



VISUAL AND DIGITAL EXPERIENCE DESIGNER WITH A HUMAN TOUCH

Proactive, assertive, and responsible. Seven years of experience in the ideation, design, and development of user-centered digital products. I specialize in design systems, data visualization, and UX/UI strategies. I translate complex information into intuitive and engaging digital experiences, awarded for innovation in visual storytelling. Spanish and Colombian citizenship. Based in Madrid.

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## skills

**Design & Development:** Figma, Adobe Suite, HTML/CSS, JavaScript (P5.js, D3.js), GitHub, Jekyll, WordPress, Processing, Miro, Flourish, Tableau.

**Design Systems:** Creation and management of scalable systems, UX research, UI design, visual identity, attention to detail, and content structure.

**Collaboration and mentorship:** Experience working in multicultural, multidisciplinary teams; workshop facilitation; teaching and learning processes.

**Languages:** Spanish (Native), English (C2), French (C1), Italian (B2).

## professional experience

**Design and Development of Digital Experiences and Visual Narratives** / Contractor for diverse clients  
2020 - PRESENT, REMOTE

I collaborate with research teams, cultural institutions, and independent organizations to design clear, functional, and visually coherent digital tools. My work focuses on strategic design and interdisciplinary collaboration. Selected projects include:

- Fundación para el Estado de Derecho (FEDe)  
Full redesign of the organization's institutional website, improving navigation, SEO performance, and content management. Includes prototyping, WordPress migration, and strategic consulting.
- Caribbean Digital Scholarship Collective  
Website redesign with a focus on accessibility, visual clarity, and user experience.
- Jaguar Lens Exhibition / University of Texas at Austin  
Graphic system design for the exhibition (panels, printed materials) and website development, in collaboration with the curatorial team. Project supported by the Graham Foundation.
- T-REX Future Textiles / Aalto University  
Custom website and interactive tool to communicate research findings in future-oriented textile design.
- Coalition for Caribbean Archaeological Heritage  
Visual identity and website development to support a public-facing platform for this international research network.
- Colonial Landscapes / Fundación Neogranadina  
Design of a digital educational tool based on historical research. Project supported by the Colombian Ministry of Culture.

**Adjunct Lecturer 'Algorithmic Thinking Lab'** / Design Department, Universidad de los Andes (#6 LATAM)  
JANUARY 2024 - PRESENT, REMOTE

- Teaching creative coding using the Processing library from a design perspective.
- Focus on user interaction and the relationship between design and programming.
- Mentoring students in technical, critical, and creative development through hands-on projects.

**Graphic Coordinator** / [La Silla Vacía](#) (Leading independent digital media outlet in Colombia)  
JANUARY 2018 - JULY 2021 - BOGOTÁ, COLOMBIA

- Designed and prototyped web graphics and visualizations, and led the outlet's design system.
- Worked closely with journalists and developers to ensure clear and effective visual storytelling.
- Achieved a 2000% increase in Instagram followers and a 10% increase in average reading time after launching a new platform and design system.

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## education

### Aalto University / MA, Visual Communication Design

SEPTEMBER 2021 - NOVEMBER 2023 — HELSINKI, FINLAND

Thesis: "Making maps with gaps — Participatory map-making workshops that question standardized maps and encourage a sense of plurality and belonging."

— Featured in an interview in Market Cafe Mag, a publication dedicated to data visualization (upcoming).

— Presented as a short paper at MAPII 2024 (Mapping Affinities, Possibilities, Intersections & Infrastructures), Italy.

### Universidad de los Andes / Dual Degree in Design & History

AUGUST 2012 - OCTOBER 2018 — BOGOTA, COLOMBIA

Cum laude. Specialized in User-Centered Design and Communication.

Graduation project: "Street photographs, a testimony of modernity in Bogota (1940-70)".

### Nuova Accademia di Belle Arte (NABA) / Erasmus

JANUARY - MAY 2018 — MILAN, ITALY

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## awards

### Simón Bolívar National Journalism Award – Jury Recognition

NOVEMBER 2022 — BOGOTA, COLOMBIA

Winner of the most prestigious national award for visual storytelling and digital reporting on the 2021 Colombian protests. In collaboration with reporters Jineth Prieto and Juan Manuel Flórez.

### Inter American Press Association Excellence in Journalism award for News Coverage on the Internet

OCTOBER 2021, MIAMI - EEUU

Recognized for multimedia web coverage examining the pandemic's economic impact on women in Latin America. In collaboration between La Silla Vacía, Ojo Público, and Pop Lab.

### Grant: Quantitative Methods for Data Analysis

MAY 2020 - AUGUST 2020 — BOGOTA, COLOMBIA

Full scholarship for data analysis training from Universidad de los Andes' Economics Department.

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## mentorship and leadership

### Kollektiivi co-founder

2021 - PRESENT, HELSINKI - FINLAND

Kollektiivi is a collective that promotes visual communication workshops as a way to build a non academic design community and explore the possibilities of a more just society. Recipient of two grants by Grafia – Association of Visual Communication Designers in Finland in 2022 and 2023. [@kollek.tiivi](#)

### Volunteer tutor for 5th-grade students at Con Las Manos Foundation

2017 - 2019, BOGOTA - COLOMBIA