spring days with these tunes!

- "Bubbly" by Colbie Caillat
- "Flowers" by Miley Cyrus
- "Sunday Morning" by Maroon 5
- "Dancing Queen" by ABBA
- "Here Comes The Sun" by The Beatles
- "Uptown Girl" by Billy Joel
- "Unwritten" by Natasha Bedingfield

Listen Up

Sign-In to your Nailboo Rewards Account

Your Loyalty Tier: Not Enrolled **Your Points:** N/A

Point Calculator:
100 points=$5 | 200 point = $10 | 400 points = $20 | 800 Points = $40

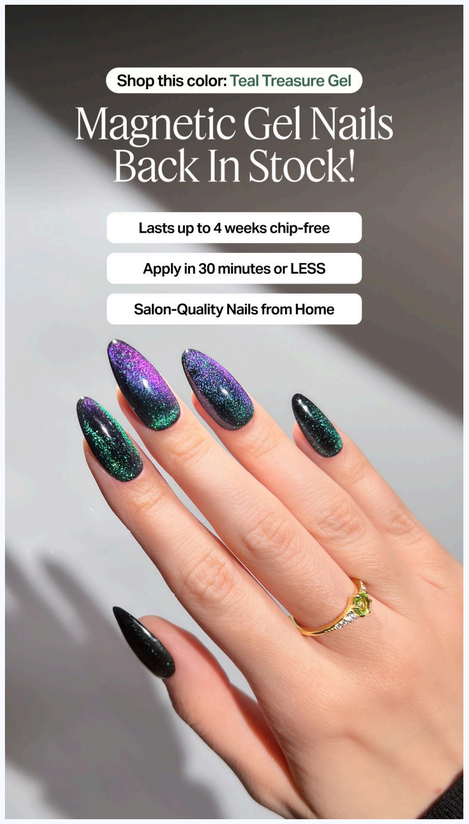
*Exclusions apply: Valid only for dip powder and gel polish. Not valid on our nail kits or previously discounted items.

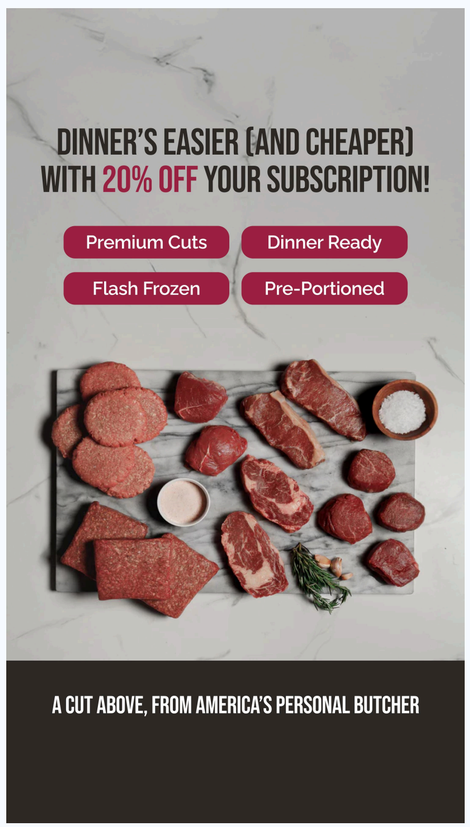
Nailboo

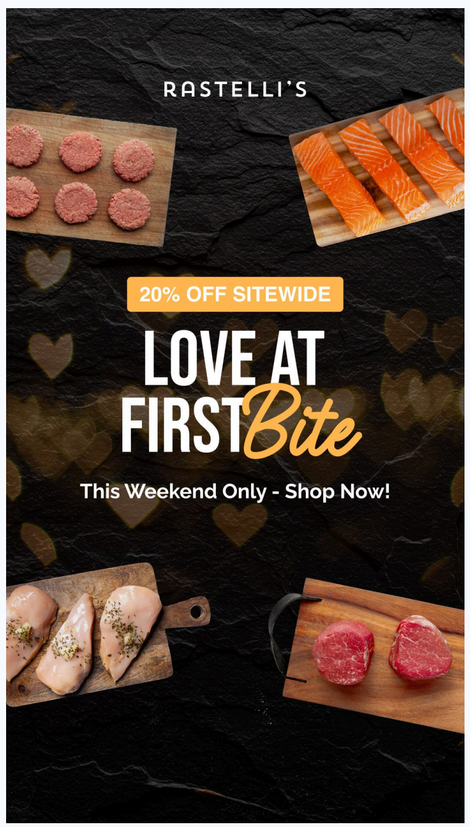
Ads design


Garden Gems
Gel Polish Pots
BREEZY BOO
PETALMANIA
NEW
NEW RELEASE
Secret Garden
Gel Pot Collection
Shop This Collection


NEW RELEASE
Secret Garden
Gel Pot Collection
Daisy Dance
DAISY DANCE
NEW


Shop this color: Teal Treasure Gel
Magnetic Gel Nails
Back In Stock!
Lasts up to 4 weeks chip-free
Apply in 30 minutes or LESS
Salon-Quality Nails from Home


DINNER'S EASIER (AND CHEAPER)
WITH 20% OFF YOUR SUBSCRIPTION!
Premium Cuts
Dinner Ready
Flash Frozen
Pre-Portioned
A CUT ABOVE, FROM AMERICA'S PERSONAL BUTCHER


RASTELLI'S
20% OFF SITEWIDE
LOVE AT
FIRST Bite
This Weekend Only - Shop Now!


RASTELLI'S
20% OFF
SITEWIDE
Meat Your Match | This Weekend Only!

JB.

Juli Beltran.

Gracias!

Thank you for taking the time to view my work. I'd be happy to share more details about these projects and walk you through my process in a call.

Julianabeltrancr@gmail.com +573238376089

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