



# LEMOS IMPATÁ



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## EXPERIENCE

**Hact**  
France  
**Co-founder & Project Lead**  
Support and training for companies. Development of the communication strategy, branding and media planning. Additionally, graphic facilitation.  
*December 2019 – Present*

**Join a Town**  
France  
**Co-founder & Communication Lead**  
Development of the communication strategy, branding and media planning. Conception of the website and platform [www.joinatown.org](http://www.joinatown.org)  
*August 2017 – Present*

**TBWA\Paris**  
France  
**Junior Account Executive**  
Assistance in the conception, construction, and commercialization of international media campaigns.  
*April 2019 – March 2020*

**d.school Paris**  
École des Ponts  
France  
**Graphic Designer**  
Development of visual identity and communication pieces for the d.school Paris.  
*March 2018 – February 2019*

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

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

**Teaching Assistant**  
Monitoring in support to teaching:

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

*July 2014 – June 2015*

**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

**2019**  
**2019**  
**Master in Cultural Intelligence & Innovation MIIC**  
Program developed around cultural, brand, prospective and communication professions.  
*Université Paris Diderot*

**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.

### CREATIVE

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

### PROFESSIONAL

Design thinking. Collective Intelligence Facilitation. User Research. Semiology. Fast Prototyping. Prospective. Teaching. Management.

### TECHNICAL

Adobe Creative Suite  
Google Suite  
Microsoft Office  
Photography Equipment

## INTERESTS & PASSIONS

### ILLUSTRATION & DRAWING

- Characters design

### DANCE

- Contemporary Dance
- Afro Dances

### EDUCATION

- Workshop development
- Collective intelligence

### 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.