

EXPERIENCE

Workpath GmbH | Graphic Designer

Munich, Germany | January 2022 - Present

Workpath is a Munich-based SaaS startup focused on Outcome Management. Responsible for its visual rebranding, including creating brand guidelines and trainings for all employees, brand management, and development. As part of the marketing team, responsible for creating a wide range of visual material to champion all initiatives, including campaigns. Working in close collaboration with the content team to educate and spark awareness on Outcome Management through innovative and visually appealing content pieces and a consistently branded website while adhering to tight budgets and deadlines.

LARALAB GmbH | Talent Acquisition Recruiter (Working Student)

Munich, Germany | November 2020 - December 2021

LARALAB is a Munich-based medical devices startup focused on cardiac interventions. Responsible for owning all Human Resources processes, including personnel management as part of the company's quality management system. Represented as head of HR during official audits. In charge of talent search and acquisition, including creating job descriptions and carrying out interview processes.

Qbico Creativo | Brand & Product Designer (Freelance)

San José, Costa Rica | October 2019 - March 2020

Qbico Creativo is an interior design firm in Costa Rica. Responsible for owning and managing product innovation under Qbico, including a new brand consisting of tile collections for wall finishes and installations. In charge of project management until completion, from market research and ideation to product development, material outsourcing, packaging, and creation of mockups and final designs. In addition, visual identity creation and brand management, 3D visualizations, and product catalog creation.

McKinsey & Company | Voiceover Artist

San José, Costa Rica | March 2019 - September 2019

Participation in voice recording (English and Spanish) used by the Media Design team to create appealing animations catered to clients. Responsible for reading prepared scripts utilizing the appropriate tone and emotion, depending on their purpose, while maintaining clear articulation, pronunciation, and confidence.

McKinsey & Company | Business Presentation Designer

San José, Costa Rica | December 2018 - September 2019

Responsible for the design and enhancement of various types of visuals provided by McKinsey consultants to be used in client pitches. Able to work on tight deadlines and rapidly shift focus from one project to another while meeting all desired design requirements. Responsible for communicating with consultants to clarify request expectations when these are lacking. Keen to receive and provide feedback to consultants and fellow designers according to McKinsey's values.

Universidad VERITAS | Adjunct Design Professor (Part-time)

San José, Costa Rica | May 2018 - December 2018

Universidad Veritas is a renowned art and design university in Costa Rica. Instructor for two independent design courses for first-year Product and Graphic Design students, and second-year Interior Design students.

Barrows North America | Junior Product Designer

New York, New York | June 2017 - February 2018

Barrows is a New York-based retail experience design agency. Ideation and creation of conceptual design solutions for different branded displays for international clients, such as Unilever. Participation in strategic and design initiatives for campaign use, working closely with the product design team and the creative director to meet client deadlines and expectations.

Marc Rosen Associates | Creative Intern

New York, New York | January 2017 - May 2017

Marc Rosen Associates is a New York-based branding agency focused on packaging design in the beauty industry. As a Creative Intern, my main responsibilities included designing and developing new packaging concepts for emerging brands within the industry, particularly structural packaging design for fragrances. In addition, contribution and participation in developing the agency's marketing initiatives, such as strategy, Social Media presence, and visual identity enhancement.

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 2018 - October 2018

Pratt Institute | Bachelor of Industrial Design

Brooklyn, New York | August 2013 - May 2017

SKILLS

Industry Knowledge

Product/Industrial Design, Graphic Design, Branding & Identity, Brand Design & Development, Concept Development, Visual Merchandising, Exhibit Design, Packaging Design, 3D Modeling, Rendering, Marketing, Human Resources

Tools & Technologies

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

Interpersonal

Design Thinking, Design Management, Leadership, Recruiting, Organizational Skills, Time Management, University Teaching

LANGUAGES

Spanish Native | English Native | German Basic

RECOGNITIONS

EU Business School | Summa Cum Laude

Munich, Germany | 2021

Pratt Institute | Cum Laude

New York, New York | 2017

Pratt Institute | President's List

New York, New York | 2013 - 2017

Pratt Institute | Presidential Merit Scholarship

Brooklyn, New York | 2013