

I am an autonomous *Industrial & Strategic visual-design thinker* with ten years of experience using various types of strategic, creative, product-design, experience-design, and user-research techniques. I appreciate my own aptitude to manage complex problems in *research & vision, strategy & concept, design & development* and *planning & management* of *objects, spaces, services* and *images*, with special interest in the creation of a culture of design. My professional projection is framed for the environmental and social responsibility at work. I am interested in creating radically innovative new projects, products and services particularly as a social entrepreneur. I firmly believe in the need of permanent updating, team work and constant experimentation.

KEY SKILLS:

Lateral-thinker, leader, visual-thinker, innovator, team-worker, creative, social entrepreneur.

PERSONAL AND PROFESIONAL INTERESTS:

Theatre, design, photography, arts, future-scenarios, swimming, trips & trekking.

LANGUAGES:

English & Spanish (mother tongue)

> Formal Education

(MSc. Cum Laude)

Master of Science in Strategic Product Design

Graduated with honours (Cum Laude)

Automotive (Strategic Design) Specialisation
Delft University of Technology. 2007 – 2009.

Full scholarship supported by the Program AlBan
Delft, the Netherlands.

(postgraduate MSc.)

Master of Science in Project Management

Universidad Distrital FJC. 2001 – 2002.

Part scholarship.

Bogotá, Colombia.

(BSc. 5 years)

Bachelor of Science in Industrial Engineering

Universidad Distrital FJC. 1992 – 2000.

Bogotá, Colombia.

(BA 5 years)

Bachelor of Arts in Industrial Design

Universidad Nacional de Colombia. 1994 – 1999.

Part scholarship.

Bogotá, Colombia.

> Acknowledgments & Awards

First place Océ Research Competition. www.oce.com. Venlo, The Netherlands 2009.

Finalist "Hybrid Tuk Tuk battle" team Maqina. ENVIU Innovation in sustainability www.enviu.nl. Delft, The Netherlands and New Delhi, India 2009.

Graduated with honours (Cum Laude) MSc. Strategic Product Design TUDelft. The Netherlands 2009.

Creative facilitator. 11 Mostra Internazionale di Architettura. La Biennale di Venezia. Venice, Italy. 2008.

Full scholarship supported by the Program AlBan

(The European Union Program of High Level Scholarships for Latin America) for MSc. TU Delft. The Netherlands. European Union. 2007 - 2009.

Jury in 3rd academic award of design PAD 2006

Product Development category. Pontificia Universidad Javeriana. Bogotá, Colombia 2006.

Finalist "VIII Lapiz de Acero 2005" competition in the furniture category (Food court) & Second prize in "VII Lapiz de Acero 2004" competition in the concept category (Sonorama). Magazine of "Proyecto Diseño" Bogotá. Colombia 2005 & 2004.

Finalist the 15th Photography Exhibition. Museo de Arte Moderno Tolima. Colombia 2005.

First prize in the 3rd international competition of ideas +A "ways of seeing in cement" in the industrial design category. Magazine of Architecture and Design +A and Cemex of Colombia-Mexico 2003.

Part scholarship supported by the National University (BA) & Distrital University (MSc). Bogotá, Colombia. 1994 – 2002.

> Work Experience**. Entrepreneurial activity.**

Founding member, designer & social innovation consultant. *Help Manuel foundation.* NGO that provides advice and consultancy in sustainable new product-services development processes for the Base of the Pyramid (BoP) communities. Delft, the Netherlands. 2008 - present.

Associate, designer & engineer. *Urbanimal made by humans Ltda.* Organization dedicated to develop interior design projects to export to USA. Bogotá, Colombia. 2005 – 2007.

Founding member & designer. *Prospekt Design.* Agency devoted to create, design, develop and manufacture products and interactive scenarios. Bogotá, Colombia. 1999 – 2005.

. Work experience in industries, design agencies and large projects

Industrial & Strategic Designer (Intern). *MOTIO Development.* Awarded design studio that works in the field of transportation and product design. www.motio.nl. Eindhoven, the Netherlands. 2009.

Strategic Designer & Innovation Consultant (Intern). *IDOM.* IDOM Innova is the Innovation and Technological Development department that regulates all the know-how, technical and management skills of IDOM in the area of innovation and R&D. www.idom.com. Barcelona, Spain. 2008.

Research & Development Director. *Kassani Design S.A.* Industry devoted to design, develop, manufacture and install furniture for public & private spaces. www.kassani.com. Bogotá, Colombia. 2004 – 2005.

Industrial Designer. *DIES Industrial Design.* Bogotá, Colombia. 1999 – 2000. & **Design Consultant.** *aei Design Administration.* Bogotá, Colombia. 1999 – 2000.

Social Entrepreneurship. Consulting, inspecting and auditing services. Professional freelance. Bogotá, Colombia. 1999 – 2005.

. Teaching

Teacher part time. *Universidad de los Andes.* Department of Design. Responsible to coach students in Design, including topics like: Products & Visual Culture, Innovation and Sustainability and Product Communication. www.uniandes.edu.co. Bogotá, Colombia. 2005 – 2007 and 2010 – present.

Associate teacher part time. *Universidad Nacional de Colombia.* Faculty of Arts. www.unal.edu.co. Bogotá, Colombia. 2001 – 2002. & *Palmira, Colombia.* Full time 2010. & *Universidad Distrital Francisco José de Caldas.* Industrial Engineering Department. www.udistrital.edu.co. Bogotá, Colombia. 2000 – 2001.

Professor & researcher. *Pontificia Universidad Javeriana* Department of *Industrial Design.* Coordination of emphasis in "technology & innovation". Manager of the area of professional services. Researcher in technology and R&D + innovation. Lecturer and teacher in different fields. www.javeriana.edu.co. Bogotá, Colombia. Part time 2001 – 2002 and 2004 – 2007 and full time 2002 - 2004.