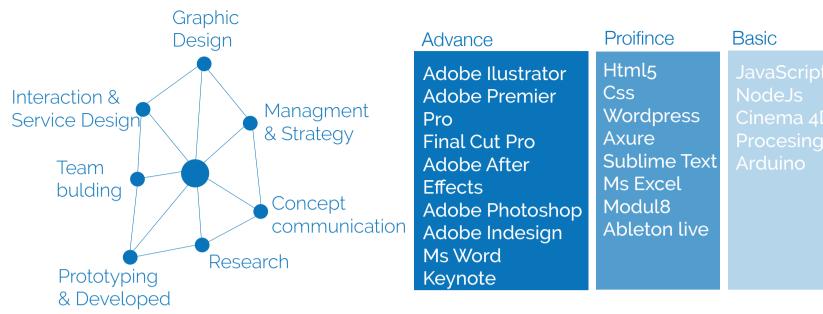


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lagoculto.org

I am interaction and service designer specialist in innovation projects that seek to improve people's lives to consolidate relevant brands, coherent companies and sustainable organizations. I have worked on conceptualizing products and strategies with government, startups and companies. I believe in design to live better, in the creativity of people and their emotions.

Skills and tools



Design Process Skill

	Researh	Concept Development	Concept Detailing	Implementation
Advance	User Research Problem Framing	Story Telling Video prototyping	User Interface Design	Video Production Concept communication
Proficient	Concept Generation Design Thinking Methods	Idea Sketching	Branding & blueprinting	On Screen Prototyping
Basics	Technology trends	Service Stagin	Business Model Physical Interface	Electronic Prototyping

Award & exhibitons

Juryman of insights workshops at Repensar Educativo / Lima - Peru - 2017 **Education & stimulation** Mentor for Lab at Universidad Continental / Huancayo - Peru - 2017 2011 Speaker at El rollo del desarrollo Universidad de Lima / Lima - Peru - 2016 2014 2015 Instalation Goctac at Art contemporary Fest Chachapoyas / Amazonas - Peru - 2016 B.A. Social Communitation Degree Intagrated Workshop design thinking for kids at Chachapoyas Fest / Amazonas - Peru -2015 Universidad de Lima Juryman etrenpreneur college for Municipalidad de Miraflores / Lima - Peru -2014 Managment of innovation Founder of circle of research metadigital 8/4 de la Universidad de Lima -2010 Universidad del Pacifico Exhibition of documentary "Inocente Esperanza" at DocuPeru / Lima - Peru - 2009 Degree 2007 - 2nd Place Short films awards "Portavoz Perú" with "Abuela en casa" - 2007 Digital & Summer School interactive interaction Design 1989 - 2006 Marketing **Etnography &** Strategy Copenhaguen Universidad psicology communitary planning Workshop Institute of Interaction Design de Lima School Jose Universidad Catolica del Peru Storytelling Copenhaguen/Denmark Maria Arguedas Lima/Peru <u>creativa</u> Lead creative and strategy projects Freelance Video&MotionGraphic **Executive director** Freelance consulting Lead designer and innovator at Copiloto Social Works at Minkando at YES about innovation and at Detona Lead creative to social impact at Consulting internt creative projects Fundacion telefonica Pronino La victoria Lab **Professional experience** Co/Founder LagoCulto Co/Founder Copiloto Co/Founder Detona

Clients

Ministerio de Defensa / Jurado Nacional de Elecciones / Calidda/ Ministerio de Cultura / Ministerio de la Mujer / PCM / OIT/ UNICEF SPDA/ TFC

Projects Music

Avida.bandcamp.com Nahunoise.bandcamp.com Rabiapacha.bandcamp.com

Sports

Cycling Swimming Treeking

Personal Stuff

INTERACTION DESIGN: a disciplin, lifestyle and approach that I do and live. MUSIC: deep love / hate relationship. SCIENCE: an inspiration and experimentation. PEOPLE: who inspire me, confuse me and move me. THE WORLD:full of needs and opportunities. TECHNOLOGY: a way to understand — ever changing, always inspiring. PLAY & WORK: two sides of the same coin.