

Diego Lara Olguín

Designer | Creative

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Mexico City

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EDUCATION

CENTRO de Diseño, Cine y Televisión

BA in Industrial Design

January 2013 - June 2017

MY SPECIALTIES

●
**BRAND EXPERIENCES
& STRATEGY**

●
**FURNITURE & PRODUCT
DESIGN**

●
PRODUCTION DESIGN

WORK EXPERIENCE

▲ **Guateque Producciones** - Designer & Creative

August 2017 - Present | Mexico City

Role description: Brand experience conceptualization, design and production supervisor. POS, Displays, Events and Brand Communication.

Clients: Nespresso, Casa Cuervo, Santander, Pepsi, Adidas.

● **Designaholic.MX** - Columnist and Collaborator

April 2017 - January 2018 | Mexico City

Role description: Monthly column on various topics regarding mexican design.

Link: <http://designaholic.mx/author/diego-olguin>

● **Público** - Industrial Designer

June 2016 - March 2017 | Mexico City

Role description: In-house furniture and interior design for coworking, restaurant and office spaces.

● **Público** - Public Relations & Customer Experience Manager

August 2016 - November 2016 | Mexico City

Role description: Campaign creation, event planning and coordination, press and media, copywriting and contact with digital agency. First point of contact with current clients as well as leads.

● **FOAM** - Junior Designer

January 2016 - April 2016 | Mexico City

Role description: POS, Furniture, Interior and Production design.

Clients: DIAGEO, Fundación Mexico Vivo.

● **Sebastian Errázuriz Studio** - Junior Designer

June 2015 - December 2015 | New York City

Role description: Art Installation, Product & Interior Design.

Clients: Audemars Piguet, Melissa.

● **WantedDesign NYC** - Partnerships & Event Coordination Intern

September 2015 - December 2015 | New York City

Role description: Event logistics & planning. First point of contact with partners and exhibitors. Coordination of the 'Made in the USA' Exhibition at Design Week Mexico 2015.

DESIGN SKILLS

01 Software

Adobe Photoshop	●	●	●	●	●
Adobe Illustrator	●	●	●	●	○
Adobe InDesign	●	●	●	○	○
Adobe Lightroom	●	●	●	●	●
Adobe Premiere	●	●	●	○	○
Rhinoceros	●	●	●	●	●
Solidworks	●	●	●	○	○
VRay	●	●	●	○	○
Keyshot	●	●	●	●	●
Microsoft Office	●	●	●	●	●

02 Knowledge

3D MODELING	RENDERING AND REPRESENTATION
2D & 3D SKETCHING	INBOUND MKT
COPYWRITING	PRESENTATION DESIGN
SPACE PLANNING	ERGONOMICS

LANGUAGES

SPANISH - Mother language

ENGLISH - Second language

FRENCH - Basic reading & writing

RECOGNITIONS

Design Schools Workshop at WantedDesign NYC 2015 & 2017

Twice elected to represent CENTRO and the Industrial Design Department at an International Workshop.

Territorio Creativo - Inédito 2016

Exhibition at the Tamayo Museum of Contemporary Art

MyT Diseño X CENTRO Competition 2014

First place. Category: Table Caddie