



EXPERIENCE

d.school Paris
École des Ponts
France
Graphic Designer
Development of visual identity and communication pieces for the d.school Paris.
March 2018 – Present

Valley Fruit
Colombia & Puerto Rico
Freelance Visual Communication Designer
Design of corporate identity, packaging and advertising.
April 2014 – Present

Valeo
France
User Experience Designer
Product development to enhance the assisted driving experience for seniors.
September 2015 – July 2016

Office of Innovation
Pontificia Universidad Javeriana Cali
Colombia
Publicity Designer
Creation and development of the publicity campaign for the contest IDEAS DOMUM.
June – July 2015

Andina Motors
Colombia
Brand Experience Designer
Creation and development of the Dodge brand experience “Quiero Darte lo que Mereces”.
February – June 2015

Department of Art, Architecture, and Design
Pontificia Universidad Javeriana Cali
Colombia
Visual Communication Designer
Creation and development of the visual identity and communication pieces for the Seminar of Art, Design and Digital Interaction - SADID.
April 2015

Teaching Assistant
Monitoring in support to teaching:

- Advanced Design Project
- Digital image, illustration and text
- Print Design
- Typography II

July 2014 – June 2015

Faculty of Engineering
Pontificia Universidad Javeriana Cali
Colombia
Visual Communication Designer
Support in the development of the design and layout of the visual identity and communication pieces for the Faculty of Engineering. Design of brochures, catalogue and presentations.
October 2014 – April 2015

EDUCATION

2017
2019
Master in Cultural Intelligence & Innovation MIIC
Formation aux métiers de la culture, du brand design, de la prospective, de la communication.
Université Paris Diderot [Paris 7]

2012
2017
Visual Communication Design
Emphasis in Brand & Editorial design
Magis Scholarship [Excellence & Integrity]
Pontificia Universidad Javeriana Cali

2015
2016
ME310: Design Innovation
Human / User Centered Design | Desing Thinking
d.school Paris at École des Ponts
partnership with Stanford University

SKILLS

LANGUAGES

Spanish. Native Language.
English. Complete professional skill.
French. Working proficiency skill [C1]

CREATIVE

Branding. Editorial. Infographic. Packaging. Advertising. Illustration. Print Production. Photography.

PROFESSIONAL

Design thinking. User Research. Brand experiences. Semiology. Print and Media Design. Prototyping. Prospective. Teaching skills.

TECHNICAL

Adobe Creative Suite
Google Suite
Microsoft Office
Photography Equipment
Wacom Tablets

INTERESTS & PASSIONS

ILLUSTRATION & DRAWING

• Characters design

DANCE

• Contemporary Dance
• Afro Dances

EDUCATION

• Workshop development
• Knowledge sharing

SOCIAL ENTREPRENEURSHIP

• Co-founder of the association **JOIN A TOWN** which contributes to the development of vulnerable towns and communities of emerging countries. Our aim is to achieve the Sustainable Development Goals.