



{ SKILLS }



Technical

Proto.io
CMS Platforms
HTML, CSS, JQUERY
Adobe Creative Suite
Sketch

Visual Design

Prototyping
Data Visualization
UX - UI
Environmental Graphics
Branding

Expertise

Human Centered Design
Systems Thinking
Ethnographic Research
Design Management

Languages

English
Spanish (Native)

{ PROFESSIONAL EXPERIENCE }



Department of Health System Design and Global Health

Icahn School of Medicine at Mount Sinai
Lead Visual Interaction Designer
New York, NY
2016 - Currently

Delivers visual design solutions and design methodologies for the definition, development and deployment of products, services -in digital and printed media- devoted to transforming global health and to improving existing health care models.

Universidad Nacional de Colombia
Visual Communicator and Consultant

Bogotá, Colombia
2012 – 2014

Developed communication strategies for academic and public projects, for local and national government institutions in Colombia.

Freelance Designer

Various clients
Since 2003

IDARTES

Webmaster
Bogotá, Colombia
2012

Redesigned and managed diverse cultural websites, including "Festival Rock al Parque 2012" website.

Secretariat of Habitat

Graphic Designer and Webmaster
Bogotá, Colombia
2010 – 2011

Designed and generated visual communication systems for the Bogotá Housing Authority, including the redesign of its website, awarded as the best public service website in Bogotá in 2011, by the City Hall.

Casa Editorital El Tiempo

Web Design Teamleader
Bogotá, Colombia
2008 – 2010

Managed the web design team for the most visited job and education seeking websites in Colombia. Led the process of the redesign of empleo.com from its UX/UI components.

Casa Editorital El Tiempo

Junior Web Designer
Bogotá, Colombia
2005 – 2007

Maintained the most visited real estate website in Colombia. Designed and developed web products for companies and startups in the real estate sector.

{ EDUCATION }



MFA Design for Social Innovation

School of Visual Arts
New York, NY
2016

PG Dip. Design Management

U. Jorge Tadeo Lozano
Bogotá, Colombia
2012

BA Graphic Design

U. Jorge Tadeo Lozano
Bogotá, Colombia
2005



{ ACADEMIC EVENTS }



Better World by Design 2016
Brown University and RISD
Panelist
September 2016
Providence, RI

{ INTERNSHIPS/FELLOWSHIPS }



Hillary for America
Digital Team Intern
Brooklyn, NY
2015 - 2016

Contributed to the Latino Outreach for Hillary Clinton's presidential campaign through the addition of digital content for Spanish speakers, and monitoring response from Hispanic audiences.

Translated and edited digital written content for the audience of 22.5 Million Hispanic voters in the US, during the Democratic Primary Elections season 2016.

**UN Foundation and Mashable:
Earth to Paris 2015**
Visual Designer Fellow
New York, NY - Paris, France
2015

Remotely designed visual statements for the digital outreach of Earth to Paris 2015. Along the lines of the Social Good Summit, the UN Foundation and Mashable organized an event during the COP21 which addressed Climate Change and environmental issues.

**UN Foundation and Mashable:
Social Good Summit 2015**
Visual Designer Fellow
New York, NY
2015

Designed visual statements for the digital outreach of the Social Good Summit 2015, a two-day event organized by Mashable and the UN Foundation that convenes world leaders on achieving the Global Goals.

{ EXHIBITIONS }



Priya's Mirror Exhibition
Exhibition Producer
54th NY Film Festival - Lincoln Center
New York, NY
September 2016

Exhibition Director: Ram Devineni

Priya's Shakti Exhibition
Exhibition Producer
May 2015
Tribeca Film Festival - City Lore
New York, NY

Exhibition Director: Ram Devineni

FIX!
Artist and Production Assistant
January 2015
School of Visual Arts
New York, NY

Curator: Kevin O'Callaghan

{ VOLUNTEER WORK }



Global Classroom, One To World
Global Guide
New York, NY
2014 - 2016

Facilitated and co-led workshops that engage New York City K-12 students in learning about world cultures and global issues.

Casa del Bosque Foundation
Promotion Manager
Bogotá, Colombia
2010 - 2014

Designed brand and communication framework for Casa del Bosque foundation, a Non-profit organization dedicated to the promotion and free technologies culture.

REDDES
Memorial Museum Project Manager
Bogotá, Colombia
2010 - 2011

Planned "Memorial Museum" activities for museum volunteers. Organized fund raising events and activist encounters for the LGBT community.