





CAMILA PERALTA

EXPERIENCE, INTERFACE, INFORMATION & GRAPHIC DESIGNER

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ABOUT

My name is Camila. I am a visual communicator focused on the creation of digital products and design systems within cross-functional teams. For the past few years I have been involved in a broad range of projects at Rocket Internet and MenschDanke, undertaking a versatile role responsible for the UX/UI, iconography, branding and animations, as well leading the communication with engineers & marketing.

EXPERIENCE

- Since September 2017 **MenschDanke**
Creative Director
Defining design process and aesthetic direction; leading user experience, interface and interaction design, branding and visual design. Developing cross-functional projects and relationships for product (such as personas, customer journey, information architecture, landing pages) and marketing (such as pitch presentations, advertising campaigns, brand manuals).
- January 2016 - August 2017 **MenschDanke**
User Experience and Interface Designer
User experience and interface design. Work included researching, prototyping, building design systems, delivering assets and development assistance.
- January - Juli 2016 **GA Architects**
User Experience and Interface Designer | Freelance
User experience and interface design for the agency website.
- April - October 2015 **Rocket Internet**
Lead Designer
Designer for Lyke, Rocket Internet venture focused on fashion e-Commerce. Work included brand direction across touch-points, designing visual assets, user experience and interface design.
- October 2014 - January 2015 **Rip Curl**
Graphic Designer
Graphic Designer for the women department. Work included printed artworks for textiles, packaging and trims design.
- November 2007 - May 2010 **Falabella**
Fashion and Graphic Designer
Fashion designer of men clothes department. In charge of the brands Second Image and Mossimo. Assistant designer for the brands Americanino and Lois. Work included garment, trims, prints and accessories design.
- March - December 2006 **Universidad del Pacífico**
Teacher Assistant
Teacher Assistant for the classes „Expressive Illustration“ „Textile Processes“ and „Experimental Workshop“

TECHNICAL SKILLS

- Sketch ●●●●●●●●
- Principle ●●●●●●○
- Zeplin ●●●●●●○
- Invision ●●●●●●●●
- Illustrator ●●●●●●●●
- Photoshop ●●●●●●●●
- InDesign ●●●●●●○
- After Effects ●●●●●○
- PowerPoint ●●●●●●●●
- Webflow ●●●●●○
- Wordpress ●●●●●●●●

LANGUAGES

- Spanish ●●●●●●●●
Native
- English ●●●●●●○
IELTS 7,5
- German ●●●●●○
C2.1 DSH

EDUCATION

- October 2012
Juli 2016 ● **Bachelor of Visual Communication**
Berlin, Germany
UDK Universität der Künste Berlin
Degree with honors
- Winter Semester
2011 ● **Typeface design**
Potsdam, Germany
Guest student in the class "Typeface design" of Prof. Lucas de Groot
- Winter Semester
2009 ● **Digital Photography**
Santiago, Chile
Pontificia Universidad Católica
- March 2004
October 2007 ● **Bachelor of Design**
Santiago, Chile
Universidad del Pacífico
Degree with honors
- January
April 2002 ● **Saint Francis High School**
Mountain View, California
Exchange program
- March 1990
December 2003 ● **Saint George's College**
Santiago, Chile
High school and middle school

PUBLICATIONS

- 2017 ● **Versus.com: A Tech-Lover's Paradise For Super Easy Product Spec Comparisons**
Design Taxi
- 2017 ● **Designing The Perfect Feature Comparison Table**
Smashing Magazine
- 2015 ● **Visual Power - Information Design**
Design Media Publishing Limited
- 2012 ● **Packaging and Structure**
Sendpoints Books
- 2012 ● **Good Idea Two**
Hightone Books
- 2008 ● **Técnicas de diseño de moda por ordenador**
Ana Maria Lopez

HOBBIES



Learning



Building



Sewing



Concerts



Pilates



Outdoors



Baking



Origami