



ALEJANDRA MAYA

CONTACT

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🗣 Spanish / English

MERITS

2010

Honorable
Mention thesis
Industrial Design
Colombia

PROFILE

I am a innovative, quick learner and hard worker person passionate about arts and design. Back in Colombia, I worked in one of the biggest fashion companies in the country doing visual merchandising, graphic design and photography. I had worked in the food and sports facilities context.

I also gained important design experience working on the research, design and assembly of an exhibition in the Bogota Museum. In Melbourne, I have obtained experience as a freelance graphic designer and currently as an industrial designer working at Mystic Pants.

As a motivated designer, I am not afraid of any task given to me and I would love to help you whether you are looking to create a digital project, build your brand identity, design or print a CAD model, take photos or edit videos, please feel free to contact me!

EDUCATION

2004

Secondary
High School
La Presentacion
Colombia

2009

Photography
Course
U.JTL
Colombia

2010

Industrial Design
Bachelor Degree
U.JTL
Colombia

2013

Visual Merchandising
Diploma
La Salle College
Colombia

2015

English
Diploma
Lyceum College
Australia

DIGITAL

- Photoshop
- InDesign
- Illustrator
- Rhino / CAD
- Microsoft Office
- Premiere Pro
- WordPress
- Social Media

SKILLS

- Photography
- Video
- Sketching
- 3D modeling and printing
- Signage design
- Designing for print, digital
- Visual merchandising
- Social media marketing
- Multi-tasking
- Enthusiastic sales
- Identifying needs
- Problem solving
- Analytical creativity
- Deadline focused
- Visual / spatial awareness
- Leadership working in a team

HOBBIES

- 3D pen products design
- Upcycling/Creative reuse
- Art and Design
- Rock climbing
- Jewellery making
- Watercolor Painting

WORK HISTORY

DESIGNER for MYSTIC PANTS
Melbourne - NOV 2017 to current

- Brainstorming of concepts to design products.
- 3D Modelling, prototyping and printing of products.
- Packaging and labelling design for products.
- Web design, wireframes creation.
- Visual identity design.
- Marketing & advertising graphic design, like flyers, posters, banners, infographics, brochures, EDMs, PowerPoint presentations, images for the website and managing social media post ads.
- Taking and editing photos and videos.
- Working close with developers/engineers with a specific budget in deadline time.

DIGITAL MARKETING for COCOLOUISE
Melbourne - OCT 2017 to NOV 2017

- Assisted in concept design for photoshoots.
- Sourcing fittings and outfits providing samples for clients.
- Photography and edition, re-touching & quality control of images for social media influencers.
- Managing blog and social media accounts.
- Researching and reporting market trends.
- Liaising with designers and styling clients in Melbourne.

SALES CONSULTANT for SURGE GROUP
Melbourne - JUN 2017 to OCT 2017

- Face to face sales, interacting directly with potential customers and upselling the brand.
- Ensuring a high level of customer service.
- Understanding of client, building customer report, providing a genuine service.
- Meeting targets and deadlines.
- Working as part of a team.

BARISTA for UNDERCOVER ROSTER
Melbourne - AUG 2016 to MAR 2017

- Making coffee, taking orders, preparing and serving food and drinks.
- Working closely with all management and front house staff.

PHOTOGRAPHER for RENTERTAINMENT
Melbourne - NOV 2014 to Current

- Photographer assistant for events such as weddings and engagement parties.
- Interacting with the guests.
- Making photo books.
- Building report to improve relationships with potential clients.

GRAPHIC DESIGNER for AISO
Melbourne - FEB 2015 to MAY 2016

- Responsible for the design of flyers, posters, business cards, magazines.
- Working in the social media upgrade.
- Working with a specific budget in deadline time.
- Understanding team ideas to create the designs from concept to production.

DESIGN COORDINATOR for IBIS S.A.
Colombia - JAN 2010 to OCT 2014

- Visual merchandising, fashion designing and commercial interior store design.
- Developing advertising campaigns, making mock-ups for 34 shops.
- Maximizing sales opportunities.
- Designing catalogues and promotions.
- The representative of the brand in the purchase of accessories in China.

RETAIL SALES ASSISTANT (Part Time) for IBIS S.A.
Colombia - JUN 2005 to JAN 2010

- Maintain a fully stocked store and visual merchandising standards.
- Advising the clients' style.
- Ensuring high levels of customer satisfaction through excellent sales service.

RESEARCHER/DESIGNER for BOGOTA MUSEUM
Colombia - JAN 2007 to APR 2008

- Working on the research about the study and work in Colombia during the 20th and 21st centuries.
- Designing and assembling of the exhibition.
- Changing weekly one of the 8 rooms of the museum.