

Hi,
I'm Juliana.

Product Designer & Digital Artist

Introducing myself

I create

illustrations and designs that inspire me in my daily life.

I become

a designer or illustrator every day, encouraging the process of never stopping, always going forward, alternating what I do to keep the spark on.

I want

to create a close relationship with other people, because this is how I learned to communicate myself with the world, and I like that.

I love

to awaken sensations, generate changes, transform others' experiences.

Who I am

Visual Communication Designer graduated from the National University of La Plata (UNLP), currently living in Buenos Aires, Argentina.

Formed as graphic designer, I've worked on digital products for more than 10 years. I find my passion exchanging concepts and practices between these two universes.

As a designer and visual communicator, I am passionate about user experience-based design: UX / UI, usability strategies, design thinking, visual design and visual communication. I work closely with other colleagues, bringing my experience in high-level solutions.

I've been using agile methodologies for several years, achieving maximum efficiency and promoting teamwork in the projects where I participate.

I complement my role as a designer with other activities that I am equally passionate about, such as illustration, typography and lettering, often combining these different areas to achieve unique pieces.

In this way, a personal project was born where all this material was transformed into printed products available to everyone: By Puchu (www.bypuchu.com).

These are some of the brands I've been working with, directly or indirectly over the last years:



Me presento en español

Diseñadora en Comunicación Visual graduada en la Universidad Nacional de La Plata (UNLP), actualmente viviendo en Buenos Aires, Argentina.

Formada en diseño gráfico, trabajando en productos digitales hace más de 10 años, encuentro mi pasión intercambiando conceptos y prácticas entre estos dos universos.

Como diseñadora y comunicadora visual, me apasiona el diseño centrado en la Experiencia del Usuario (DCU): UX/UI, estrategias de usabilidad, design thinking, visual design y comunicación visual. Trabajo en estrecha colaboración con otros colegas, aportando mi experiencia en soluciones de alto nivel.

Utilizo metodologías ágiles hace varios años, logrando máxima eficiencia y potenciando el trabajo en equipo en los proyectos donde participo.

Complemento mi rol de diseñadora con otras actividades que me apasionan de igual manera, como la ilustración, la tipografía y el lettering, combinando muchas veces estas diferentes áreas para lograr piezas únicas.

De esta manera nació un proyecto personal en donde todo el material se transformó en productos disponibles para todos: By Puchu (www.bypuchu.com).

Experience

Currently

Disney (Walt Disney DTCl)
2019 – the present

By Puchu Online Store & Brand
2018 – the present

Years ago

FOX Latin American Channels
2010 – 2019

Behance Reviews Bogotá, Colombia:
“Experiencia Behance: recursos para
conectarnos” Speaker.
2016

Behance Reviews Buenos Aires, Argentina
Reviewer, 2013 – 2014

8A Marketing, Comunicación y Diseño
2009 – 2010

P3DESIGN Digital Agency Buenos Aires
2007 – 2010

Freelance Designer
2005 – the present

“

Juli was (and is) creative and meticulous designer, taking all the projects she assumed with positive personality, leaving her personal mark in every project that involves her. I will choose her to be onboard of any new adventures in Disney. She stands out year by year in being a person who cares for everyone doing the teamwork easy.

- Anonymous Disney Team member

Courses & Certifications

Design & UX

Google Analytics basics. Google 2021

Design Research: Conociendo al usuario y su entorno. Cercana 2021

Service Design: Innovación en la experiencia de usuario. Crehana. 2021

Design Thinking: Innovación centrada en las personas. Crehana. 2020

Experto en diseño de experiencia de usuario e interacciones (UX y IxD).

Universidad Tecnológica Nacional (UTN). 2020

Credential ID CER-2MFJLQWW-493381 ([See credential](#))

Odio hacer webs. Espacio Virgen. 2015

UX2012 & UX2013. Globant. 2012/2013

Illustration & Lettering

Letter INC. Guille Vizzari. 2017

Handbrush Lettering. Sh! 2017

Antifuentes. Paula Erre. 2015

Personalizando Vectores. Martín Laskman. 2015

Fibra. Silvia Cordero Vega. 2014

Character Design. Patricio Oliver. 2014

Tools

Design

Sketch
Adobe Illustrator
Adobe Photoshop

Collaborative Work

Abstract
Figma
Zeplin
Freehand
Marvel

Team Work

Jira
Slack
Trello

I didn't use this in years

HTML
CSS Basics

Contact



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[Portfolio](#)

[LinkedIn](#)

[Online Store](#)

[Behance Profile](#)

Thank you!