

Education

- 2011 - 2009** **Master of Science in Integrated Digital Media**
Polytechnic Institute of New York University. New York, USA.
- 2008 - 2004** **Licentiate in Advertising and Graphic Design**
Universidad VERITAS. Costa Rica.
- 2007** **Study Abroad Program**
Appalachian State University. North Carolina, USA.

Professional Experience

- Currently - July 2015** **Project Manager Konrad Group, CR**
Responsible for planning, executing and monitoring projects throughout the respective lifecycle, with a focus on risk assessment, scheduling deliverables and managing client expectations; on design and development projects.
- Currently - May 2015** **User Experience Design Educator BrainStation, CR**
Instructor for the UX Design course. Understanding users' problems through research and empathy by mastering the skills of user interface design, and designing seamless digital solutions to provide meaningful user experiences.
- Currently - December 2005** **Communications & Design Director Repostería JOMAR, CR**
Development and implementation of a communications & design strategies. Package design and food styling. Creation and launch of new products.
- June 2015 - November 2013** **Lead Designer UI - UX Pixel506, CR**
Conceptualization, user interface and user experience for multinational software companies, North American universities, start-ups, scientific and real estate companies. Art direction and communication strategies for international companies (*IPsoft, Silicene Labs, IRPA, Outsourcing Institute, New York University*, etc).
- July 2013 - October 2011** **Interactive Media Coordinator Universidad VERITAS, CR**
Art direction and graphic design for editorial design (books) and marketing and promotional materials. Development and implementation of communication strategies spanning to online platforms and on-site interactions. (campaigns, mail blasts, social media, text messaging, etc). In charge of the participation of Universidad VERITAS at the *Art City Tour*.
- August 2011 - May 2011** **Junior Art Director Apprenticeship Wunderman - WPP Group, USA**
Graphic design for *Johnnie Walker* and *Land Rover* brands for online platforms and social media.
Work of the week award for *Johnnie Walker's* sizzle video.
- May 2011 - September 2009** **Graphic Designer Polytechnic Institute of New York University, USA**
Graphic designer for the Web + Media Services Department, supporting: www.poly.edu, www.cable.poly.edu, www.enterprise.poly.edu. Photographer for NYU-Poly and for Cable Magazine.
- August 2009 - April 2009** **Creative Assurance Analyst AvVenta Worldwide, CR**
Providing quality control to all US *Citibank* credit card websites.
- April 2008 - October 2006** **Graphic Designer Aurea Diseño, CR**
Editorial and advertising design for the international magazine *Costa Rica Traveler*, supporting *Costa Rica Outdoors Magazine* and developing the graphic identity to the *Costa Rica Real Estate Handbook*.
- November 2006 - March 2006** **Communications Assistant Intel, CR**
Communications and graphic design for the CR site. In charge of the production and results orientation of the Intel Tico.