



# Daniela Aranguren



Featured in

Exberliner Magazine  
Mindsparkle Mag  
Fuzz Club Records  
Campus Party. COL 1Ed

## Portfolio

[daniearangu.com](#)  
[vimeo.com/daniearangu](#)

## Contact

+49 177 653 4880  
[daniearangu@gmail.com](mailto:daniearangu@gmail.com)

## Location

Berlin, Germany  
Remote friendly

## Work experience

<b>2022-2023</b> OCT - MAR REMOTE/EU	<b>CONSTRUCTOR GROUP</b> SENIOR GRAPHIC DESIGNER	Design system creation for Figma & Adobe creative cloud / Design team process optimization Editorial design / Rebranding implementation / Website design / UX/UI Design / Merch & Stand design / Onsite banners / Email Marketing / A/B Testing / AGILE method / AI prompting
<b>2021-2022</b> DEC - AUG BERLIN /DE	<b>FEED/DEPT AGENCY</b> IN-HOUSE DESIGNER (MID-SENIOR LVL)	Account management and client facing (eBay DE) / Creative brief interpretation & rollout development / B2B, C2C, onsite banners design/ email Marketing design / A/B Testing / In-House & Regional Design work optimisation
<b>2020-2021</b> SEP - DEC BERLIN /DE	<b>FEED/DEPT AGENCY</b> REGIONAL DESIGNER	Onsite banner and Email marketing design for eBay DE (main account) and ANCESTRY DE / Status of regional designer's workflow optimisation for DE Team / A/B Testing
<b>2021-2022</b> JAN - DEC LEIPZIG /DE	<b>TOM WEBER RADIO PROMOTION</b> BRAND & UX UI DESIGNER	Full Re-Branding and Design system / Website design / CMS introduction & implementation / Usability test direction / Internal & B2B format communication design /
<b>2021 - 2022</b> DEC - FEB LEIPZIG /DE	<b>WARM GRAVES   FUZZ CLUB RECORDS</b> MUSIC VIDEO DIRECTION	Music video featuring Warm Graves' "Sun Escape" single from their album "EASE" / Casting, video production, editing and postproduction /
<b>06-12 2021</b> BERLIN /DE	<b>775 RECORDS</b> ART DIRECTOR	Art direction / Brand design & Graphic Design / Design system creation / Merch design / Vinyl cover design / Animation /
<b>2020 - 2021</b> REMOTE/SWE	<b>GAEYA. MUSIC</b> BRAND & GRAPHIC DESIGN	Brand design & Graphic Design/ Art direction / Poster design / Animation / Video Production & Editing /
<b>06-08 2021</b> REMOTE/USA	<b>TAHIR DUCKETT. ACTIVIST</b> WEBSITE DESIGNER	Website design / Onsite Graphic & Layout Design / CMS Blogging system implementation / Illustration /
<b>05-06 2019</b> BERLIN /DE	<b>EXBERLINER MAGAZINE</b> GRAPHIC DESIGN INTERN	Cover Design for 2019 Summer edition (Jun-Aug)/ Illustration & Photo editing /
<b>2020 - 2021</b> BERLIN /DE	<b>MONTAUK. MUSIC ARTIST</b> VIDEO ARTIST	Music Video production, FX & editing / Album Cover layout design /
<b>09-11 2020</b> REMOTE/USA	<b>RE-THINK FOUNDATION</b> GRAPHIC DESIGNER	Graphic & Layout design / Poster, Flyer & Social media banner design /
<b>2018 - 2020</b> BOGOTA /COL	<b>NEWEN SAS.</b> LEAD GRAPHIC DESIGNER	Brand owner / Graphic design (CMYK + RGB) / Internal, C2C, B2C visual design / Presentation deck design / Video editor / Motion Graphic designer.
<b>01-02 2019</b> REMOTE / UK	<b>SURA HEALTH</b> GRAPHIC, UX/UI DESIGNER	Website redesign / layout design & Brand refreshment /
<b>05-06 2018</b> BERLIN /DE	<b>MENSTRUAL HEALTH</b> GRAPHIC DESIGNER	Graphic & Layout design / Illustration / Poster, Flyer & Social media banner design / Email marketing, onsite banner & communication campaign design.
<b>05-06 2018</b> BERLIN /DE	<b>FAIR PHOTO AGENCY</b> GRAPHIC DESIGN INTERN	Graphic & Layout design / Illustration / Poster, Flyer & Social media banner design / Fundraising event pitch advocate
<b>01-09 2018</b> REMOTE/USA	<b>BEGIRL INC</b> PRODUCT DESIGNER (UX/UI)	Product owning / UX & UI Frontend supervision / Wireframe design & prototyping Usability testing / Videomaking & Motion Graphic design /
<b>2017 - 2018</b> OCT - JAN COLOMBIA	<b>BEGIRL INC</b> GRAPHIC DESIGNER VIDEO MAKER	Graphic Designer / Documentary production & editing / Deck presentation design/ Iconography system design
<b>2017 - 2018</b> AUG - MAR BOGOTA /COL	<b>PROTON LAB</b> INDUSTRIAL DESIGNER	Hospital iconography system design / Emergency diagram design / Wallpaper illustration & Mural design /
<b>2014- 2017</b> BOGOTA /COL	<b>LA VALIJA SAS</b> FOUNDER & DIRECTOR INDUSTRIAL DESIGNER	Product (industrial) designer / Graphic design / B2B, C2C, B2B banner design / Email Marketing design / Online Shop design Packaging design (Patent obtained) / Visual communication design / Stand design / Marketing campaign designer & strategist /

## Graduate education

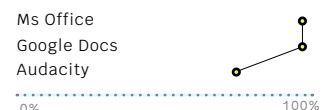
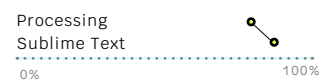
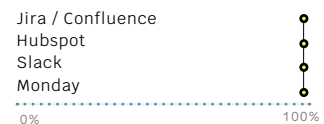
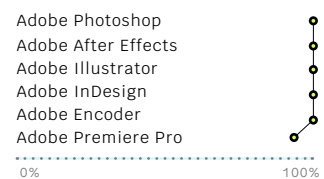
<b>2018 - 2020</b> BERLIN / DE	<b>GRAPHIC DESIGN &amp; VISUAL COMMUNICATION</b>	(4 Semesters) BERLIN INTERNATIONAL UNIVERSITY OF APPLIED SCIENCES
<b>2009 - 2014</b> BOGOTA / COL	<b>BA. INDUSTRIAL DESIGN</b>	UNIVERSIDAD DE BOGOTÁ JORGE TADEO LOZANO



## Languages



## Software skills





## Patents



**CAJA VALIJA**  
Packaging

15205300 | LOCARNO CLASSIFICATION 09.03  
USE RIGHTS 05.12.2016 TO 29.11.2025



## Postgraduate studies

- 2017-2018** ART DIRECTION CERTIFICATE  
BOGOTA / COL Leitmotiv / Universidad Central
- 2017-2018** INBOUND MARKETING CERTIFICATE  
ONLINE Hubspot Academy
- 2016** INTELLECTUAL PROPERTY COURSE  
ONLINE Ventures Foundation
- 2016** E-COMMERCE, STRATEGY & SALES  
ONLINE / COL National Learning System (SENA)
- 2016** ACCESSORIES & FASHION PATTERN DESIGN  
ONLINE / COL National Learning System (SENA)
- 2015** 3D MODELING / PRODUCT DESIGN & RENDERING I, II, III.  
BOGOTA / COL Naska Digital



## Other studies

- 2009 Q3-4** ENVIRONMENTAL ENGINEERING  
BOGOTA / COL Universidad de los Andes
- 2007-2009** VETERINARY MEDICINE  
BOGOTA / COL Universidad Nacional de Colombia
- 2006-2007** VETERINARY MEDICINE  
BOGOTA / COL Universidad de la Salle



## Undergraduate education

- 2005** HIGH SCHOOL DIPLOMA  
BOGOTA / COL Colegio Agustiniano Ciudad Salitre



My name is

**Daniela**  
**Aranguen**

I look forward to work within  
a team that advocates for  
diversity, ethics, inclusion,  
creativity and learning.

Questions, ideas or  
salutes?  
Drop a message [here :\)](#)  
or via [Linked in](#)

### Portfolio links

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- [vimeo.com/daniearangu](#)

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Thank you for reading! It means a lot for applicants.



## Awards & achievements



- 2019-2020** 1ST PLACE  
BERLIN / DE **BERLIN INTERNATIONAL UNIVERSITY OF APPLIED SCIENCES.**  
Winner photography series  
"Patience as a virtue".  
Live on the BI Annual exhibition  
from 2019 to 2020
- 2019** WINNER MAGAZINE COVER  
BERLIN / DE **EXBERLINER MAGAZINE GmbH**  
Featured magazine cover for  
months JUN-AUG 2019
- 2016** SELECTED STARTUP PROJECT  
BOGOTA / COL **YOUNG ENTREPRENEURS BUSINESS FAIR**  
As Founder of LA VALIJA SAS. my  
company was featured in different  
regional events
- 2013** 1ST PLACE - STOPMOTION  
BOGOTA / COL **CAMPUS PARTY 2ND EDITION**  
1st place - Stopmotion shortvideo  
contest for the video  
"El sueño de la garza"
- 2018** STRATEGIST & DESIGNER  
JUL-AUG **MHHUB**  
BERLIN / DE Defined social media strategy  
Designed Newsletters & marketing  
campaigns  
Illustration work
- 2018** GRAPHIC DESIGNER  
JUL-AUG **FAIR PHOTO AGENCY**  
BERLIN / DE Newsletters & marketing campaigns  
visual design  
Printables design  
Digital design
- 2018** VIDEO & PHOTOJOURNALISM  
JUL-AUG **BEGIRL INC.**  
CARTAGENA / COL Minidocumentary production  
Interview recording  
Graphic design
- 2016** VOCATIONAL SPEAKER  
JUL-AUG **WOMEN FOR COLOMBIA FOUNDATION**  
BOGOTA / COL Panelist speaker as a professional  
Industrial designer. Event directed to  
young female highschool students

