

Visual Designer

Professional designer with experience driving and steering various company objectives. Proven expertise in all phases of product management, delivering high-impact design projects from planning to production launch. Key contributor of motivational leadership with exceptional communication skills, focusing on team development while providing strategic guidance to cross-functional, multi-disciplinary groups.

Interior Design | Graphic Design | Art Direction | Branding | Visual Identity | Photography | Project Management

Professional Overview

New Moon

Graphic and Events Designer | The Projects* | New York, NY | *Aug 2019 - Present*

- Served as lead designer and strategist for various global experiential activations of high-profile luxury goods clients. (Snapchat, Tory Burch, Moet & Chandon, Porsche, TAG Heuer).
- Conceptualized and executed interior, graphic and environmental design for "PANDORA ME: Charm Academy" a global event focused on empowering girls and women, featuring Millie Bobby Brown.
- Created spatial design directives for "PANDORA ME: Pop-up shop" at New York City's Columbus Circle.

Resource Furniture

Art and Creative Assets Manager | New York, NY | *Apr 2018 - Present*

- Served as design lead for the development and implementation of new rebranding of various platforms (website, digital and print ads, social media).
- Successfully launched and drove initiatives across multiple groups to ensure brand consistency throughout all platforms, wider audience reach and increased traffic to the website.
- Increased conversions from social media by 300% through implementation of strategic plans, seamlessly creating customized content designed to meet the specific needs of each platform.
- Created photography standards, ensuring existing and newly developed photography is in alignment with the current brand identity. Styled and directed brand photo shoots of various contract and residential projects, as well as trade shows and sponsorships.

Interior Designer and Sales Assistant | New York, NY | *Nov 2016 - Apr 2018*

- Conceptualized and designed presentations and visual assets for stakeholders, receiving highly positive feedback from leadership ultimately leading to the success of the "Making Room" production, which was exhibited in the National Building Museum from November 2017-January 2019.
- Created a 3-D Model open-source library featuring company products, currently housed in the Sketch Up Ware, garnering more than 26k downloads to date.

NPZ Studio

Visual Designer and Strategist | NPZ Studio | New York, NY | *Apr 2018 - Jul 2019*

- Created and implemented the full lifecycle visual identity and branding for Bell Works, a 2 million square-foot adaptive reuse multipurpose building located in New Jersey. Produced visual assets to enable the brand to be utilized across multiple channels, both print and digital

- Initiated creation of monthly team building workshops through implementation of various design-thinking methods, eliciting goal-oriented strategies from team members to grow company brand and recognition. Produced visual assets to enable the brand to be utilized across multiple channels.
- Designed environmental graphics for more than 25 locations in public spaces as well as private offices;
- Launched “Through the Looking Glass” Gala at Bell Works to benefit the local library resulting in over 400 attendees who contributed 400K to the receiving organization. Successfully executed visual identity, art direction and logistics for the event.

Interior Design Consultant | NPZ Studio | New York, NY | *Jan 2016 - Apr 2018*

- Spearheaded project management efforts and complete oversight of scheduling and vendor management of multiple office design projects.
- Lead Designer in the development and execution of the design for the Bolon Flagship Showroom for Bolon, a highly venerated company that specializes in high-end sustainable flooring.

Osvai Architecture

Interior Design Consultant| Osvai Furniture| New York, NY | *Jul 2016 - Oct 2016*

- Managed the full lifecycle of high-end interior design residential projects through development of appropriate documentation standards, design direction, schedules, supervising deliveries as well as installations. Met with each client to discuss specific needs and deliver custom visual presentations.
- Collaborated across multi-disciplinary teams to create a unique design for a new retail location of The Webster.
- Crafted designs for custom ordered furniture, from concept to fabrication drawings, resulting in consistent highly-rated customer satisfaction.

Technical Skills

Adobe Illustrator | Adobe InDesign | Adobe Photoshop | Lightroom | Sketch | Figma | AutoCAD | Rhinoceros | 3DS Max | Sketch Up | Unity | Experiential Design | Environmental Graphics | 3-D Rendering

Education

- Master of Fine Arts, Interior Design | Parsons School of Design | New York, NY
- Bachelor of Arts (BA), Industrial Design| Pontificia Universidad Javeriana | Bogotá, Colombia
- XR Development | Circuit Stream | New York, NY

Publications

- “Space and Empathy: Design of a Patient Hospital Room for Emotional Well-Being” Parsons, The New School (2016)
- “Design of a rainwater recollection, purification and storage system for vulnerable communities in El Mochuelo” Pontificia Universidad Javeriana (2012)
- “Palomino: Society in Construction” PEI Javeriana (2011)

Accolades

- Design This! Local Product Design competition Luxo Lighting. New York, NY (2016)
- Dean's Merit Scholarship Parsons, The New School New York, NY (2014)
- Design Spaces with Masisa National Furniture Design competition Bogotá, Colombia (2013)
- Infiniti De-Contest International Furniture Design Competition, Infiniti OMP Salone del Mobile, Milan (2012)
- VIII Ibero-American Biennial of Architecture and Urbanism (2012)