

# ANDRÉS NIETO

## Digital Product Designer

BA Industrial Design / MA Interactive Digital Media

Nationality: Colombian / Birthday: 09.06.1990

[www.andres-nieto.com](http://www.andres-nieto.com)

### PERSONAL PROFILE

I am a user-centric and data-driven Industrial Designer with an MA in Interactive Digital Media and 10+ years of work experience in the field developing digital products for a variety of industries and clients in Europe, Latin America, and Asia. Extensive project management and leadership experience from heading multidisciplinary teams of software engineers, designers, data analysts, and marketers.

### EDUCATION

#### Ravensbourne University London

MA Interactive Digital Media, Interaction Design (2014 - 2015)

- Graduated with Honors.
- Member, Football Club

#### Pontificia Universidad Javeriana

BA Industrial Designer, Industrial and Product Design (2008 - 2014)

- Specialized in Digital Product Design

### LANGUAGES

- Spanish Native speaker
- Italian C1
- English C1
- German A2
- Estonian A2

### SOFTWARE SKILLS

- Sketch
- Photoshop
- After Effects
- Premiere Pro
- HTML/CSS
- Tableau
- SQL
- 3Ds Max (Certified)
- Rhinoceros (Certified)
- Unity 3D

### GET IN TOUCH

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References can be provided upon request

### WORK EXPERIENCE

#### CEO/CTO

MessaApp S.A.S. (Apr 2020 - Present)

Messa is a food and grocery delivery company founded in 2020 in Colombia where I was hired as the CEO and later also the CTO and managed a team of over 30 professionals.

#### Freelance Design Consultant

Self-employed (Sep 2008 - Present)

I worked as a consultant to help disrupt industries through innovation by rethinking my clients' brand images, marketing and sales strategies, and their service delivery.

#### Co-Founder/CEO

Los de Buho (Dec 2015 - Present)

I co-founded Los de Búho with the sole purpose of helping Colombian companies across industries to see the value of great design and move away from an engineering-centric mindset to customer focus.

#### Foreign Trade Specialist

Polari5 S.A.S. (Jun 2018 - Mar 2020)

Polari5 is my personal endeavour devoted to importing renewable energy-producing goods from Europe and Asia to supply the growing demand in Latin America.

#### Ecommerce Specialist

Divertimenti (Retail) Ltd (Sep 2014 - Dec 2015)

Divertimenti is the leading high-end kitchen appliance retailer in the UK where I trained staff and administrative personnel on the importance of online presence and on running an ecommerce.

#### Design Consultant

La Mansión Inversiones y Construcciones (Jun 2012 - Aug 2014)

La Mansión is the biggest construction company in the Bogotá metropolitan region where I developed a digital interactive content for the project's showroom and for the marketing team.

#### Freelance Web Designer

Rachel Carson Center (Oct 2013 - May 2014)

Web wireframe design for the "Virtual exhibition for the Environment and Society Portal" of the RachelCarson Center, Ludwig-Maximilians University, Munich, Germany.