



CURRICULUM VITAE

//résumé

Background.

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 design vanguards and design pieces narrative power. This has been a perfect way to improve his technological instruments and digital work skills. From digital retouching software management to interactive visual projects programming. Interested in design pieces development, especially those aesthetically and formally emphasized to reach innovation.

Discovery.

He has a strong interest in interaction design, web development projects and high impact communication products. From conceptual universe down to sketching and production, he has designed digital interfaces, branding projects, digital campaigns, advertising pieces, stands and interactive installations. Has experience creating aesthetic approaches according to design's current 'state-of-the-art' ; each one to acquire business' validity, coherence, credibility and competitiveness within new markets.

MAYCK CUELLAR

[26 YEARS]

PORTFOLIO

mayckths.github.io



CONTACT

Phone	301 6454821
E-Mail	mayck69@icloud.com
Linkedin	https://co.linkedin.com/in/mayck69
Location	Bogotá D.C., Colombia.

EDUCATION



2008

INSTITUTO ALBERTO MERANI
School



2014

UNIVERSITY OF THE ANDES
Designer



2017

UC SAN DIEGO (DISTANCE LEARNING PROGRAM)
Specialist in interaction design

PRODUCT AND COMMUNICATION · INTERACTION
CURRICULUM VITAE 2018
BOGOTÁ · COLOMBIA

PROFESSIONAL EXPERIENCE

FROM 2012 UNTIL 2018

Visual designer · Full Time · June 2015 to Current date

Bizagi // 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 / Graphic designer · Full Time · april 2015 to june 2015 · 3 Months

Hogaru // 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.

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

Graficoop CTA. // 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.

Graphic design · Contest · september 2014 to december 2014 · 3 months

Legolás Inmobiliaria

The company held a design contest, where its main goal was to propose a brand identity guide with corporate identity and business cards. Since the Legolas brand chose my proposal, they acquired a corporate branding that fulfills their needs and meets their requirements.

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]

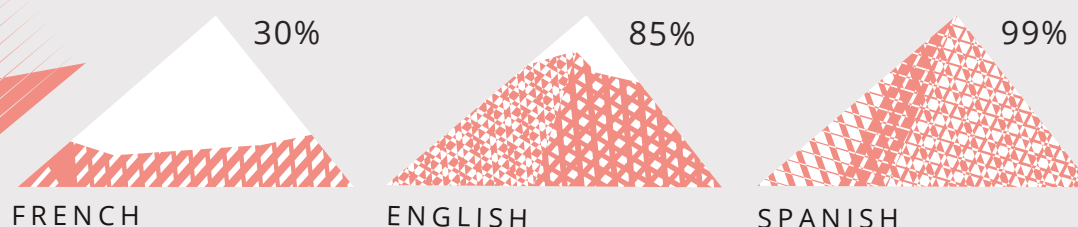
Administrative processes mediating for future product planning -until 2019 in Colombia and Ecuador-, for the Engineering Department, as well as the Marketing Department.

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

EUCREATES · Jordi Folck // www.eucrates.eu

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

LANGUAGES



SKILLS

PROFESSIONAL



- GRAPHIC DESIGN / LAYOUT
- HTML/CSS/JS
- INTERACTIVE / UI PATTERNS
- BRANDING
- DIGITAL RETOUCHING
- PHOTOGRAPHY
- ILLUSTRATION / ICONOGRAPHY



- PHOTOSHOP
- ILLUSTRATOR
- SKETCH/XD/MOCKINGBIRD
- INVISION
- INDESIGN
- JOOMLA/MARKETO/WORDPRESS

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]