

Experience

MasayaCo | Graphic Designer

San José, Costa Rica | June 2023 – Present

As the Graphic Design Specialist at MasayaCo, my role is pivotal in developing visual and graphic materials for both digital and print media. This responsibility ensures the consistent and effective promotion of the MasayaCo brand across various channels in the Latin American (Costa Rica, Panama, and Nicaragua) and US (Nashville and Berkeley) markets. By creating compelling visual content, I contribute to the company's mission of making a positive impact on both the environment and the world of sustainable furniture.

Workpath | Graphic Designer

Munich, Germany | January 2022 – May 2023

As a marketing team member at Workpath, a Munich-based SaaS startup specializing in Outcome Management and OKR, I led the visual rebranding by creating guidelines, training materials, and managing brand development. I collaborated with the content team to craft engaging content for educating audiences on Outcome Management. Additionally, I produced diverse visually appealing materials for marketing campaigns within tight budgets and deadlines, maintaining a consistently branded website for recognition and a cohesive message.

LARALAB | Talent Acquisition Manager (Working Student)

Munich, Germany | November 2020 – December 2021

At LARALAB, a Munich-based medical devices startup focused on cardiac interventions, I managed personnel processes, ensuring compliance with the Quality Management System. As the head of HR during audits, I represented the company and ensured regulatory adherence. I played a vital role in talent acquisition, crafting job descriptions, conducting interviews, and building a skilled team that contributed to the company's success and growth.

Qbico Creativo | Product & Brand Designer (Freelance)

San José, Costa Rica | October 2019 – March 2020

At Qbico Creativo, a Costa Rican interior design firm, I led the product innovation for a new tile collection (ÓLKA) under the Qbico brand. I managed the entire project, from market research and ideation to product development, material outsourcing, packaging, and design creation. I also oversaw the development of the brand's visual identity, created 3D visualizations, and produced product catalogs to effectively promote the brand and its offerings.

McKinsey & Company | Voiceover Artist (Part-time)

Heredia, Costa Rica | March – September 2019

As a voiceover artist, I recorded scripts in English and Spanish for videos and animations produced by the media design team. The content primarily served large pharmaceutical corporations. My role involved delivering scripts with the right tone, emotion, and clear articulation to meet client needs.

McKinsey & Company | Business Presentation Designer

Heredia, Costa Rica | December 2018 – September 2019

As a visual designer at McKinsey, I enhanced and created visuals for consultants to use in client pitches. Thriving under pressure, I met tight deadlines while ensuring all design requirements were met. I also maintained clear communication with consultants to understand and fulfill their requests and expectations.

Universidad LCI Veritas | Adjunct Design Professor (Part-time)

San José, Costa Rica | May – December 2018

As an instructor at Universidad LCI Veritas, a prestigious art and design university in Costa Rica, I taught independent design courses for first-year Product and Graphic Design students, as well as second-year Interior Design students. My responsibilities encompassed developing and implementing lesson plans, offering feedback and guidance, and fostering an engaging and supportive learning environment.

Barrows | Junior Product Designer

New York, New York | June 2017 – February 2018

As a member of the retail experience design agency Barrows in New York, I collaborated with the Product Design team and Creative Director to ideate and create conceptual design solutions for branded displays for international clients, including Vita Coco, Unilever, Love Beauty & Planet, Corona, and Stella Artois. I also participated in strategic and design initiatives for campaign use, ensuring client deadlines and expectations were met.

Marc Rosen Associates | Creative (Internship)

New York, New York | January – May 2017

As a creative intern at Marc Rosen Associates, a New York-based beauty packaging design agency, I innovatively crafted packaging concepts for emerging brands, specifically focusing on structural design for fragrances. I also played a key role in enhancing the agency's marketing efforts, contributing to strategy development, refining the visual identity, and boosting the agency's social media presence.

Education

EU Business School Master of Business Administration Design Management	Munich, Germany October 2020 - November 2021
LEAD University Marketing Program	San José, Costa Rica July - October 2018
Pratt Institute Bachelor of Industrial Design	Brooklyn, New York August 2013 - May 2017

Skills

Industry Knowledge

Brand Design, Brand Development, Design Management, Industrial Design, Packaging Design, Exhibit Design, Marketing, Visual Merchandising, 3D Modeling, Time Management, Graphic Design, Rendering, Logo Design, Branding & Identity, Product Design, Branding & Identity Marketing, Content Development, Project Management, Website Branding, Budget Management

Tools & Technologies

Adobe Creative Suite (Photoshop, Illustrator, InDesign), Figma, Microsoft Office, Autodesk 3ds Max, Google Suite

Interpersonal

Teamwork, Deadline Oriented, Creativity & Innovation, Design Thinking, Organization Skills

Languages

Spanish Native | English Native | German Basic

Recognitions

EU Business School Summa Cum Laude 3.9/4	Munich, Germany 2021
Pratt Institute Cum Laude 3.7/4	New York, New York 2017
Pratt Institute President's List	Brooklyn, New York 2013 - 2017
Pratt Institute Presidential Merit Scholarship	Brooklyn, New York 2013