

20 years of experience in graphic design, as well as studies in cultural management.
I firmly believe that design is a key resource to build a better society.
- If you want a better world, design it! -

Personal Information

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Main Work Experience

2010 - 2020 **Graphic Director / Founder** *Résonance Studios, Inc.*

- Designed and produced co-creation workshops for the project 'Panama Cocreada' and, as final products, an exhibition, a printed memory and a short documentary were delivered. The project was one of the winners of the Panama 500 Panama Fund, organized by the Mayor's Office and UNDP, within the framework of the 500th -year celebration of the Foundation of Panama City.
- Consulted official institutions, such as the Ministry of Commerce and Industries and the Ombudsman, in the development and implementation of transmedia narratives and digital communication strategies.
- Applied graphic and visual design tools, both digital and for printing, for the public and private sector with a focus in the use of cultural means as a tool for change, using design thinking as a transversal methodology.
- Worked within the organization and coaching team for cultural entrepreneurs of the 'Cultura Naranja' PTY Cultural Program, 1st generation, alongside the Spanish Cooperation Office of Panama as a strategic partner.
- Designed technical sheets and exhibition posters for the project '*The Historic Center of Colón: know it and protect it. An exhibition on architecture, urbanism and conservation*' - (19 posters and 104 technical sheets).

2001- 2009 **Graphic designer and illustrator** *Kaleidoscopio, creative studio*

- Freelance design studio focused on material for advertising, corporate identity, informative brochures, flyers and promotional posters, as well as drawings and illustrations.

- Main clients: *Real Estate firms and independent professionals.*

2006 *Illustrator and fashion design assistant*
Sara Bassan Atelier

- Making of dress illustrations according to the requirements of each client, and the technical sheets of the garments to be produced in the workshop.
- Direct involvement in the selection of the textiles and accessories for each design.

2003 - 2004 *Graphic designer*
Impresora Pacífico

- Created graphic materials for advertising, corporate identity, brochures, flyers, posters, etc.
- Worked in collaboration with sales executives to translate customer needs into the adequate graphic language for each design project.
- Supervised quality control in the printing department in order to meet the requirements for a successful and quality final product.

Higher Education

2019 *Diploma in Cultural Management*
Extension Diploma in Cultural Management
University of Chile

SEPT-DEC 2000 *English as a Second Language*
University of California, Santa Barbara - ESL Certif. Intermediate Level

1991 - 1995 *Bachelor of Graphic Design*
Graphic Design Diploma, -Sigma Lambda-
Faculty of Architecture, University of Panama

Courses/trainings

JUNE 2024 *Circular economy and bioeconomy in the artisanal sector* - Virtual Training Program - Artesanías de Colombia

JULY-OCT 2022 *Social Innovation and Impact Creativity* - Virtual Training Program - Learning by Helping, Barcelona

JUNE 2020 *PILLOW Freedom Academy* - Virtual -Pillow Training Program, Bogotá Colombia

- JUNE 2019** *Creating my business model as an artist* - Workshop - Open Arts Pty
- SEPT 2013** *Finances for Cultural Managers and Agents* - Course, Technological University of Panama (Postgraduate and Extension Vice Rectory)
- MARCH 2013** *Cultural and Social Projects Design* - Course, Technological University of Panama (Postgraduate and Extension Vice Rectory)

Aptitudes/competences

- LANGUAGES** *Español:* Native
Inglés: Advanced (C1/C2)
Francés: Beginner (A1)
- DESIGN/PRODUCTIVITY** Adobe Creative Suite (Photoshop, Illustrator, In Design) Linearity (Curve & Move), Suite iWork Mac (Keynote, Pages, Numbers), Microsoft Office (Word, Power Point), Wordpress, Notion
- TECHNICAL** Social media, writing and grammar, advertising, illustration, fashion illustration, editorial design, 2D graphic design, web design, design thinking, project management, infographics, presentations
- SOFT SKILLS** Teamwork: I have good relationships with people from different backgrounds; I take into account individual opinions and visions. I know how to collaborate and get to consensus and design with a human-centered approach

Volunteer Work

- 2019** *Panama Animation Festival 2019* - Graphic and conceptual support for the visual image of the festival and its applications - Creation of the overall graphic concept - Adaptations for printing, social media, web, e-mail, merchandising.
- 2005-2009** *JCI Metropolitano, Panamá* (JCI - Junior Chamber International) - Graphic support for a magazine, internal events, logos, among others.
- 2005** *MarViva Foundation* - Sea turtle protection project in Playa Malena, Veraguas - Poster design for the project to protect the nesting and reproduction site of sea turtles.