

CATALINA GARCIA

Design Strategist

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“In the pursuit
of living well
by doing good,
and vice-versa”

WORK EXPERIENCE

08/13 - present, **Collective Invention**, San Francisco, CA

As **Design Strategist** and **Engagement Manager** I have been working with the San Francisco Unified School District on developing a new vision for public education in the city. We have engaged over 100 stakeholders, working with them to align priorities, programs and partnerships under one overarching vision. My responsibilities have included designing and co-facilitating multi-stakeholder engagements; analyzing insights and communicating all findings and recommendations through highly visual documents and stories.

Other projects include: innovation strategy development for the SFUSD Innovation lab, strategy and vision development for Presidio Trust and ethnographic research/ impact assessment for the Thrive Foundation for Youth.

SPECIALITIES

Social Innovation
Qualitative Research
Design Strategy
Systems Thinking
Strategic Foresight
Creative Direction
Experience Design
Storytelling

2011 – 2013, **Graduate School Consulting**, San Francisco, CA

As a **Consultant** during the MBA in Design Strategy program I prototyped applying human centered design methodologies with companies facing complex challenges. As part of a multidisciplinary team, I worked with Kiva Zip, a lending institution that allows people to lend money via the Internet. We helped them shift their strategy to better meet the needs of their borrowers, increase their borrower pool, improve repayment rates and improved operational efficiency.

Other projects included working with Hero Arts, an arts and crafts company, to reconnect them with their users (their customers customer), shift their marketing strategy and consider business model pivots to better navigate the very challenging arts and crafts market.

EDUCATION

MBA Design Strategy,
CCA, San Francisco
BFA Graphic Design,
SVA, New York
Superior Level French,
Institut Catholique, Paris
K-12, CNG,
Bogotá, Colombia

2010 - 2011, **The Happy Post Project**, New York, NY

As **Co-founder** and **Brand Director** my responsibilities included concept development, process design, event coordination and brand development. A self initiated social experiment, HPP uses art and creative endeavors to spread happiness by empowering people with a simple question: What Makes You Happy. The experiment consisted of prompting people to reflect on what makes them happy and then asking them to write or draw that on a 3x3 post-it and share it with the world via the web and art installations. Within a period of 3 months the experiment had gone viral and we were hosting installations globally.

HPP has been featured at TEDx conferences, GOOD.com, and various news and radio stations. This social experiment has now transitioned into a non-profit organization called the Make it Happy Foundation.

LANGUAGES

English
Spanish
French
(intermediate)

2008 - 2010, **Anti/Anti**, New York, NY

As **Partner** and **Creative Director** of this start up design studio, I provided affordable design services during the economic crisis. My main focus was on building a client base, managing a design team, and running the business. Our main client was DWS Investments from the Deutsche Bank Group. As the company was downsizing radically, we worked with them to boost the moral of their sales department and encourage them to sell \$300 million worth of product. By the end of our campaign, the sales team had surpassed that goal by 50%.

Other projects included brand development for Cast Iron Real Estate & SPENGLISH apparel.

2006 - 2008, **Chandelier Creative**, New York, NY

As **Lead Designer** I worked on the rebranding of the Langham Hotels International group developing distinct graphic identities for their two main branches, The Langham Place and The Langham Hotels & Resorts, targeting each branches specific demographic but maintaining a consistent connection with their mother brand. Following the rebrand, The Langham Place was recognized as one of the “Best Five Star Hotels” by Travel Weekly Asia.

Other projects included developing concept and pitch, brand identity and collateral materials for clients such as Lane Crawford, Nanette Lepore, Old Navy & 34 Leonard.

2005 - 2006, **Pentagram**, New York, NY

During this **internship** I worked under world-renowned designer, Paula Scher, developing packaging design, brand identity and editorial design for clients such as Citi Bank, The Metropolitan Opera & The Public Theater.