

# VERONICA OYARZUN

## PRODUCT DESIGNER UX/UI DESIGNER

📍 50 Ruddington Dr  
North York, Toronto ON

✉ veronica.oyarzun.gaete@gmail.com

☎ 905-922-6031

## PROFILE

Background in Industrial design with 20 years of experience in graphic design, visual merchandising, and strong skills in sales, and business management. Experience in Digital Marketing and Social Media Promotions. My values are persistence, reliability and optimism.

## SKILLS

Problem Solving  
Keen Eye for Design  
Effective Work Team Relationships  
Creative Solutions  
UX Research  
User Interface  
Digital Marketing  
Adobe XD - Illustrator - Photoshop  
Effective Work Team Relationships  
Language: Spanish-English

## EDUCATION

### INTERACTIVE MEDIA MANAGEMENT UX/UI DESIGNER

Jan - Dec 2022

Centennial College

### DEGREE IN PRODUCT DESIGN

Diego Portales University, Stgo, Chile

Jan - Dec 2006

### BACHELOR IN INDUSTRIAL DESIGN

Mar 1991- Dec 1995

Diego Portales University, Stgo, Chile

### BILINGUAL EXECUTIVE ASSISTANT

Mar 1987- Dec 1988

Villa Maria Academy School

## WORK EXPERIENCE

### BUSINESS MANAGEMENT / GRAPHIC DESIGNER

#### *Kusasä Desing*

Jan 2009 - Present

[www.kusasadesing.cl](http://www.kusasadesing.cl)

- Founder of Kusasa Design, a corporate gifts company. Business Management, sales, digital marketing, social media, graphic design, administrative operations, customer service and logistic procedures.
- Building Brand Awareness, Digital Marketing Solutions, Production and creation of visual and promotional approaches to increase sales and profit levels
- Developed key operational initiatives to drive and maintain substantial business growth

### VISUAL MERCHANDISING & RETAIL SALES ASSOCIATE

#### *MTS Hardware S.A*

Mar 2007- Dec 2008

- Develop, design implement and monitor branding corporate image across all retail stores in the country.
- Design, plan and layout of storefront and interior arrangement to drive projects forward.
- Liaise with all stakeholders: providers, architects, partners and contractors of the hardware retail chain.

### MARKETING ASSISTANT AND VISUAL DESIGNER

#### *IMPERIAL LTDA. Hardware Store*

Jan 2000 - Dec 2005

- Coordinator for the department of production, design, Advertising and Marketing
- Lead and guide the design, advertising and marketing projects for all branches of the hardware store
- Create and implement concepts in support of the corporate image

### SALES REPRESENTATIVE / DESIGNER

#### *AQUAPRINT CO. -DIGITAL AND OFFSET PRINTING - PACKAGING DESIGN*

Mar 2008- Jan 2009

Offset and Digital Printing Production and Development

### ART DIRECTOR - SET & INTERIOR DESIGNER

#### *TV COMMERCIALS - FILMS*

Mar 1998- Jan 2000

Production Agencies - Mexico DF - Churubusco Studios

### INDUSTRIAL DESIGNER

#### *VIENNA FURNITURE- HOME DECORATOR*

Jan 1997 - Feb 1998

Store Sales and Develop plans and furniture cubing