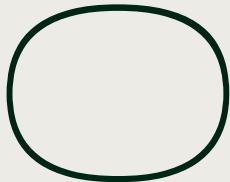




CHAPTER 1 ABOUT ME



CHAPTER 2 DX & CX PROJECTS

pag 3 BayportLab
Bayport | 2023

pag 4 Customer connection
Bayport | 2023

pag 5 BayportClic Redesign
Bayport | 2023

pag 6 Must Know
Bayport | 2023

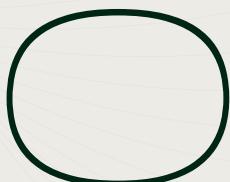
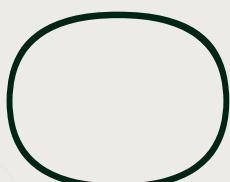
pag 7 Everest & Know me
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pag 8 Archetypes - CX Nueva EPS
Nueva EPS | 2021

pag 9 Eva: chatbot
Nueva EPS | 2021

pag 10 Covid-19 Vaccination
Nueva EPS | 2020

pag 11 It's not luck
European Union Delegation | 2019



CHAPTER 3 ARTISTIC PROJECTS

pag 12 Rat The Myt
Music project | present

pag 13 Jai
Documentary | En desarrollo

pag 13 Black People
School of Gender Studies - Ministry
of Culture of Colombia | 2014

pag 14 Called Orphan
Archivo General de la Nación -
Instituto Colombiano de
Antropología | 2017

pag 14 Retractus
Universidad Nacional de Colombia |
2015

ALEJANDRO
LOMBANA

a.k.a.

RAT
THE
MYT



ALEJANDRO
LOMBANA aka

RAT
THE
MYT

I am an anthropologist, journalist, musician and designer and I define myself as a **problem-solver**: my main professional mission is to understand behaviors, as well as economic and cultural conditions, to **create technological and digital solutions** tailored to the needs of people, communities and companies. I have forged this profile in the financial, health, communications, arts and education sectors, consolidating a perspective of **transformation and innovation based on methodologies** of qualitative/quantitative data analytics, co-creation and management of design and implementation processes.

I believe that **design and the arts are transformative forces** in the world and allow us to imagine the future. Therefore, my work intercepts the knowledge of social behavior, the design of aesthetic experiences based on technology for social and behavioral transformation. **In this portfolio you will find a range of projects that are grouped under this approach.**

DESIGN FUTURES

UX-UI

FUTURE THINKING

SERVICE DESIGN

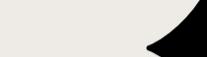
SOCIAL AND TECHNOLOGICAL INNOVATION

TIME ARTS

ELECTRONIC MUSIC

NARRATIVE FUTURES

SOCIAL CHANGE



BAYPORT LAB

BAYPORT

CLIENT

TEAM LEADER

ROL

2023



DESCRIPTION

Bayport Lab is a platform for innovation and creation of solutions where an interdisciplinary team of collaborators address service design challenges for the benefit of the company and its customers from people research. This team is made up of designers, data scientists, engineers and marketing strategists who have led the transformation of Bayport's services to focus on customer needs.

OBJETIVE

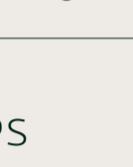
Contribute to Bayport's profitability through customer knowledge and life cycle design in relation to the credit product.

Links: <https://www.behance.net/gallery/170735933/BayportLab>

METHODOLOGIES AND TOOLS



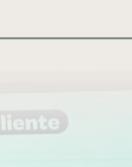
Service design



Lean six sigma



SCRUM



UX- UI



Change management



Ethnography

PROCESS | STEPS

Each project developed by this innovation team follows these steps in an iterative manner:

Research, diagnosis and archotyping.

1. Social sensing and quantitative analytics
- Ethnographic research
3. Journeys as is survey
- Creation of archetypes

Design of services and initiatives

- Ideation Labs: communication, channels, services, processes and culture 2.
2. Prototyping of designs and solutions

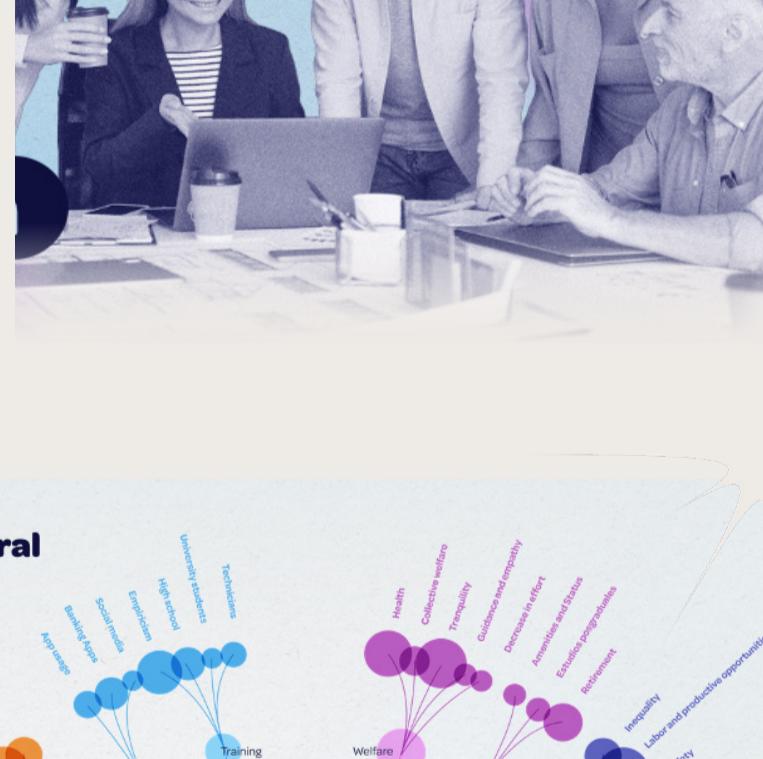
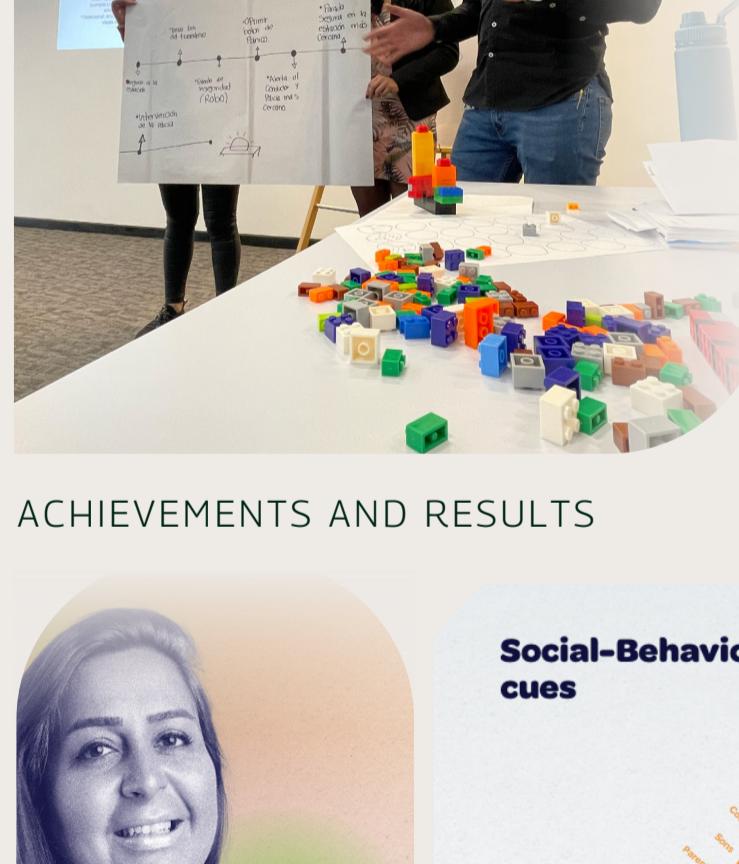
Implementation and control

1. Archetype marking
2. Evolutionary implementation of journeys to be Integral customer experience evaluations
- Control and monitoring



PROCESS | CO-CREATION

Workshops



ACHIEVEMENTS AND RESULTS



Social-Behavioral cues



Results

- **Technological innovation:** Creation of an artificial intelligence model to predict customer behaviors such as channel preferences and repurchase rates.
- **Lifecycle design:** Based on behavioral analysis, actions focused on transforming customer behaviors and improving their end-to-end experience were designed.
- **Service and communication channels:** adjustment of service protocols and personalization of service channels and the development of a customized CRM by channel preference and archetype journeys.
- **Support for the company's funding:** by capitalizing on the knowledge of clients and their economic activities, the potential attractiveness to impact funds that finance the company was increased.

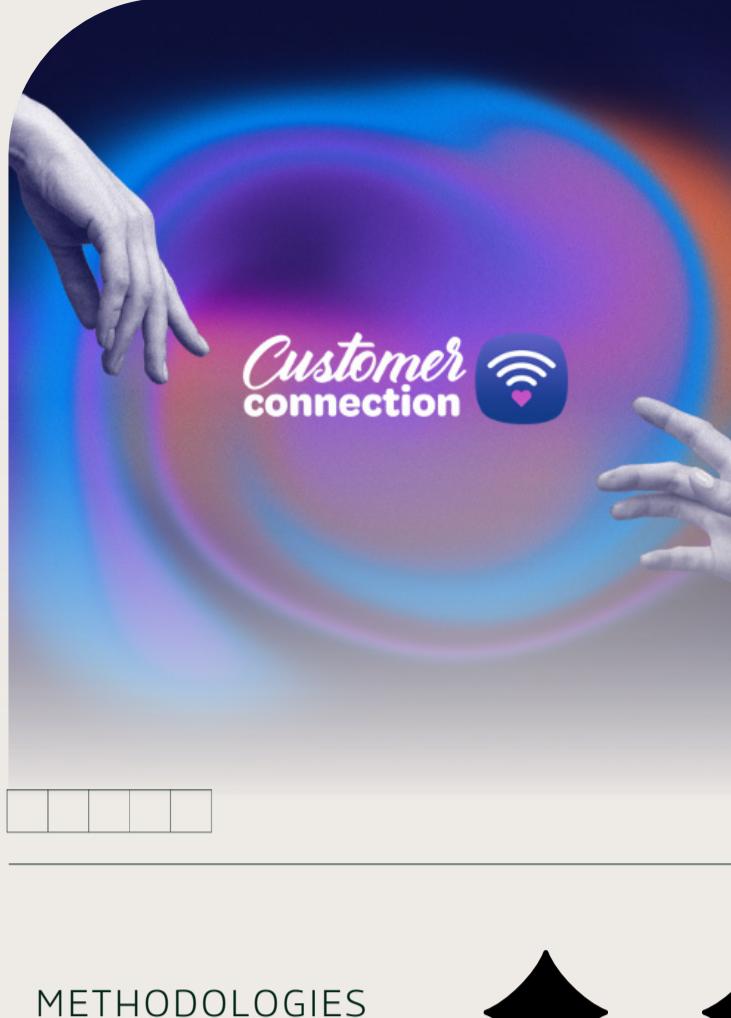
Learnings

Achievement and maintenance of consumer protection certification, as a result of building an efficient and transparent relationship with the client.

Improvement in service indicators (NPS and INS) as a result of achieving a connection focused on end customers at all points of contact with the service.

Increased positive perception of customer connection among Bayport Colombia's employees

Improved attractiveness to impact funds by being adaptable to their requirements



CUSTOMER CONNECTION

BAYPORT

CLIENT

PROJECT LEADER

ROLE

2024



DESCRIPTION

Research and creation of service design and customer experience design

Objective

Research and devise implementation of the company's service design and redesign for customer experience improvement.



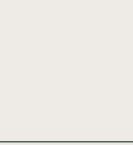
METHODOLOGIES & TECHNIQUES



Human
Centered
Design



Service
design



Archetypes



K-means
model (based
on Python)



Data
Process

PROCESS

Contextual research: complete knowledge of all areas involved in the experience: processes, human talent, product design, profitability and technology.

Experience as is: diagnosis of the current experience through journeys.

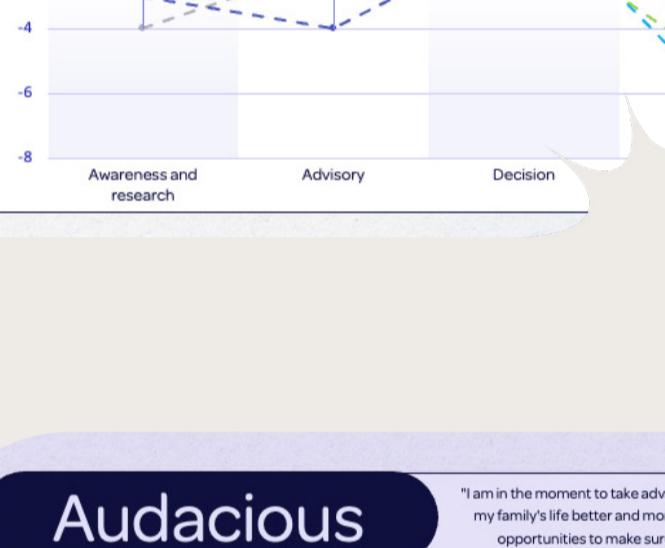
Segmentation and archetyping: definition of characteristic groups of customers using AI for understanding and subsequent customization of services

Behavioral definition: understanding customers' behavioral fundamentals and their desirability of services.

Design co-creation: collective ideation, creation and collaboration of solutions and end-to-end design of the customer experience

Customer experience

Emotional analysis



Persistent

30,1%
of the population

Saver

Caregivers

r &
ances

to-face and
channels.

or college

on

nt: 7 months
anceled by 20

000

Genre

Men (57%)

Women (43%)

Generation

Baby boomer

Income

1,5 milions

Score

105 a 504

Audacious

31,6%
of the population

"I am in the moment to take adva
my family's life better and mor
opportunities to make so

Descriptors

Recursive

Pr

Challenges

- Financial education and organization to trans your economic reality
- Taking care of oneself and one's loved ones
- Achieving better economic conditions and so advancement

Needs

- Opportunities to diversify your income
- Services to accommodate your constant
- Get out of financial trouble quickly

Ejército nacional

Policía nacio

Archetypes model



Totum

IA asset

Python-developed digital asset

- Updatable
- Iterative
- Allows historical analysis
- Parameterizable

Early solutions summary

Journey to be | End clients

Awareness and research

Advisory

Decision

Support

External communications

Always in touch

Internal communications

Data Updat

Training

I'm service

CRM

Marking and forecasting

DX

Web portal / Custom

CX evaluations

Integral experience surveys

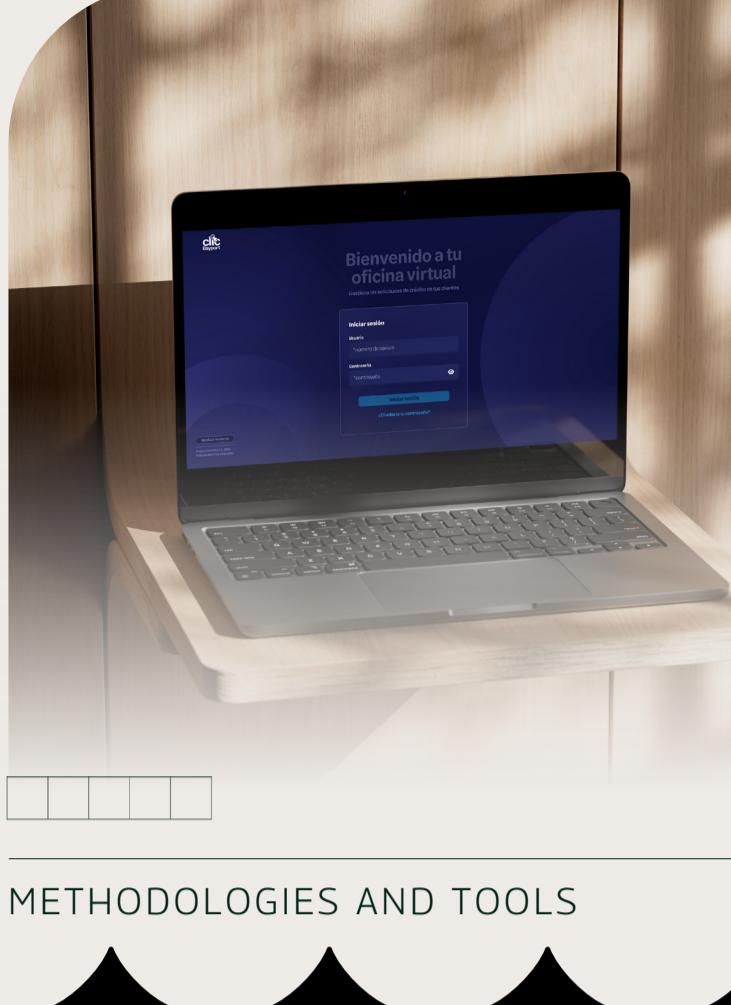
MKT + Product

Credit for your business

Women's credit

Results

- Creation of 4 archetypes
- Assembly of behavioral matrices
- Journeys as is and to be of customer experience
- Definition of early and long-term solutions
- Service Transformation: personalization of protocols, channels and all customer digital experience



BAYPORTCLIC REDESIGN

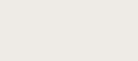
BAYPORT

CLIENT

UX DESIGNER

ROLE

2023



DESCRIPTION

Redesign the digital experience of Bayport's organization and credit management platform.

OBJECTIVE

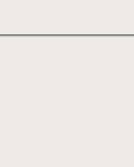
Commercial advisors of the brand
Credit management backend
Company's customers

Links: <https://xd.adobe.com/view/a961798d-4fc0-403d-a6ce-8ea849ce2400-fc32/>

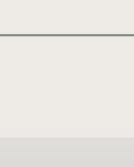
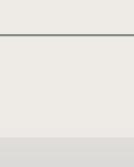
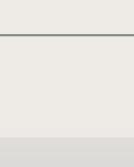
METHODOLOGIES AND TOOLS



UX-UI

Interviews
Observation
Card sorting

Hotjar

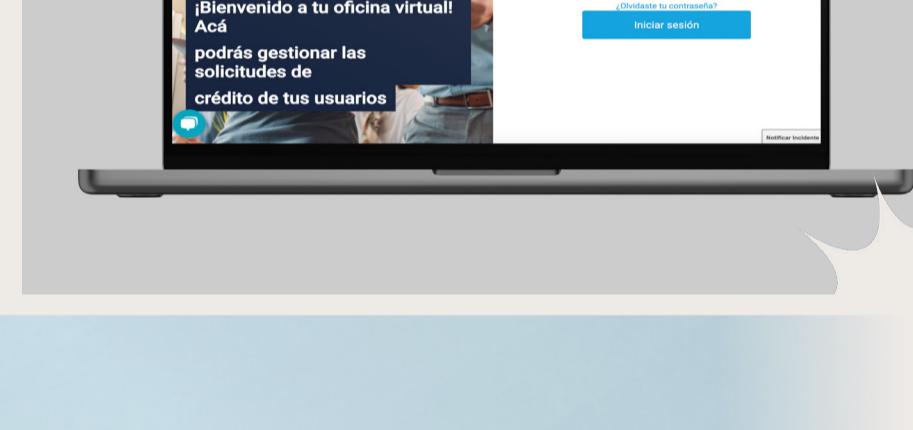
Heuristic
evaluationFlowmap
Journey mapWireframes and
prototypes

Adobe XD

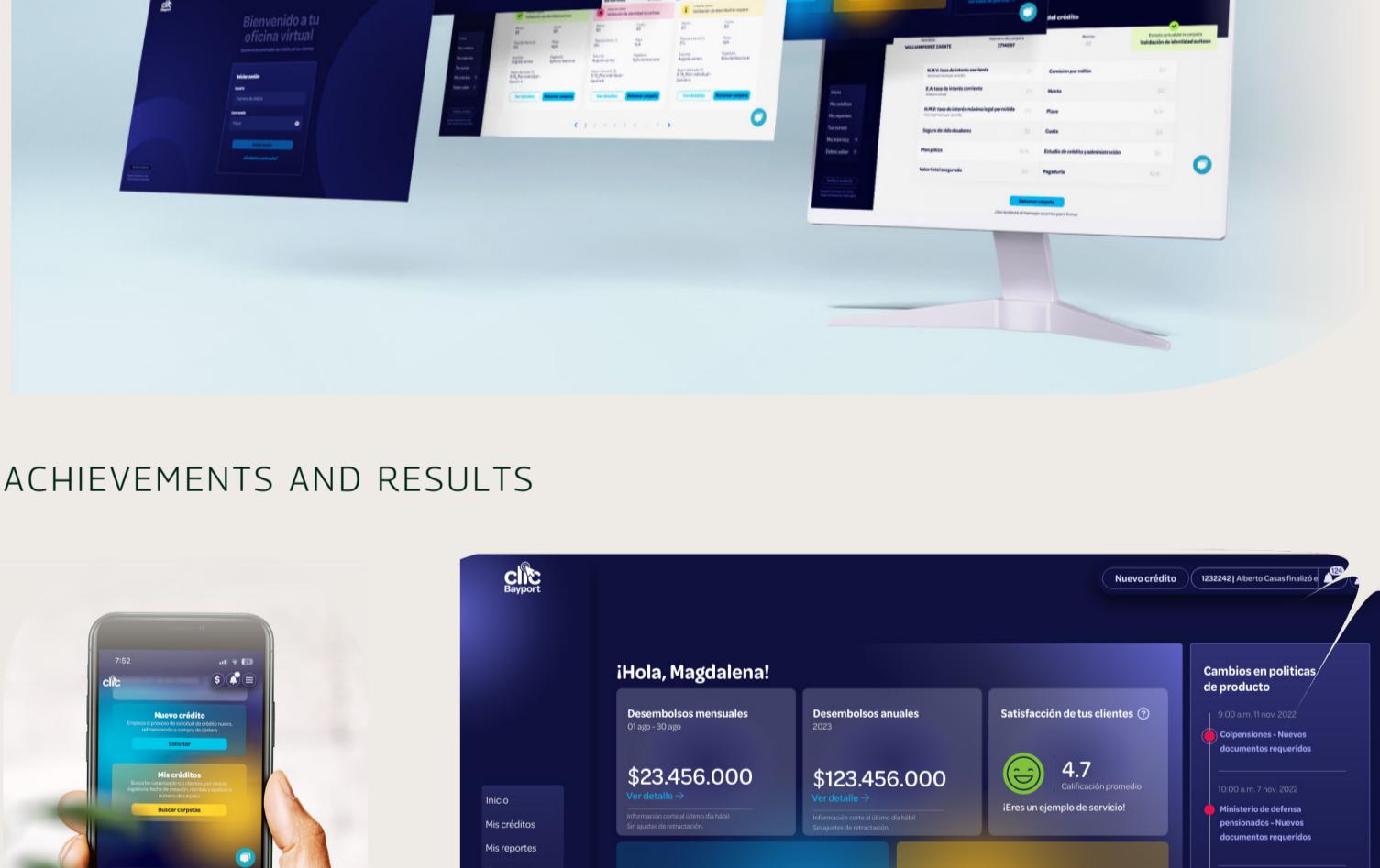
PROCESS | STEPS

1. Comprehensive diagnosis and evaluation
2. Journey to be and Flowmap creation
3. Wireframes and Prototypes
4. Testing
5. Development

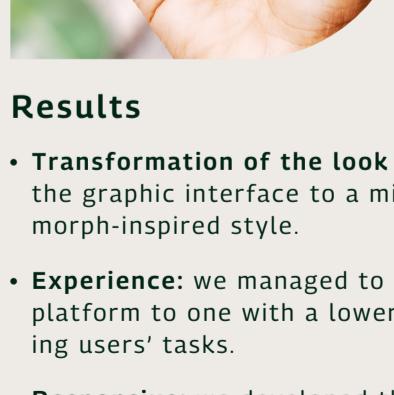
| BEFORE



| AFTER



ACHIEVEMENTS AND RESULTS



Results

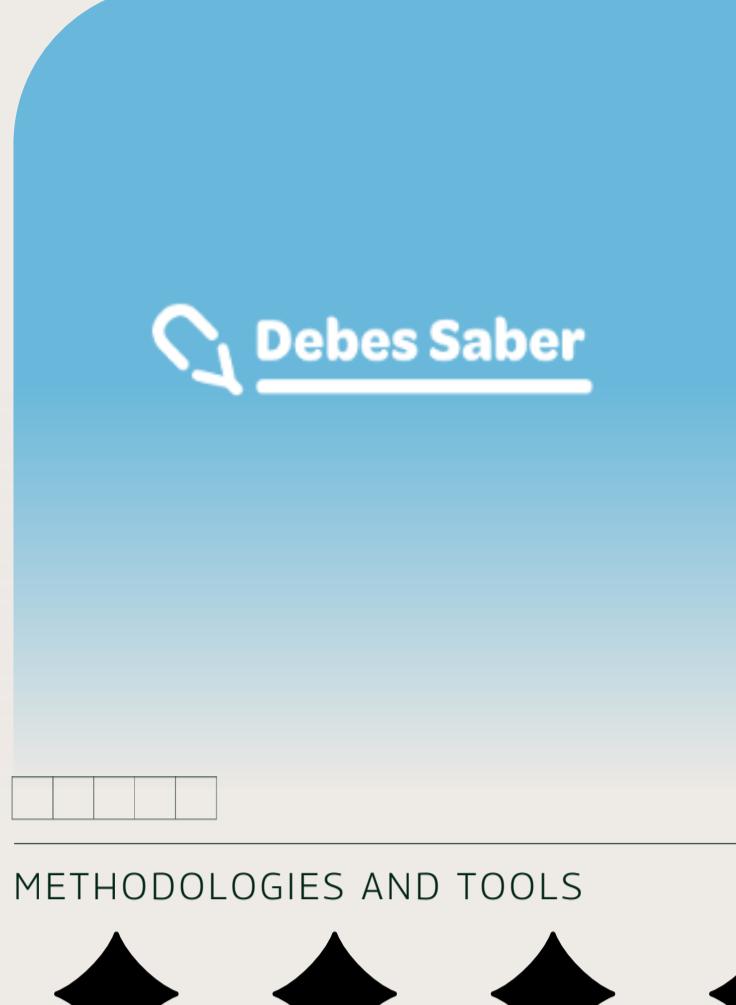
- **Transformation of the look and feel:** we adapted the graphic interface to a minimalist and glass-morph-inspired style.
- **Experience:** we managed to go from an unintuitive platform to one with a lower learning curve, simplifying users' tasks.
- **Responsive:** we developed the responsive version for the use of the platform on mobile devices.
- **Usability and appropriation:** with the change in the experience design we have achieved 100% user appropriation of the platform.

Learnings

This project was developed in constant dialogue with the team of front end and back end developers, which meant a constant alignment regarding the limitations and possibilities we had in the creation of the design.

The transformation of a critical platform, on which a company's sales depend, implies transparency in all design decisions and permanent change management with the areas that are impacted by the changes.

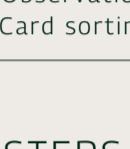
Going from a design that exclusively privileges the functional over the user's desirability was the main design challenge we had, so we had to involve the developers in the design process.



METHODOLOGIES AND TOOLS



UX-UI

Interviews
Observation
Card sorting

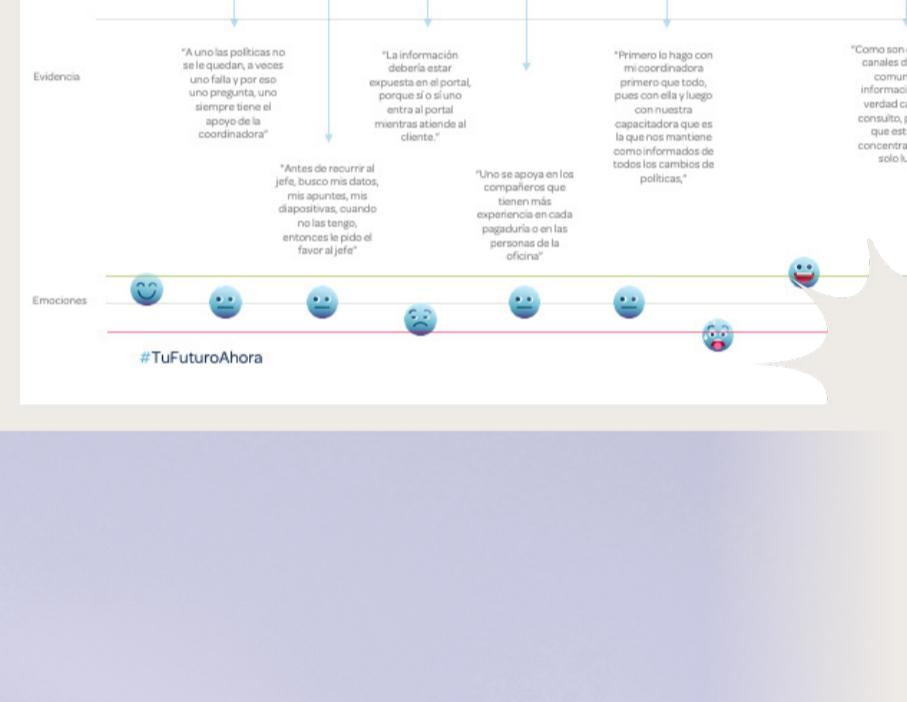
Hotjar

Heuristic
evaluationFlowmap
Journey mapWireframes and
prototypes

Adobe XD

PROCESS | STEPS

1. User research and business needs definition
2. Ideation and co-creation
3. Wireframes and prototypes
4. Testing
5. Handoff
6. Development



RESULTS



Structure and components

- **Debes Saber** is composed of 4 sections.
- **General Home**
- **Policies:** an encyclopedia for consulting product policies and commercial guidelines.
- **Megaphone:** all the news and commercial tips.
- **Commercial calendar:** the place where you will find all the events and important dates for commercial management.

Learnings

Centralizing information in a single digital platform reduced commercial management times and streamlined the process of communicating news.

The processes in charge of information reduced their burden by having a single platform in which the forms of communication are standardized.

By centralizing the information that is critical for decision making, the noise and misinformation that used to be suffered by more than 10,000 users is reduced.



MUST KNOW

2023



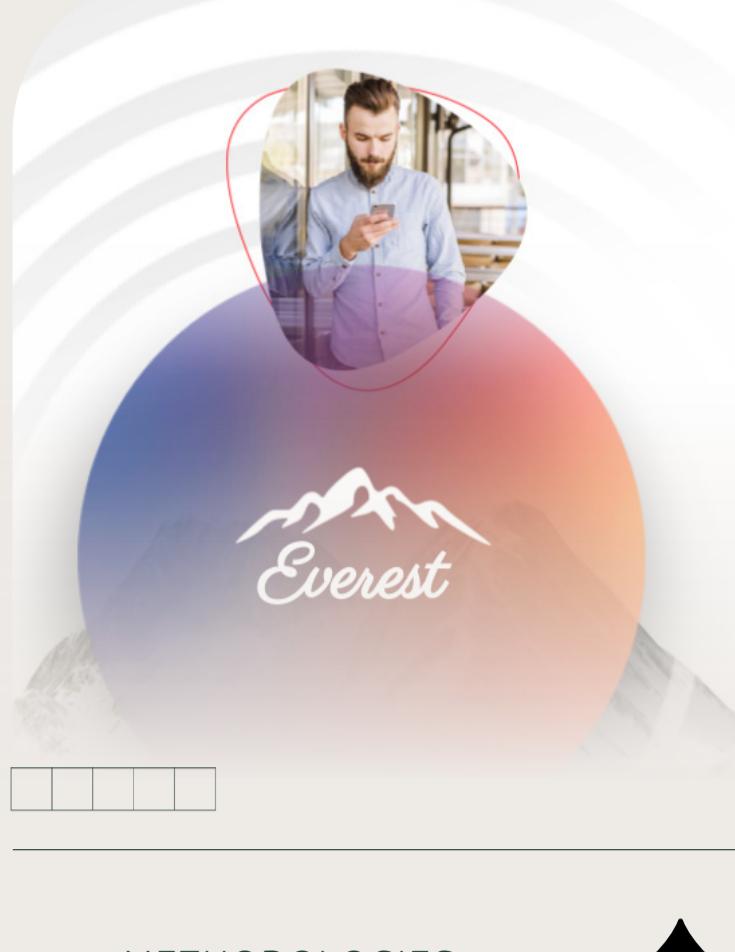
DESCRIPTION

Create an informative portal for commercial advisors to consult product guidelines and policies, news and commercial dates. This portal offers current, current and simple information, so it works as a real-time consultation tool to optimize the processes of appropriation and communication of the necessary information in the commercial management.

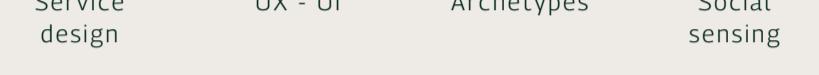
USERS

Commercial advisors of the brand
Credit management back

Links: <https://debessaber.col.test.bayport-digital.com/directo>



METHODOLOGIES AND TOOLS



Service design

UX - UI

Archetypes

Social sensing

PROCESS | STEPS

Inspiration

Understanding our internal customers, their pains, motivations and expectations.

Ideation

Land the findings and build solutions.

Definition

Selecting the best solutions and creating the Know Me digital tool and the customer service model.

Journey del cliente Experiencia To Be



6 del 10 al 13

de clientes e interacciones

alización y productos

os de consulta

TMO y resolutividad

Behaviour

1. Dimensionamiento de clientes e interacciones

2. Nivel de digitalización y productos

3. Motivos de consulta:

4. TMO y resolutividad

5. Behaviour

Próspero

"Ha llegado el momento en el que nada debería preocuparme"

Organizado Confiado
Enfocado

Placer y estatus Vida sana

No es riguroso en el uso de sus recursos.

Paga a tiempo sus obligaciones.

No se limita en sus compras.

Usa sus productos financieros para lograr sus metas.

Mediobajo

Alto

Autónomo

"Mi día a día lo vale para encontrar el momento en el que me sienta en tranquilidad"

Resiliente Recursivo
Agradecido

Poco ocio Medios masivos

Procra no sobre pasa su capacidad financiera.

Se mantiene al dia con sus obligaciones con dificultad.

Sus gastos se limitan a necesidades puntuales

Medio

Inverso

"Mi esfuerzo de hoy se ve reflejado en un mañana con mejores proyecciones"

Apasionado Responsable
Estrategia

Integralidad Viajes

Hace seguimiento minucioso de sus finanzas.

Paga a tiempo sus obligaciones holgadamente.

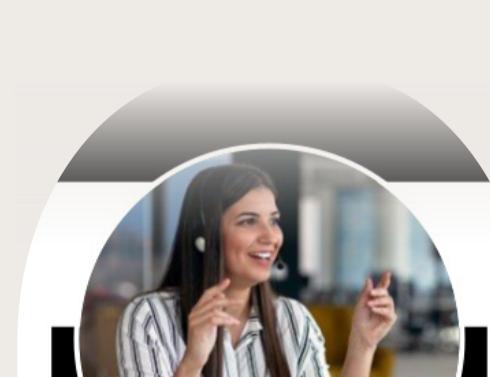
No se limita en sus compras.

Busca invertir en el futuro.

Alto

Bajo

ACHIEVEMENTS AND RESULTS



“El cliente debe terminar la llamada con sus necesidades resueltas”

“Recurso

Flexible

Influyente

Empático

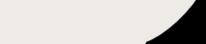
Experimentado

Everest



Results

- Significant improvement in Customer Experience:** through more personalized and empathetic interactions.
- Efficient resolution of online needs led to a higher degree of satisfaction among the bank's most profitable customers.
- Reduced Resolution times:** Implementing a model focused on empathy and online resolution streamlined the process of satisfying needs, reducing online times.
- Increased Retention of More Profitable Customers:** The personalized and efficient service contributed to the retention of the bank's most valuable customers, decreasing the possibility that they will seek services from competitors.



ARCHETYPES - CX

2021



NUEVA EPS

CLIENT

CX - UX RESEARCHER

ROLE

DESCRIPTION

Create customer archetypes for Nueva EPS, in order to develop a model that allows to customize services more effectively, adapting them to the specific needs of qualitatively homogeneous groups of customers.

Users

Nueva EPS affiliates
Customer Experience Team

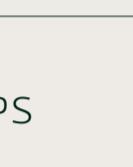
Link:

https://www.behance.net/portfolio/editor?project_id=154491941

METHODOLOGIES AND TOOLS



Ethnographic research



AI-based segmentation



Data process



Audiovisual anthropology



Change management



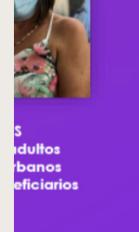
Ethnography

PROCESS | STEPS

1. Data Collection
2. Data Analysis
3. Field Research
4. Archetype Creation
5. Validation and Tuning
6. CRM Implementation



Arquetipos



SUS RENCIENCIAS

es rurales crónicos

5%



AVVENTUREROS

Etnias trabajadores formales

5%



DECIDIDOS

Jóvenes subsidios rurales sanos

20%



SUS ADULTOS

urbanos

eficiencias



EMPODERADAS

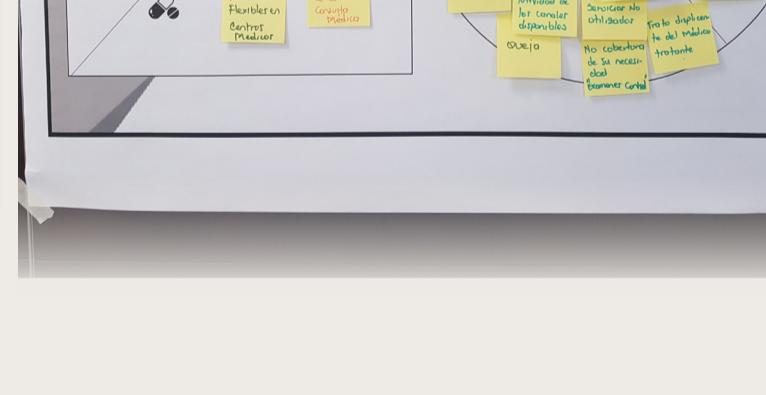
Mujeres adultas urbanas

cotizantes

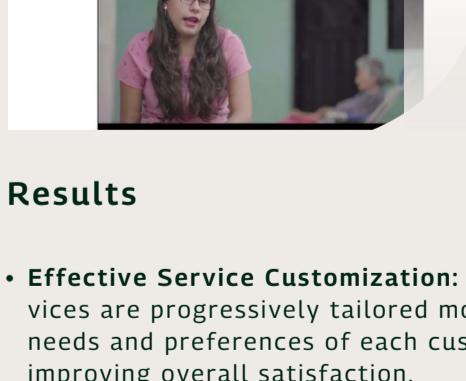
19%

Cliente: NUEVA EPS

PROCESS | CO-CREATION Workshops



ACHIEVEMENTS AND RESULTS



Results

- **Effective Service Customization:** NUEVA EPS services are progressively tailored more precisely to the needs and preferences of each customer archetype, improving overall satisfaction.
- **Customer Service Efficiency:** The customer experience team proactively anticipates and addresses customer needs, optimizing service efficiency.



Los valedores son trabajadores formales, pensionados o independientes que viven en la ruralidad. Son el sustento de grupos familiares y se dedican especialmente a las tareas manuales, agrícolas y de extracción. Son adultos y adultos mayores que viven una vida activa que les ha permitido acceder socialmente, pero no asegurar para ellos mismos altos niveles educativos, sin embargo, su nivel de digitalización es relativamente bueno, ya que el uso de tecnologías de comunicación es clave para su cotidiano.

17% de la población

Descripciones

CERTEZA

- Costos adicionales
- Disponibilidad de medicamentos
- Centralización
- Seguridad

CERCANÍA

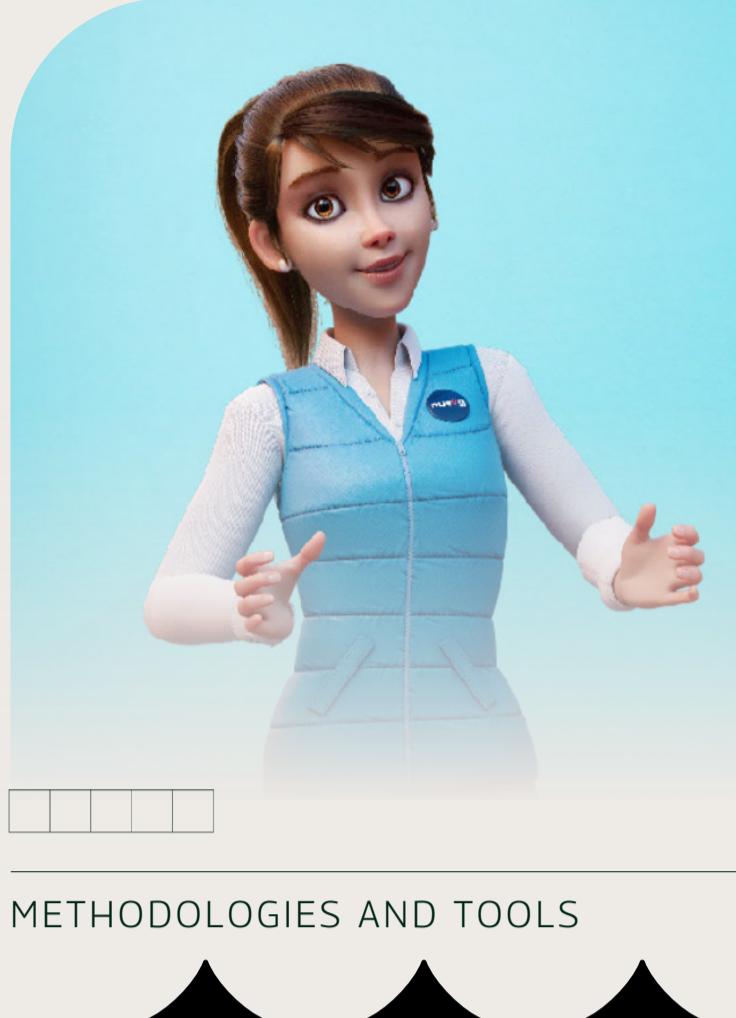
- Flexibilidad
- Integrabilidad
- Seguridad

Story Shorts

<https://youtu.be/pVVyKcJ4RjE>

<https://youtu.be/zSSsu2VduSc>

<https://youtu.be/IYE98wUajFY>



EVA: CHATBOT

NUEVA EPS

CLIENT

2021



UX DESIGNER & WRITTER

ROLE

DESCRIPTION

To develop an efficient chatbot for the healthcare company Nueva EPS in order to facilitate the management of services and queries for users, improving the customer experience and streamlining user care processes.

Beneficiary users:

Nueva EPS affiliates.

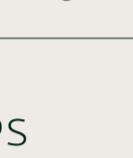
Customer Service Staff:

Links: <https://www.behance.net/gallery/132968331/Chat-bot-EVA-Nueva-EPS>

METHODOLOGIES AND TOOLS



Service design



Lean six sigma



SCRUM



UX- UI



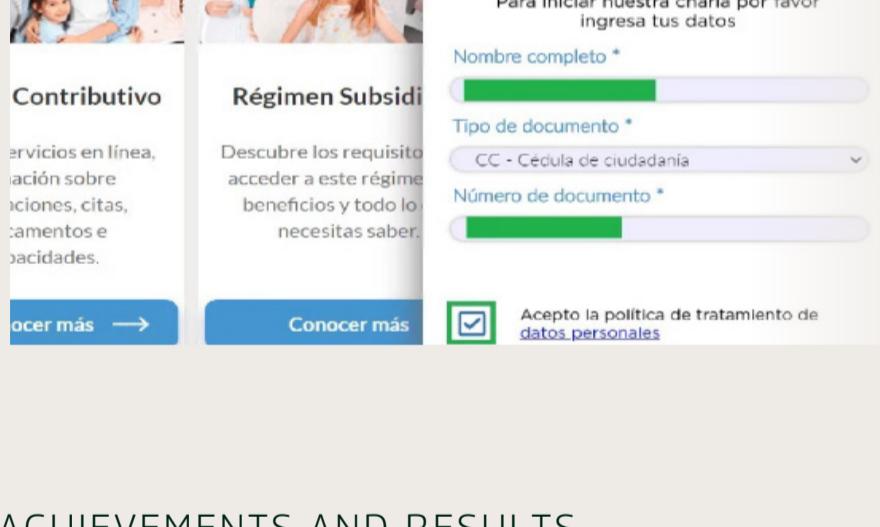
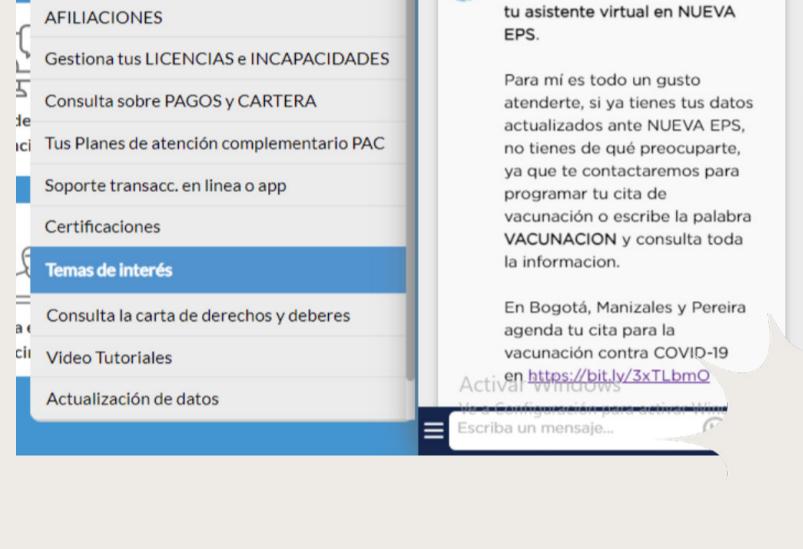
Change management



Ethnography

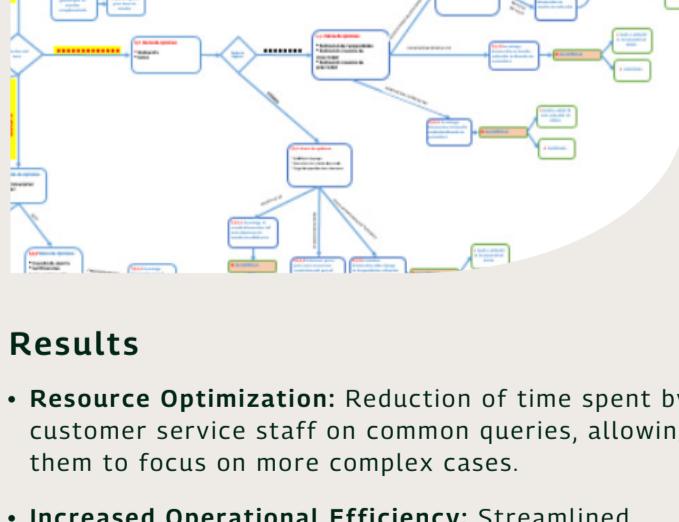
PROCESS | STEPS

1. Definition of Requirements
2. Chatbot design and UX writting
3. Creation of an intuitive conversational interface
4. Implementation and Testing
5. Staff Training
6. Launch and Monitoring.



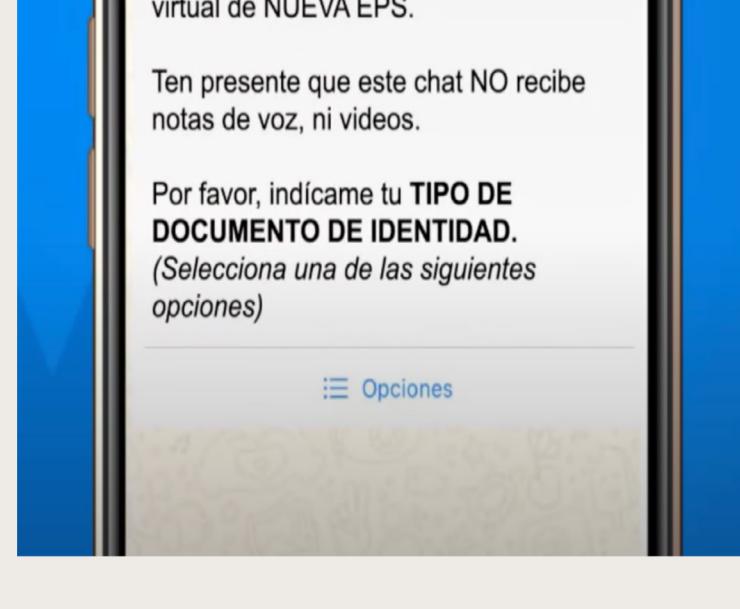
PROCESS | ITERATIONS

ACHIEVEMENTS AND RESULTS



Results

- **Resource Optimization:** Reduction of time spent by customer service staff on common queries, allowing them to focus on more complex cases.
- **Increased Operational Efficiency:** Streamlined internal processes related to customer service and service management.
- **Increased Availability:** Users will be able to access customer service through the chatbot 24 hours a day, 7 days a week.





COVID-19 VACCINATION

2020





CLIENT

SIGNER

RUL

and customer-centri nation at Nueva EPS

live the best possible service experience throughout the vaccination process.

Beneficiary users:
Nueva EPS affiliates: They will experience a more comfortable, organized and needs-focused vaccination process.

structured protocol management of inquiry

Links: <https://www.behance.net/gallery/132931539/Vacunacion-Covid-19-en-Colombia-Nueva-EPS>

10

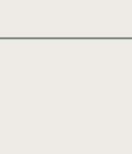
Service Journey Data



Analysis
Service



ments and
sign



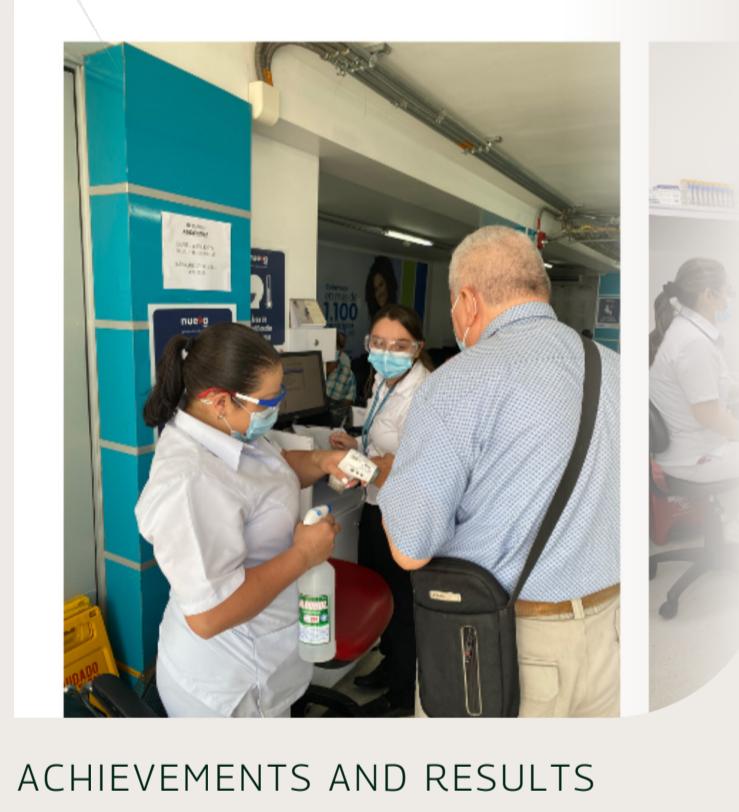
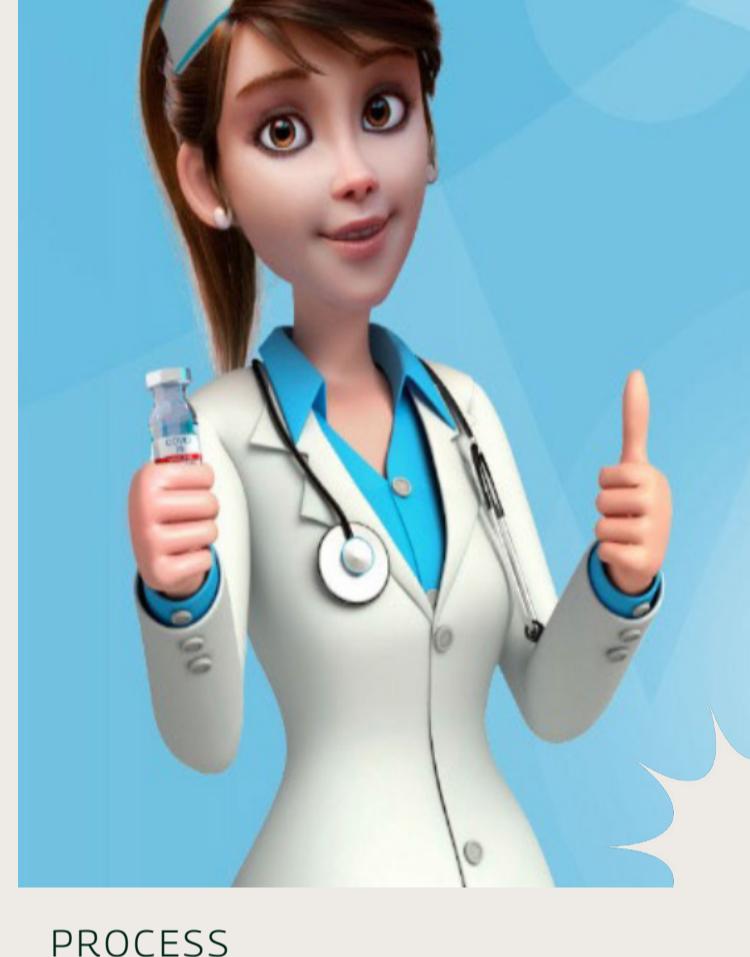
Calculations

3.1. Creation of information

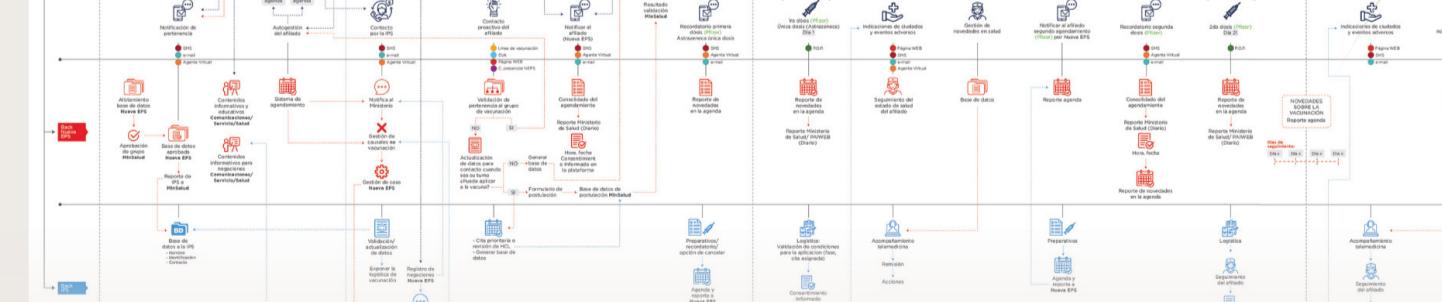
- population.

4. Staff training

5.1.Training of customer service staff and health personnel in charge of vaccination, focusing on friendly treatment, empathy and handling of special situations.



ESTRATEGIA VACUNACIÓN - COVID 19



process process generati

- **Customer Satisfaction:** Customer-centric care and clear communication will contribute to greater satisfaction among affiliates.



RAT THE MYT

CURRENT



MUSICAL PROJECT

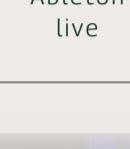
CREATOR

ROL

DESCRIPTION

This music creation project dives into the world of electronic music, exploring genres such as techhouse, techambient, trance and neoperreo. Its purpose goes beyond mere sound production, seeking to generate aesthetic experiences that inspire reflection on the future.

METHODOLOGIES AND TOOLS



Ableton
live



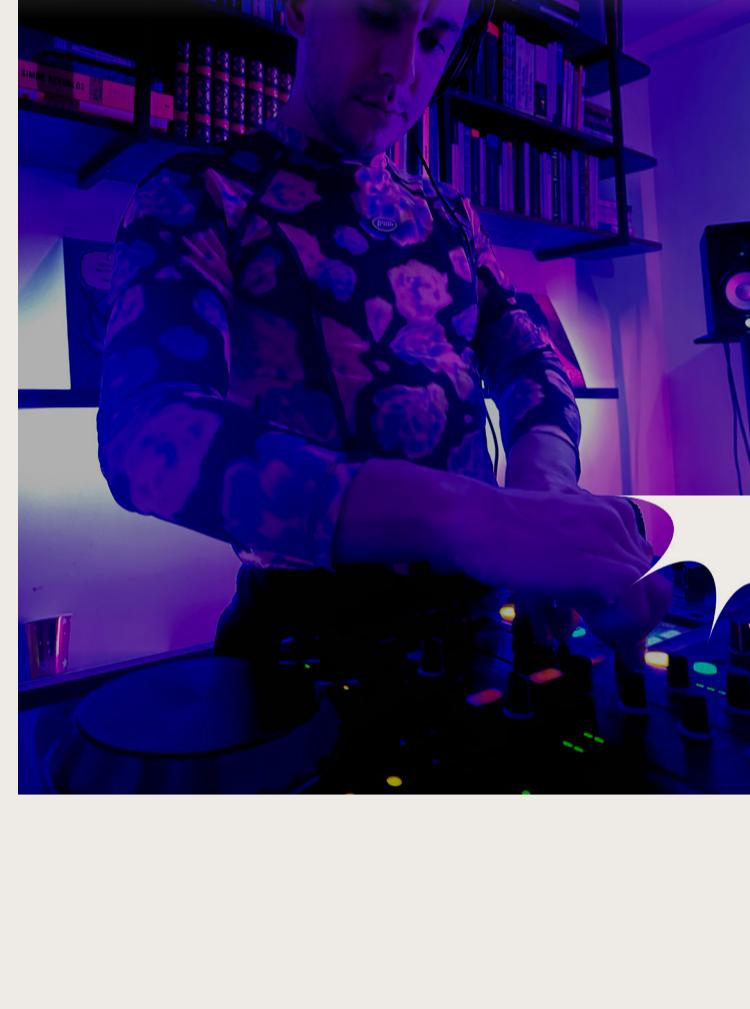
Touchdesigner



Music and
aesthetic
research

Under this proposal the party, conceived as a **ritual scenario**, becomes a space for the recognition of the other and of oneself, **catalyzing the awakening of consciousness**. This festive atmosphere becomes a means to transcend the superficial and connect with deeper dimensions of existence.

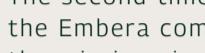
In this context, this proposal distances itself from the idea of a pure emotional experience, highlighting a diverse spectrum of emotions that goes beyond the positive. **The audience is immersed in a sensory journey** that allows the recognition of pleasure in different emotional and thought nuances.



RAT THE MYT

TIK TOK: @RATTHEMYT





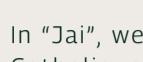
JAI

DOCUMENTARY FILM

RESEARCHER AND DIRECTOR

ROLE

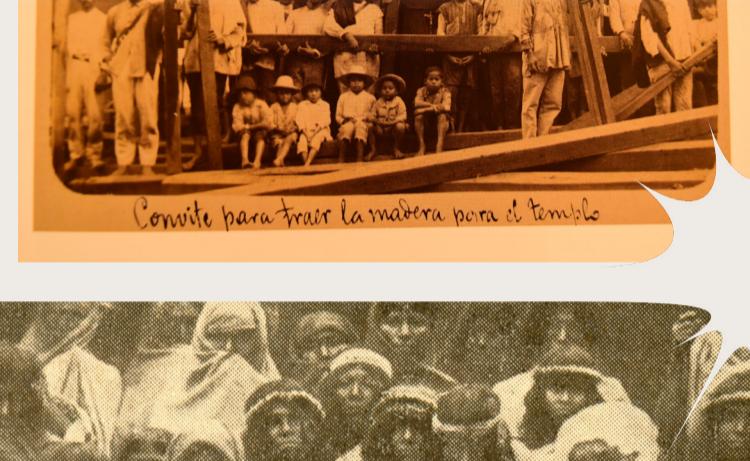
IN DEVELOPMENT



In "Jai", we dive into the fascinating link between the Catholic missions of the 19th century in Colombia and their impact on indigenous and black communities, especially in the Urabá region of Chocó. This project, aimed at integrating these communities into the fabric of the Colombian state, left deep and complex traces that reverberate today. The narrative unfolds through two intertwined timelines. The first follows the legacy of the Catholic missions, led by the Discalced Carmelites, and their role in the ideological and social transformation of the inhabitants of the national territories. We highlight the unique work of Severino de Santa Teresa, a missionary who meticulously documented the Embera culture, capturing myths, language and music.

The second timeline delves into the current struggle of the Embera communities in Urabá Chocó. After the end of the missions in 1941, they faced the cruelty of war and the loss of their strategic territory. With the peace processes, some communities are returning to their ancestral land, eager to rebuild their past and future.

The heart of the documentary beats to the rhythm of Embera music, a spiritual connection that has defied historical adversities. Through images, stories and melodies, it seeks to resurrect the visual, historical and musical memories that belong to them, supporting their process of social reorganization and revitalizing their present.



BLACK PEOPLE: ITINERARIES, VOICES AND GENEALOGIES

2014



DOCUMENTARY FILM

PROJECT TYPE

SCHOOL OF GENDER STUDIES -
MINISTRY OF CULTURE OF COLOMBIA

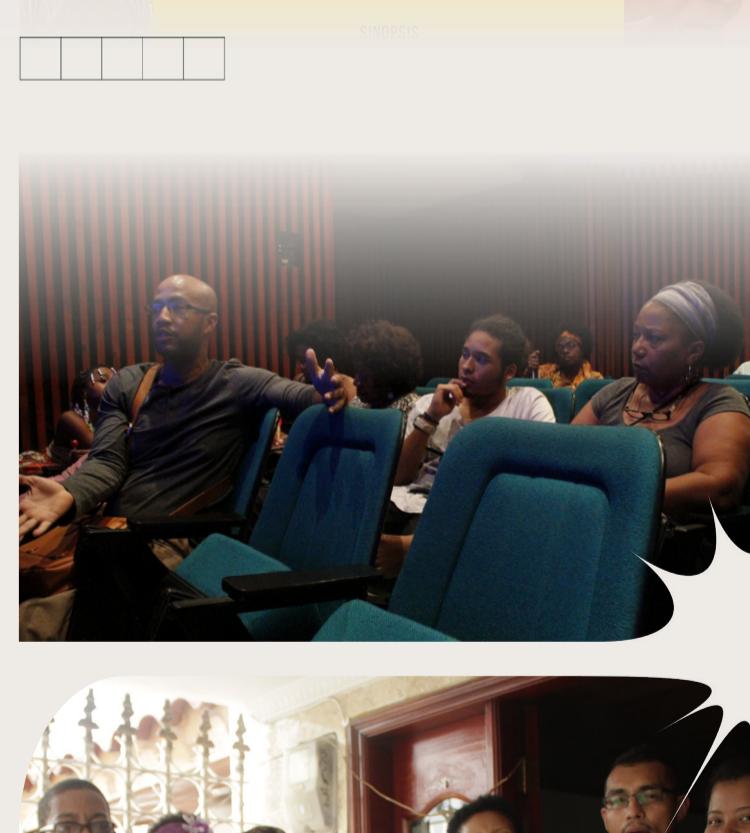
CLIENT

RESEARCHER AND DIRECTOR

ROLE

This documentary is part of the project "Social ascent, racialization and gender in Cartagena and Quibdó. Regional differences in parallel" of the School of Gender Studies of the National University of Colombia, under the coordination of Mara Viveros and Franklin Gil. This documentary is part of the largest research program on black middle classes in Colombia, which seeks to continue contributing to the understanding and visibility of processes that have been little considered in the Colombian social sciences and to contribute to the reconstruction of the social memory of the insertion of this population in a society marked by strong inequalities.

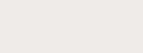
[Link: https://www.youtube.com/watch?app=desk-](https://www.youtube.com/watch?app=desktop&v=KQzXWVjyfIw)





CALLED ORPHAN

2017



MUSEOGRAPHIC EXHIBITION

PROJECT TYPE

GENERAL ARCHIVE OF THE NATION
COLOMBIAN INSTITUTE OF ANTHROPOLOGY

CLIENT

RESEARCHER AND CURATOR

ROLE

How to create a nation out of the social diversity of the Colombian territory? The Colombian governments of the late nineteenth and early twentieth centuries responded to this crossroads by depositing their political and economic power in Catholic and Christian evangelism, handing over education to the church. In this way they would achieve the civilization of all those who did not live in the cities, those who lived in the frontiers of the nation: the high mountains, the jungles and deserts, populated by the most diverse societies, considered savages for being different from the ideal citizen and infidels, for not believing in the Christian faith.

Education was a means to civilize the so-called citizens, molded in the image and likeness of the modern and Christian ideal, which, by grouping indigenous and black children in orphanages, boarding schools and schools, would promote the fatal sense of calling children orphans; a fatality that is communicated in the medium privileged by the missions: photography. This medium, homologous to the missions' faustian civilizing work, consecrated the negation of indigenous and black identities, a negation that took the form of the discipline of the body, family separation and the death of future time.

This exhibition tackled this problem by reconstructing from audiovisual and ethnographic materials this painful memory of the process of civilization of indigenous children in Colombia.

Link: <https://www.archivogeneral.gov.co/el-agn-invita-la-exposicion-llamado-huerfano-orfelinatos-internados-y-escuelas-de-mision-en-colombia>



RETRACTUS:

ETHNOGRAPHIC MEMORIES

IN COLOMBIA

2014

MUSEOGRAPHIC EXHIBITION

PROJECT TYPE

NATIONAL UNIVERSITY OF COLOMBIA

CLIENT

RESEARCHER AND CURATOR

ROLE

Retractus is a museographic composition of fifty different life circumstances, constructed by the gazes of 24 ethnographic photographers and more than 50 characters that appear in their photographs. There is in the human skin a record of information more eloquent than that which can be found in the pages of a field diary, and photography has sought in part to capture this record of experience and in part to cut it out, because there is in the limits of each photograph a world impossible to reproduce: what we are left with are fragments.

Retractus is a tribute to photography's ability to capture what is believed to be the ungraspable present and an admiration, also, for the incomparable eloquence of bodies and faces. Thus, Retractus became a composition of very diverse times and places, where the limits of each photograph meet to tell us the story of living in a nation whose ethnic and social diversity reveals the existence of many possibilities of being and living.

Link: <https://www.las2orillas.co/la-riqueza-etnica-colombiana-en-solo-lugar/>





TITULO LARGO ARTI- **Investigación e insigth**

AÑO 2024

ARTICLES



Lorem Ipsum es simplemente el texto de relleno de las imprentas y archivos de texto. Lorem Ipsum ha sido el texto de relleno estándar de las industrias el año 1500, cuando un impresor (N. del T. persona se dedica a la impren.



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ALEJANDRO
LOMBANA

BAT THE MYTH

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OTRA PARA TEXTO

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DESIGN AND INNOVA-

UX-UI-

FUTURE THINKING

SERVICE DESIGN