



Andrés Agudelo andresagudelo.com Product Designer

Hola!

My name is Andrés. I'm a Colombian product designer, activist, and plant-based human.

I've spent over 13 years developing user-centered projects and experiences in several fields of design. As an Design Director I've led projects that combine product, visual, graphic, industrial, brand, store, and furniture design. I even taught design theory at the largest public university in Bogota.

I am a versatile and dynamic professional with strong leadership skills. My design experience, record of project execution, and commitment to continuous learning are my most valuable assets when facing new challenges.

Skills



Product Design, Visual Design, strategy, Interaction Design, illustration, User Interface, Design, Adobe Creative Suite, Art direction, Design Systems, prototyping, Figma, wireframes, persona development, Invision, paper sketching, User Research, Accessibility, brand identity, project execution, Information Architecture.

Education



Design Systems
Memorisely

Sustainability/Systems thinking certificate
UCLA Extension, Los Angeles.

User Experience
UCLA Extension, Los Angeles.

Product Design and Development Specialization
Universidad Nacional de Colombia, Bogotá.

Bachelor's degree in Industrial and Graphic Design
Universidad Nacional de Colombia, Bogotá.

Studies towards Ba's in Business Management
Universidad Nacional de Colombia, Bogotá.

Entrepreneurship
Universidad Nacional de Colombia, Bogotá.

Experience



Product Designer Director / Nelson Education , April 2018 - Present

I took full ownership of the Edwin product, creating a Product design department from the bottom up. A user-centered experienced is imperative for learning, so I developed the guidelines for a team of engineers, stakeholders, content developers, product managers, and marketing professionals to deliver the future of education to a vast community of students and educators.

Design Director / HDK Media , January 2016 - January 2018

Direction of the strategy and execution of the design department, development and creation of both digital and printed solutions, development of an user-centered design methodology.

Art Director / HDK Media , Nov 2014 - Jan 2016

Development of concepts and creation of visual solutions for multiple media platforms and clients, strategy, project execution and methodology.

Creative Director / Cultura Creativa , Jan 2012 - Jan 2014

Overall direction of the concept and creative process, strategy, product and graphic development, prototyping and production management, environmental and experience design.

Guest Lecturer / Universidad Nacional de Colombia , First semester of 2013

Guest lecturer for the Design Theory class offered by the Bachelor program in Industrial Design and the Institute of Aesthetic Research conducted by PhD. Aurelio Horta.

Art Director / Claus Decoracion , May 2010 - Jun 2012

Development of concepts and creation of visual solutions for TV sets and events, prototyping and production management, environmental and experience design.