





# 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 creative approaches; directing user experience, interface and interaction design, branding and visual assets. Providing direction to staff including designers, developers, sales teams, marketers and copywriters.
- January 2016 - August 2017 **MenschDanke**  
*User Experience Designer*  
User interface and experience designer, work includes interaction design, IA, visual design, research and frontend development assistance.
- January - Juli 2016 **GA Architects**  
*Graphic Designer | Freelance*  
User Interface and User Experience design.
- April - October 2015 **Rocket Internet**  
*Lead Graphic Designer*  
Graphic designer for Lyke, a venture of Rocket Internet, work included branding, visual and Ui/Ux 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 accessoires design.
- March - December 2006 **Universidad del Pacífico**  
*Teacher Assistant*  
Teacher Assistant of Prof. Ricardo Guzman for the class „Expressive Illustration“ Teacher Assistant of Prof. Maria de la Luz Valencia for the class „Textile Processes“ Teacher Assistant of Prof. Montserrat Lira for the class „Experimental Workshop“

## TECHNICAL SKILLS

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

## LANGUAGES

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

## EDUCATION

- October 2012  
Juli 2016 • **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 • **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