

Catalina Lotero

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CORE PROFICIENCIES

Creative Management | Concept and Strategy Development | UX Research | Client Management | Design Direction
| Copywriting |

EDUCATION

KEIO UNIVERSITY

2018 - 2020

Master of Media Design, Tokyo, Japan

- Guest Speaker at Design Indaba, Cape Town, South Africa (2020) and Dubai Design Week, Dubai, UAE (2019) and The BioDesign Challenge, New York, U.S. (2019) with graduate project
- Recipient of Dean's List Academic Achievement Award

PONTIFICIA UNIVERSIDAD JAVERIANA

2007 – 2012

Bachelor of Industrial Design, Bogotá, Colombia

- Summa cum laude with graduate project

PROFESIONAL EXPERIENCE

KEIO UNIVERSITY

2020 - 2022

DESIGN RESEARCHER

- Assisted the lab director to write papers on sustainability and Speculative Design
- Managed the PR activities for all project in the Samcara Research Lab
- Conducted UX Research for Samcara projects

WHATEVER WORKS

2013 - 2020

CO-FOUNDER/ DESIGN STRATEGY DIRECTOR

- Founded a creative agency specialized in branding and digital marketing that develops integral design strategies to increase effectiveness of commercial initiatives.
- Led 60 projects for private companies and nonprofits in the U.S., Mexico, Japan, Korea, Australia, Germany and Colombia
- Won Most Innovative Idea at the MIT Design Challenge – featured in Forbes, #40under40 and Deutsche Welle - May 2020

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2015 - 2017

MARKETING & SALES DIRECTOR

- Led the Marketing and Sales teams achieving a company growth of 160% in 2 years
- Reinforced the brand by redesigning the corporate identity and executing online marketing campaigns
- Developed a new Corporate Strategic Planning methodology and coordinated all related activities
- Accomplished \$1,000,000 USD in free press

CERTIFICATIONS

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- Certified Google UX designer

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