

## EDUCATION

### Master in Global Strategic Communication

Florida International University  
May 2018 | Miami, FL, USA

### Art Direction Portfolio

Miami Ad School  
May 2018 | Miami, FL, USA

### Bachelor in Industrial Design Project Management Certificate

Universidad Icesi  
Feb 2015 | Cali, Colombia

### Product Design Semester Abroad Program

Istituto Europeo di Design  
Feb 2013 | Barcelona, Spain

## WHAT I DO

User Experience Design  
User Interface Design  
Creative Strategy  
Art Direction  
Branding  
Graphic Design  
Industrial Design  
Agile Methodology

## TOOLS I USE

Sketch  
Figma & Figjam  
InVision  
Miro  
Adobe Suite (Xd, Photoshop, Illustrator, Indesign, Premiere Pro)  
Jira & Confluence  
Basic HTML5 & CSS  
Microsoft Office

## EXPERIENCE

### Interactive Art Director, Hawkeye Agency Feb 2019 - Present | Dallas, TX, USA

Clients: Wegmans, Pfizer, Center for Internet Security - CIS, Fannie Mae, FedEx, Disney, Sazerac, The North Face, Celanese, ZenKey, Sparklight, Clarus, BNSF, TruGreen

Leverage user-centered design methodologies to generate insight-driven ideas that enhance the consumer experience and strengthen brand engagement - Design visually appealing and function-heavy interactive product systems with usability and accessibility as guiding principles - Stay up-to-date on industry trends to craft innovative design solutions that exceeded consumer expectations and achieved business objectives - Collaborate with cross-functional teams, including project managers, UX designers, content strategists, writers, developers, and others, to translate technical and user requirements into genuine design solutions.

### UX Innovation Design Intern, Adidas Jun 2018 - Feb 2019 | Portland, OR, USA

Conceptualized an interactive experience, powered by AI and IoT, to evolve and strengthen Adidas' relationship with runners by providing a personalized footwear purchase experience. This project involved an integrated design-thinking process, including analysis of consumer tensions and opportunities through field study techniques and secondary research sources, synthesis of key insights and learnings, ideation, prototyping, and validation of concepts through usability-testing sessions, and iteration and retesting to fulfill consumer needs and desires - Collaborated with footwear and apparel designers, engineers, sports scientists, project managers, and others to translate technical and user requirements into innovative design solutions.

### Art Direction Intern, Edisen (Chimney Group) Jun 2017 - Sep 2017 | Berlin, Germany

Clients: National Geographic, Henkel, Dr. Oetker, Dufry, Helping, Me Convention by Mercedes-Benz, BKS Butchery

Conceptualized and developed TV commercial storyboards and branded materials for advertising campaigns, delivering compelling narratives that resonated with target audiences - Designed and produced client presentations and request-for-proposal (RFP) materials to showcase the agency's capabilities and win new businesses - Collaborated with art directors, writers, designers, and the studio team to create outstanding executions that exceeded client expectations.

### Category Data Analyst, Colgate Palmolive Jun 2015 - Sep 2015 | Medellin, Colombia

Conducted in-depth analysis of retailers' POS data and secondary sources, such as Nielsen and DunnHumby, to identify growth opportunities for brands, categories, and channels - Collaborated with cross-functional teams to co-create store campaign strategies, including POP materials, activations, and scripts - Optimized retailers' product portfolios to generate faster rotation and increased revenue - Leveraged shoppers' psychology principles and customer data to enhance product placement and drive sales.

### Marketing Brand Assistant, Colgate Palmolive May 2014 - Jun 2015 | Cali, Colombia

Assisted on the end-to-end project execution for Palmolive's product launches, shopper programs, and product developments - Conducted data analysis of the personal care category and consumer behavior to identify growth opportunities - Developed commercial, results, and budget review presentations.