

# Josefina Guzmán

## Strategy & Service Designer

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### Education

#### London Metropolitan University MA Textile Design

2021 - 2022 - London, UK

- ° Focus on design research methodologies.
- ° Research on materials and sustainability.

#### University of Technology Sydney Design Exchange Program

2016 - 2017 - Sydney, Australia

- ° Critical design & textile techniques courses.

#### Pontificia Universidad Católica de Chile Strategy Design Bachelor

2013 - 2018 - Sydney, Australia

- ° Studies focused in strategy design: design research methodologies, service design, interaction, user-centered & design thinking.
- ° Assistantships in modules:  
Market Workshop II: Brand Identity & Business Strategy. Product Image: Analysis and communication for new products.

#### Google UX Design Professional Diploma Foundations of User Experience (UX)

2022 - London, UK

### Skills

**Research:** Design Sprints, System maps, Wireframes, Personas, Blueprints, Journey and Experience maps, Empathy maps, Quanti + Quali methods, Story Boarding, Digital Prototyping, Usability Test.

**Softwares:** Figma, Miró, Adobe Cloud, Mailchimp, Shopify, Wix, Microsoft Suite.

**Languages:** Native Spanish, Fluent English.

### Work Experience

#### Adeu / Co-Founder & Creative Director

Lifestyle & Fashion brand based on sustainable materials

August 2018 - Present - Chile

- ° General management, art direction, and team leadership.
- ° Developed and executed the business plans reaching \$120 M in sales per year, rising 100% from the last period.
- ° Market and brand strategy to identify more accessible onboarding and engaging opportunities for new clients.

#### Salty Co / Freelance Branding Consultant

Material innovation Start-Up · 2022 Global Change Award

September - December 2022 - London, UK

- ° Conduct branding sprints for the founders.
- ° Information structuring work for strategic communication with the major stakeholders involved in the product.
- ° Graphic work including digital, packaging, and printables.

#### Forus / Digital Design Manager

Biggest Latin American Retail \$400 MM +1000 employees

June 2019 - August 2021 - Chile

- ° Planning and execution of art direction, coherently expressing the brand's communication objectives through different channels (JanSport, Brooks USA, Bsoul).
- ° Market analysis and conduction of brand sprints with mayor stakeholders to launch a new brand identity for woman's sports brand in the Latin American market.
- ° Development of digital services that meet user needs, leading the marketing team in regard to the web page, mailing, social media, campaigns, and photoshoots.

#### Lorna Murray Studio / Graphic Designer

Art & Design Studio with sales in Oceania, Europe & Asia

December 2016 - June 2017 - Sydney Australia

- ° Development of new web and branding to sell worldwide.
- ° Contact with suppliers and assistance in design workshops.
- ° Graphic design of LookBook 2017.

### Volunteer Work

#### IVHQ / Full time English Teacher

February - March 2017 - Villa Tigman, Philippines

#### Crea + / Math Reinforcement Teacher

March - December 2011 - Puente Alto, Chile