
MANUELA REYES GUERRERO

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I am a colombian designer with 5+ years of experience based in Barcelona, specializing in visual identities, photography, data visualization, web design, editorial, and spatial design. My work includes collaborations with Fab Lab Barcelona, Fab City, and various EU projects. Passionate about transforming complex information into visually compelling formats. I embrace multidisciplinary collaboration, valuing the unique expertise each individual brings to the creative process.

Work Experience

2014 Three months

Internship in product development at Pulso Design Studio

Research and development on Colombian artisanal construction techniques and their adaptation to the current design world.

2017 Six months

Internship at Bullilab x Elisava

Analysis and synthesizing information on the future of an outdoors creative space. Besides a research on open-air museography worldwide.

2018 Six months

Junior Graphic Designer at Big Up Agency

Created engaging designs for branding, marketing materials, and digital content. Collaborate with senior designers on concepts and layouts, ensuring brand consistency all in a fast-paced environment.

2018 Six years

Art director at Fab Lab Barcelona

Digital and spatial design in the creation and development of communication packages for European Union projects, in-house identity for the innovation center, activities, documentation such as photography and transversal communication.

Education

2012

Course in History of Art and Digital Photography

Academia de Artes Fábula,
Bogotá CO

2013 – 2016

Bachelor of Product Design focus on Sustainability

IED Istituto Europeo di Design,
Milan IT

2017 – 2018

Master in Art Direction & Communication Strategy

Escuela Universitaria Elisava,
Barcelona ES

2021

IBM Course in Data Science

Online

2023

Postgraduate in Fab Academy: Applications and Implications of Digital Fabrication

Fab Lab Barcelona,
Barcelona ES

Skills

Skilled in efficient problem-solving and creative solution-finding, with excellent photography abilities. A strong collaborator with a multidisciplinary background, capable of developing strategies from inception to execution across diverse design and communication projects.

Softwares

Photoshop
Illustrator
Lightroom
Indesign
Final Cut
Rhinoceros
Keyshot
Figma
Canva
Keynote

Language

Softwares

Spanish / Native
English / Fluent
Italian / Intermediate