

# ANA CAMACHO

## ART DIRECTOR & DESIGNER

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Vancouver, Canada

STORYTELLING | PROJECT MANAGEMENT | CONCEPTUALIZATION | EXPERIENCE

## PROFILE

Ana Camacho is a Colombian industrial designer, art director and MFA in Production & Design, based in Vancouver. She is passionate about merging design and visual narratives and leading creative teams to elevate users' experience through products, spaces, and interactions.

Over the past 4 years, she has contributed to multiple interdisciplinary projects. She has performed in creative and strategic roles including art director, scenic designer, chief marketing officer, and product designer in various fields such as education, brand experience and marketing, culture, theatre and film.

## PROFESIONAL EXPERIENCE

### ASSISTANT SCENIC DESIGNER

**BURNING MOM THEATRE** 09/2024 - 04/2025 | Arts Club Company

**RING OF FIRE THEATRE** 02/2024 - 06/2024 | Arts Club Company

- **Visual Concept & Emotional Evocation:** Extensive visual research, mood boards, and script analysis translating to impactful visual symbols and theatrical gestures.
- **Scenic Modelling & Technical Documentation:** Proficient in paint elevations, color treatment, and texture integration for detailed scenic visualization; creation of preliminary digital and scale physical models for layout. Conceptualizing and developing prop and set dressing proposals with associated technical drawings (graphic design, CNC files, architectural drafting).
- **Production & Rehearsal Collaboration:** Active participation in production meetings and rehearsals (Q2Q, Tech, Dress runs) to support seamless scenic design integration.

## SCENIC DESIGNER

THE LAST OF THE PELICAN DAUGHTERS THEATRE 10/2024 - 03/2025 | UBC Frederic Wood Theatre

TOMORROWLOVE THEATRE 10/2023 - 02/2024 | UBC Telus Studio Theatre

- **Conceptualization & Visual Development:** Script analysis translating to strong design concepts and spatial compositions, supported by extensive visual and qualitative research.
- **Iterative Design & Technical Drawing:** Developing and testing layouts and scale through sketching and 3D modeling (analogue/parametric), incorporating collaborative design approaches. Creating comprehensive technical packages including architectural plans, elevations, and prop drawings.
- **Collaborative Leadership & Communication:** Leading and collaborating within production teams, employing diverse visual communication tools and actively participating in meetings.
- **Production Supervision & Support:** Supervising construction, providing feedback, and assisting in rehearsals to ensure design integrity.

CHIEF MARKETING OFFICER 12/2022 - 08/2023 | VIIO - Intelligent Trading Machines SAS

- **Strategic Brand Development & Exposure:** Defined and executed brand vision through a new marketing plan focused on awareness, engagement, acquisition, and positioning, aligning with experience design and PR strategies.
- **Performance-Driven Digital Strategy:** Implemented SEM/SEO strategies, website/app optimization, and multi-channel CTAs based on data analysis to enhance brand experience and achieve KPIs.
- **Team Leadership & Development:** Outlined marketing team structure and led/trained a 4-member team to foster collaboration, innovation.
- **Creative Direction & Multi-channel Campaigns:** Conceptualized and art-directed digital communication campaigns (including media production) for launches, go-to-market strategies, and community development.
- **Rebranding Leadership & Market Insight:** Oversaw initial rebranding conceptualization (brand DNA) and utilized benchmarking/diagnostic tools to inform market strategies and experiential storytelling.
- **Project Management & Stakeholder Communication:** Effectively communicated with stakeholders, presented proposals, coordinated digital/on-site events, and managed creative projects to achieve measurable results aligned with brand vision.

## JUNIOR DESIGNER 10/2022 - 11/2022 | Armatura - Cavalieri SAS

- **Multichannel Graphic Design for E-commerce Campaigns:** Created print and responsive digital graphics (social media, email, website) for retail product promotions, aligning with brand visual identity.
- **Visual Concept & Creative Support for Retail Campaigns:** Assisted in developing visual concepts for product and fashion campaigns, based on brand values and storytelling. Supported pre-production, production, and on-set design for retail media campaigns.
- **Strategic & Creative Collaboration with Performance Oversight:** Assisted in creative direction meetings and monitored digital content performance (engagement, CTAs) across platforms.
- **Social Media Content Management & Scheduling:** Oversaw platform performance, formulated, and scheduled digital content for brand social media, including basic KPI tracking.

## DESIGN DIRECTION ASSISTANT (Internship) 01/2021 - 09/2021 | TDD Taller de Diseño SAS

- **Human-Centered Product Design & Co-Design:** Developed diverse product designs (didactic systems, industrial products, digital/media for exhibitions, institutions, designed experiences) utilizing co-design strategies.
- **Interior Design & Commercial Strategy for Key Clients:** Executed interior design projects for retail/publishing firms and developed commercial strategies for bidding, targeting large-scale multinationals, governmental corporations, and private institutions.
- **Comprehensive Project Coordination & Supervision:** Managed and supervised all phases of project development from concept to prototypes and final products, ensuring successful outcomes for entrepreneurs and established brands.
- **Collaborative Iteration & Extensive Stakeholder Management:** Proven ability to work collaboratively with iterative testing, and manage relationships with a wide range of clients including government, private institutions, entrepreneurs, and established brands.
- **Integrated Graphic & Strategic Design for Project Development:** Leveraged graphic design as a strategic tool within project formulation and contest submissions, developing visually compelling narratives and frameworks that align with commercial objectives and enhance project impact.

## FREELANCE EXPERIENCE

- **TUAREG BOUTIQUE ORIENTAL - BRAND DESIGNER** 09/2024 | Private Client
- **SOY STARTUP - BRAND DESIGNER** 08/2022 | Private Client
- **UNIDAD DE CUIDADOS PALIATIVOS - BRAND DESIGNER** 08/2022 | Private Client
- **"EL ENCARGO" SHORT FILM - ART DIRECTOR** 06/2022 | Private Client
- **RAFAELLA UNDERWEAR - BRAND EXPERIENCE DESIGNER** 11/2019 | Private Client

## SOFTWARE PROFICIENCY

- **ADOBE CREATIVE SUITE:** Advanced knowledge and toolkit use of Photoshop, Illustrator and InDesign. Basic knowledge of After Effects and Premiere.
- **AFFINITY CREATIVE SUITE:** Thorough understanding of Affinity Designer, Affinity Publisher and Affinity Photo.
- **SKETCHUP & LAYOUT:** Advanced use of modelling, drawing and drafting tools and plug-ins for architectonic models and plans.

## ACADEMIC TRAINING & EDUCATION

- **MASTER OF FINE ARTS IN DESIGN & PRODUCTION FOR THEATRE AND FILM**  
09/2023 - 04/2025 | University of British Columbia (Vancouver, CA)
- **COURSE IN ART DIRECTION FOR MEDIA PRODUCTS**  
08/2022 - 09/2022 | Escuela de Fotografía Zona Cinco (Bogota, COL)
- **BACHELOR'S DEGREE IN INDUSTRIAL DESIGN (HONORARY DEGREE FOR ACADEMIC EXCELLENCE)**  
06/2016 - 11/2022 | Universidad Nacional de Colombia (Bogota, COL)

## LANGUAGES

- **SPANISH:** Native Speaker
- **ENGLISH:** C1 - IELTS Academic (certified)

## PROUD OF

- **FACULTY OF ARTS GRADUATE AWARD**  
2023 Winter Term and 2024 Winter Term | University of British Columbia (Vancouver, CA)
- **BILL MILLERD AWARD IN THEATRE**  
2023 Winter Term | University of British Columbia (Vancouver, CA)
- **HONORARY DEGREE FOR ACADEMIC EXCELLENCE (BACHELOR IN INDUSTRIAL DESIGN)**  
11/2022 | Universidad Nacional de Colombia (Bogota, COL)
- **ACADEMIC EXCELLENCE SCHOLARSHIP (UNDERGRADUATE)**  
06/2016 - 11/2022 | Universidad Nacional de Colombia (Bogota, COL)