

CATALINA GÓMEZ

Product and Graphic Designer

CONTACT

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PROFILE

I am a creative, passionate, reliable, and goal-oriented product and graphic designer, with vast experience leading the creative and productive process in the manufacturing industry. I'm a self-starter professional with a proven ability to analyze customer needs and deliver solutions through objects.

SKILLS

Knowledge of garment design and construction
Pattern design, sewing and finishing
Knowledge of apparel market, color and trends.
Packaging (carboard, lithography)
Illustration
keen eye for details and color combination

Technical SKILLS

Adobe CC,
(Illustrator, Photoshop, Animate, Indesign),
Microsoft Office,
Procreate,
Stencyl,
3D Max.

LANGUAGES

Spanish
English

EDUCATION

Professional

February 2005, November 2010

BACHELOR OF INDUSTRIAL DESIGN

UNIVERSIDAD DE LOS ANDES
Bogotá, Colombia

Currently in progress

Marketing in a Digital World

Online Micromaster
CURTIN UNIVERSITY

Certificates

ENVIRONMENTAL ENGINEERING

UNIVERSIDAD ECCI
Bogotá, Colombia

Entrepreneurship for Global Challenges in Emerging Markets

DELFT UNIVERSITY OF TECHNOLOGY
Delft, The Netherlands

DESIGN LEADERSHIP AND INNOVATION

DELFT UNIVERSITY OF TECHNOLOGY
Delft, The Netherlands

CIRCULAR FASHION: Sustainable Clothing Industry

Wageningen University and ArtEZ University
The Netherlands

WORKING EXPERIENCE

2013 -CURRENTLY

PRODUCTION MANAGER AND PRODUCT DESIGNER

PLUI

www.pluienlalluvia.com

Bogotá, Colombia

8 years of experience running my own children clothing brand; Lead the entire creative and productive process of every PLUI product.

Within the creative process I was in charge of: Briefing, Developing the idea, building prototypes, and testing prototypes.

Within the production process I was in charge of: Searching and negotiating supplies, testing materials, creating the tech packs, and organizing the production calendar.

I design marketing strategies to launch our products to the market.

I negotiate with both international and national suppliers, distributors and clients.

Sep. 2019

Fashion Designer Intern

Ash & Rose

Boston, Massachusetts

-Produce pieces of clothes for the Ash & Rose Collection.

2018

CONCEPT DESIGNER

Proyecto RE-pensando la basura

Bogotá, Colombia

I helped to design the strategies of the projects, the project aims to help raise awareness in Colombians children of the importance of recycling and treating waste responsible.

2012- 2013

GRAPHIC DESIGNER

FARMATODO

Bogotá, Colombia

Develop marketing proposals to increase product visibility and sales.

Design brochures to showcase new products that were added to the Farmatodo portfolio.

2011 - 2012

PRODUCT & GRAPHIC DESIGNER

ARTPRINT

Bogotá, Colombia

Developed creative packaging solutions based on the analysis of the customer needs to enhance not just the functionality of the package but its aesthetics.

I led a successful proposal that opened a new market segment for the company.

2018

ECO-VOLUNTEER

IPBio- INSTITUTO DE PESQUISAS DA BIODIVERSIDADE

Iporanga, Brazil

REFERENCES

I will provide references upon request.