



INDUSTRIAL DESIGNER

DAVID RODRÍGUEZ GUILLÉN B.

I'm a designer, storyteller, team leader and problem solver who throughout research, design and communication seeks for insights and creative solutions in order to design, transform and give power to ideas.

- Oct 12, 1987 (35)
Bogotá/Colombia
- +34 651 664 616
- www.davidrgb.com
- david@sapote.co
- @davidrodriguezguillen

SPANISH (NATIVE)

ENGLISH (HIGH)

CATALAN (B2)

SKILLS

- ENTREPRENEUR
- TEAM PLAYER
- BRAND DESIGN
- GRAPHIC DESIGN
- UX/UI DESIGN
- DESIGN THINKING
- STORYTELLING
- PROACTIVITY
- CRITICAL THINKING
- PHOTOGRAPHY
- CRM & PERFORMANCE
- WEB & APP DESIGN
- DIGITAL MARKETING



EXPERIENCE

- 2023 - NOW** **Mamá Banana** **FOUNDER / DESIGNER / CREATIVE DIRECTOR / PHOTOGRAPHER / CRM MANAGER / DEVELOPER / SOCIAL MEDIA MANAGER / BAKER**
- 2021 - 2022** **Mutter Ventures** **HEAD OF DESIGN**
 - Creative Direction, Strategy and Art direction for MVPs and Startups (B2B, B2B2C, B2C).
 - Leading the design team to develop assets across different media channels.
 - Development and maintenance of the design team's organization.
 - Conceptual and visual design and development of Mutter's new brand identity.
 - Customer experience, Data analysis and KPI-based marketing design strategies (Performance, CRM, Comms).
 - +9 MVPs'** naming and brand design.
 - Design thinking methodologies for creative processes.
 - Improvement of each brand through marketing material for the existing startups and MVP's (Printable and Digital).
 - UX/UI Design Research for each startup and/or new MVP.
 - Constant collaboration with other departments for interdisciplinary perspectives, and design iteration for every brand.
 - Creating and designing from storyboard to video assets for each startup and MVP.
- 2018 - 2021** **Duplex Marketing** **SENIOR GRAPHIC DESIGNER**
 - Art direction for 360 marketing campaigns (Danone, MARS, Ferrero, among others).
 - Visual design of Duplex's new brand identity.
 - From brief to implementation of marketing promotional websites for each campaign.
 - Development of digital and printable assets for P.O.P and P.O.S marketing material.
 - UX/UI Design Research and responsive web design.
 - Improvement of processes between Design, Comms and IT departments.
 - Creating and designing graphic and video assets for different media channels.
- 2017 - 2018** **Garment Printing** **SENIOR GRAPHIC DESIGNER**
 - Designing for marketing and corporate promotional merchandise.
 - Maintenance of the brand visual identity across every platform and/or material.
 - Analytics and SEO implementation in every design material, graphic or video.
 - UX/UI Design Research and responsive web design for the brand e-commerce.
 - Information architecture of every design asset across the different departments.
 - Printing techniques knowledge implementation in design processes.
- 2012 - 2020** **SapoteStudio** **CREATIVE DIRECTOR** **DESIGNER** **FOUNDER**

ENTREPRENEURIAL PROJECT

 - +10 years of Creative Direction, Strategy and Art direction for each business model project.
 - Development of assets across different media channels.
 - Transversal participation from client acquisition to final delivery.
 - Conceptual and visual design and development of Sapote's brand identity.
 - Social media and paid marketing campaigns design.
 - +10 years experience creating, designing and giving consultancy for B2B and B2C brands and projects.
 - Development of concept, wireframes, design and implementation for web and apps.
 - Brand and web design for different business sectors.
- 2010 - 2011** **Sermetex** **GRAPHIC DESIGNER**
- 2009 - 2010** **Cartel Media** **GRAPHIC DESIGNER**

Freelance



EDUCATION

- 2016 - 2017** **Elisava**
 - ★ **MASTER'S DEGREE IN INTERDISCIPLINARY STUDIES IN DESIGN AND COMMUNICATION**
- 2006 - 2011** **Pontificia Universidad Javeriana**
 - ★ **INDUSTRIAL DESIGN**

SOFTWARE

- FIGMA
- ILLUSTRATOR
- PHOTOSHOP
- AFTER EFFECTS
- SKETCH
- ZEPLIN
- MAILCHIMP
- SLACK
- WORDPRESS
- TRELLO/JIRA
- ACTIVE CAMPAIGN
- HUBSPOT
- GOOGLE SUITE