

# Josefina Guzmán

## Brand & Fashion 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

Strategy Design Bachelor

2013 - 2018 - Santiago, Chile

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

#### Google UX 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

Salty Co + Others / **Freelance Brand Consultant**  
Material innovation Start-Up · 2022 Global Change Award

September 2022 - Today - 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.

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

Lifestyle & Fashion brand based on sustainable materials

August 2018 - Today - Santiago, Chile

- ° General management, Brand + Art direction and team leadership for more than 5 years.
- ° Womenswear head designer in charge of developing the S&W collection from concept to execution, communicating the trend analysis and the company's creative vision to the design teams and the stakeholders.
- ° Contact with suppliers to develop products in India, Perú and Chile + Market and brand strategy to identify more accessible onboarding & engaging opportunities for clients.

#### Forus / **Brand Designer Sport Division**

Biggest Latin American Retail \$400 MM +1000 employees

June 2019 - August 2021 - LATAM

- ° Planning and execution of art direction, coherently expressing the brand's communication objectives through different channels (JanSport, Brooks USA, Bsoul.com).
- ° 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, assistance in design textile workshops and production 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