

Andrés Valencia

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[portfolio](#)

Summary

UX Designer with a Bachelor's Degree in Art History and Architecture from Columbia University. Currently working as a designer for Sirl, a technology startup. I have co-founded two startups, Manjoor Estate and Bombay Talkie, in which I was the design director.

Education

Columbia University

New York, NY • May 2013

Bachelor of Arts in Art History & Architecture

General Assembly

UX Design Bootcamp

New York, NY • 2016

Related Experiences

Sirl.io

New York, NY • April 2016- Present

Graphic Designer | UX Designer & Researcher

- Using a human centered design approach, collected data after interviewing over 60 customers in 4 different supermarkets in New York.
- Crafted user flows and wireframes for usability testing at local supermarket in New York.
- Designed first iteration prototype based on data collected and feedback gathered from stakeholders. [view it](#)
- Designed clickable prototype that was presented to investors thus successfully securing first round of series C capital for proof of concept. [view it](#)
- Design high-fidelity wireframes for website design revamping. [view it](#)

General Assembly

New York, NY • October 2015- November

2016 *Enterprise Events Producer Associate*

- Working across roles assisting multiple program managers, the marketing manager & sales team with New York logistic & execution of UX / marketing workshops.
- Provided photography / video work during work shop as needed.
- Client debriefs and feedback processing for multiple programs (i.e. GE, AXA, Adidas, FCB health, etc.) Performance based iteration of next UX workshop based on my client feedback themes.
- Worked as an Engagement Manager in coordinating first iteration live streams for clients such as Capital One. Worked with instructional designers and instructors in the execution of such live streams.

Manjoor Estate

New York, NY • May 2013 -2015

Co-Founder

- Manjoor Estate is an e-commerce platform that sales health beverages made with all natural Indian spices and ingredients, for the health-conscious professional and busy parents.
- **Graphic Design:** Designed company's brand identity such as logo design, posters and labels to showcase the uniqueness and authenticity of luxury beverages. [view it](#)
- Worked as creative director in collaboration with photographer Martine Fougeron the video installation + photo shoot for the launching of first line of beverages. [view it](#)
- **Web Design:** Created wireframes for company's website. [view it](#)
- **Email Marketing:** Built influential mailing list of 3000 plus clients, bloggers, fashionistas and trendsetters alike.
- Sent and monitored emails, and newsletters via through Mailchimp, Constant Contact and Splashthat.
- **Strategic Partnerships:** Built Strategic Partnerships and hosted events with boutique hotels, spas, concept stores and exclusive fashion brands such as The Mercer, The Greenwich Hotel, Hotel Particulier, Shibui Spa, Issey Miyake, Me and Ro, VPL, The Hole Gallery, Issey Miyake + Artemide, VPL for NYFW, Ahalife, Fitist Labs, Clic Gallery among others.

Bombay Talkie

New York, NY • 2005- 2013

Co-Founder

- Bombay is an award-winning restaurant in Chelsea New York, designed by famous architect Thomas Juul-hansen. [View Press](#)
- Managed a team of interior, lighting, graphic, web developers and marketing team of trendy downtown ethnic eatery. [view interior](#)
- **Brand Development:** Curated monthly events such as tastings, classes and talks to promote the brand within the community, which increased sales and solidified a strong and consistent customer base.
- **Event Hosting:** Coordinated and executed successful private events for a roster of international high-end clients, such as The MoMa, Andrea Rosen Gallery, The Buhl Foundation, and The Rubin Museum of Art.
- **Business Development:** Developed relationships and strategic partnerships with marketing/PR agencies and local businesses that significantly increased seasonal sales by 35%.

Skills: Illustrator, Sketch, InDesign, Invision, Invision Studio, Craft, Adobe Premiere, Adobe XD, Principle, Wireframing, UX Research, SCRUM, HTML, CSS, Ruby, Rails, and Mac OS X.