

SANTIAGO CAICEDO VELEZ

15 Dunham Pl. Apt. 11E | Brooklyn, NY | 11249
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Summary

Multifaceted designer focused on human centered design and strategic problem solving. Curious, observant, highly interested in human behavior with a strong desire to discover and try new things.

Adept at using a wide variety of skills to propose multiple innovative solutions that respond to the user's needs; and working with team members to implement the most appropriate solution.

Design Skills

- Service Design / Human Center Design
 - User Experience Design (UX)
 - User Interface Design (UI)
 - Information Architecture
 - Design Research / Ethnography
 - Wireframing / Prototyping
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Technical Skills

- Adobe Photoshop, Illustrator, InDesign, Lightroom, Premiere Pro, After Effects & Speedgrade
 - HTML, CSS, JQuery, React
 - Sharepoint Server, Sharepoint Designer
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Education

Bachelor in Communication Design

Universidad de los Andes
Bogota, Colombia
Graduated: October 2011

Languages

English - Full Professional Proficiency
Spanish - Full Professional Proficiency
Japanese - Beginner

Work Status

US Permanent Resident



www.santiago-caicedo.com

Experience & Accomplishments

SIXCYCLE

Jun 2015 - Present / Brooklyn, NY

Service Design | User Experience (UX) Design and User Interface (UI) Design | Design Research
Front-end Development

- Contributed to the conceptualization of the service
 - Led design of the UX & UI for the product: a web app and an iOS app
 - Designed a portion of the user's research structure
 - Implemented a portion of the front-end for the web app
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ROBERT A. M. STERN ARCHITECTS

Jan 2012- Jun 2015 / New York, NY

Visual Design | User Experience (UX) Design and User Interface (UI) Design | Information Architecture
Front-end Development | Architect's Assistant
Sharepoint Development

- Implemented, organized, maintained and created innovative solutions for the intranet and other internal digital services
 - Designed booklets, posters, presentations and image identity for internal and external projects
 - Assisted in the design process of an art building and a dining hall for a college
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DELAB

Jun 2009 - Jul 2010 / Bogotá, Colombia

Visual Design | Identity Design | Editorial Design
Service Design

- Helped to improve the service of a chain restaurant
- Created the image identity and a collection of booklets for a psychology association
- Designed the image identity for multiple clients as well as a variety of editorial pieces