

EXPERTISE SUMMARY 9 years of experience in cross-functionally projects of industrial and digital product design, brand development and communication · Strong technical background, sketching, 2D & 3D form knowledge · Well experienced in deadline driven, fast paced and creative environments · Experience working in a multi-disciplinary teams of strategists, researchers and consultants

EXPERIENCE **ESIDE Design Hub**

Boulder, CO, USA.

Founder & Lead Designer, April 2019 - Present

I founded ESIDE to have a platform from which I could collaborate with organizations and individuals from all over the world. I imagined a global hub where projects that put people and the environment first could be envisioned and brought to life. ESIDE is based in Boulder, and has delivered *Design + Strategy* services to entrepreneurs and businesses in USA, Argentina, Germany and Denmark, creating digital and physical products. My role as a designer has ranged from product development to ideation, design to manufacturing, UX-UI, service development, digital storytelling and branding.

LAFONT Cast Iron

Boulder, CO, USA.

Communication and Design Manager, Dec 2018 - April 2020

Worked on the identification of consumer needs for the development of a range of kitchen products, from design through manufacture, that would respond to those needs in a sustainable way. Designed the brand's communication strategy. Managed Lafont's digital assets. Coordinated teams in the areas of: Programming, Online Marketing, Sales and Art Direction.

EATALY

Munich, Germany.

Communication and Graphics Associate, June 2017 - June 2018

Work directly with clients and fellow teammates to develop and deliver visual concepts, including branding, communication products and user interfaces. Partnered cross functionally to assess and understand customer needs. Ensured Eataly's brand aesthetic across all touch-points, reviewing all creativities within the team to confirm accuracy and consistency. Developed innovative visual elements to support a strong, focused brand vision.

LAFONT Cast Iron

Buenos Aires, Argentina & Munich, Germany.

Lead Designer, March 2015 - June 2017

Designed dinnerware, tabletop products and casserole accessories. Worked directly with suppliers of olive wood, marble, glass, enamelware, textiles and ceramics to control manufacturing processes. Modeled and developed blueprints for cast iron products. Managed social media and online store.

Wedcompany

Buenos Aires, Argentina.

Visual Designer, June 2013 - March 2015

Worked on the ideation and implementation of the Brand's Identity renovation. Planned communications strategy and designed media content: presentations, advertising and social networks. Worked on the UX-UI development of Online Platforms. Research of design trends and innovative online services. Became responsible for the company's sustainable standards.

FADU - Universidad de Buenos Aires

Buenos Aires, Argentina.

Assistant Professor, March 2013 - March 2015

Dictated complementary theory of morphology and how it can be applied to two or three dimensions during practical class. Conducted one on one tuition and workshops on materials, concepts and presentation. Assisted in class planning and recompilation of material. Graded students.

Estudio Fuga & Vortex Design Solutions

Buenos Aires, Argentina.

Mechanical Design Associate, April 2011 - June 2013

Assisted on modeling and rendering of mechanical parts, reverse engineering, product design and development for the aviation, spacial and health industry.

EDUCATION **FADU - Universidad de Buenos Aires**

Buenos Aires, Argentina.

March 2007 - December 2011

Industrial Design Diploma.

London Art Portfolio

London, UK.

December 2010 - March 2011

Fine Arts portfolio preparation.

AWARDS **INNOVAR 2012 Contest - ARGENTINA**

Second prize winner in the category of Innovative Product for "ALAMEDA: Glass Crusher Machine", a machine developed to assist waste management cooperatives to recycle glass containers safely.

SKILLS Design research, Strategy, Systems, UX-UI, Prototyping, 3D Modeling, Storytelling, Sketching, Art Direction, Photography.

InDesign, Illustrator, Photoshop, Sketch, SolidWorks, Rhino, CSS

INTERNATIONAL EXPERIENCE

I lived worked and studied in Buenos Aires, London, Milan, Munich, Berlin, Copenhagen, and Boulder.