

# CURRICULUM VITAE

//résumé

## Background.

Visual Designer from Universidad de Los Andes with a communication and product emphasis. Specialist in Interaction design from UC San Diego, California. He has a special interest in User Centered Design studies, UX, UI and design pieces narrative power. This has been a perfect way to improve his technological knowledge and digital work skills. From digital retouching software management to interactive visual projects development. Interested in interaction design, especially on products aesthetically and formally emphasized to reach innovation and capable of providing great user experiences.

## Discovery.

He has a strong interest in visual design, interfaces development projects and high impact communication products. From conceptual universe down to sketching, prototyping, mockuping and production, he has designed digital interfaces, web environments, branding projects, digital campaigns and interactive installations. Has experience creating aesthetic approaches according to design's current trends; each one to acquire business' validity, credibility and competitiveness within new markets.

# MAYCK CUELLAR

[27 YEARS]

## CONTACT

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Linkedin <https://co.linkedin.com/in/mayck69>  
Location Bogotá D.C., Colombia.

## PORTFOLIO

[mayckths.github.io](https://mayckths.github.io)



## EDUCATION



2008

INSTITUTO ALBERTO MERANI  
School



2014

UNIVERSITY OF THE ANDES  
Designer



2017

UC SAN DIEGO  
(Distance learning program)  
Interaction Design Specialist



Currently

IDF  
UI Patterns  
Course certificate

PRODUCT · COMMUNICATION · INTERACTION  
CURRICULUM VITAE · 2019  
BOGOTÁ · COLOMBIA

# PROFESSIONAL EXPERIENCE

FROM 2012 UNTIL 2019

**UI / Visual designer · Full Time** · June 2015 to Current date

Bizagi // [www.bizagi.com](http://www.bizagi.com)

Responsible for creating mock-ups and final designs production for a huge variety of marketing campaigns and activities, such as website graphics, landing pages, web apps, mail campaigns, exhibition stands, ebooks, infographics and videos. All these using a creative flair and up-to-date knowledge of industry software, web/visual development resources (Illustrator, Photoshop, InDesign, XD, After Effects, Mockingbird, InVision, Sketch, HTML, CSS and JS) and a professional approach to task/priorities management and time/deadlines. Working from Bogota for the EMEA and US marketing offices, reporting directly to London Headquarters.

**UX / UI designer · Freelance** · august 2018 to current date

Ekoomedia Arquitectos

Evaluation, study and design of big tactile and VR interfaces that are fully integrated with Web/Unreal engines, working close to the engineering team to create solutions for construction companies across the country.

**UX / UI designer · Full Time** · april 2015 to june 2015 · 3 Months

Hogaru // [www.hogaru.com](http://www.hogaru.com)

Design work for different areas of the company, creating solutions for user interaction and digital interfaces. Design and development of 2015's webpage.

**UI / Graphic design · Projects** · january 2012 to decemeber 2014 · 3 years

Graficoop CTA. // [www.graficoop.com.co](http://www.graficoop.com.co)

Visual design for printing products, mailing design, HTML and CSS developing of the webpage, digital interactive solutions for the company's clients. Packaging and folding design.

**Service and package design · Workshop** · march 2014 to may 2014 · 5 months

Cinnabon

Packaging design developed on the "Innovation Workshop" class, directed by Silvia Helena Lleras and Rafael Augusto Vesga. The packaging proposal was presented to Cinnabon's corporate manager -Felipe Giraldo- and the Colombian brand managers.

**Product planning designer · Trainee** · june 2013 to december 2013 · 7 months

General Motors Colombia · Colmotores [Bogotá, Colombia]

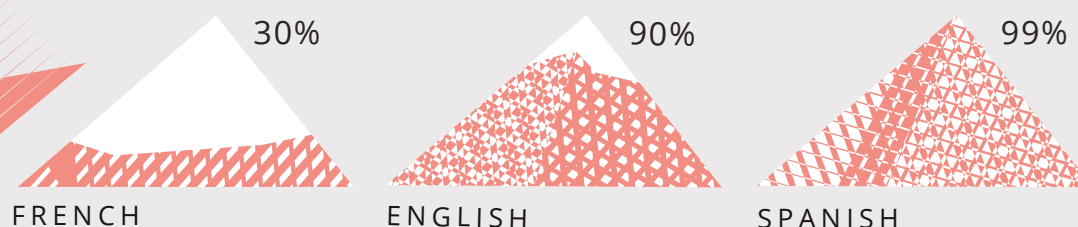
Ideate solutions and processes for future products -until 2019 in Colombia and Ecuador-, working close to the Engineering and the Marketing Department.

**Web design and Branding · Project** · january 2013 to march 2013 · 12 months

EUCREATES · Jordi Folck // [www.eucreates.eu](http://www.eucreates.eu)

Web interface design, developing and maintenance. Identity design for the European Creativity School.

## LANGUAGES



# SKILLS

## PROFESSIONAL

DIGITAL/GRAPHIC DESIGN

MOCKUPS / WIREFRAMES

HTML/CSS

BRANDING

INTERACTIVE / UI PATTERNS

PHOTOGRAPHY

DIGITAL ILLUSTRATION

PHOTOSHOP

ILLUSTRATOR

SKETCH/ADOBE XD

INVISION

INDESIGN

JOOMLA/MARKETO

## DIGITAL

# EXHIBITIONS & PUBLICATIONS

Publication of graphic project "The Fundamentals".

Featured article. April edition.

**SCIO Magazine. [Bogotá, 2018]**

Publication of graphic project "thepoisonproject".

Featured article and cover of the magazine. April edition.

**SCIO Magazine. [Bogotá, 2017]**

Final university project: "Manifestaciones". Interactive installation. Obtained the highest grade. Published on "La fabrica" design book.

**Universidad de los Andes. [Bogotá, 2014]**

Publication of photographic series "Nómadas", "Exquisito", "Retratos de luz" and "Copy Paste" in the book "La fábrica No. 3".

**Universidad de los Andes, [Bogotá, 2014]**

Illustrations project exhibition: "Cuerpo en remojo" and "El beso".

**Galería Guay. [Bogotá, 2014]**

Photography series exhibition as best design projects: "Nómadas", "Exquisito", "Retratos de luz" and "Copy Paste".

**Universidad de los Andes. [Bogotá, 2013]**