



Ingrid Landaveri

Creative Strategist | UX/UI Designer |
Brand Consultant

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Portfolio & case studies available at
www.ingridland.com

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- Passionate and versatile creative from Peru with 15+ years of experience in design and marketing.
- Expertise in visual communications across print, digital, and motion, including campaign development and photoshoot direction.
- Moved to Vancouver in 2024 to explore new opportunities and expand my creative journey.
- Completed a UX Design Certificate at Emily Carr University, focusing on user-centered design, digital strategy, and problem-solving.
- Strong eye for detail and current trends in color, typography, illustration, styling, photography, and fashion.
- Skilled at developing ideas from concept to execution with a balance of brand, consumer, and community needs.
- Thrive in collaborative environments, take initiative, and manage multiple projects with flexibility and focus.
- Eager to start a new chapter in Vancouver's creative industry and build meaningful connections

PROFESSIONAL EXPERIENCE

Marketing & Branding Volunteer / Circular Initiative

Share Reuse Repair Initiative | Mar – Dec 2024 | Vancouver, Canada

- Conducted brand analysis and competitor research to support a brand refresh strategy.
- Assisted in designing a new logo and brand guidelines, ensuring consistency across all communications.

Brand Strategist & Consultant

Ingrid Land | Jun 2020 – Present | Vancouver | Lima, Peru

- Developed over 40+ brand identities and strategic campaigns, enhancing brand recognition and engagement.
- Conducted competitive research and audience analysis to align brand messaging with market trends.
- Provided art direction and design solutions across digital, print, and experiential touchpoints.

Senior Product Designer / Stationery & Lifestyle Retail

Dulce Compañía | Feb – Jun 2023 | Lima, Peru

- Designed and launched the 'Mi Universo' stationery collection, increasing pre-sales by 70%.
- Led creative direction for the 'Vive Bonito 2024' agenda series, contributing to the brand's 100K+ Instagram following.

Senior UX/UI Designer Consultant / Beauty company

Yanbal International | Sep 2019 – Mar 2022 | Lima, Peru

- Designed the UI/UX for the MAYA PERU app, ensuring 100% on-time project delivery.
- Created digital assets and interactive experiences that enhanced user engagement and sales force efficiency.

Head of Art / Beauty company

Yanbal International | Jul 2011 – Sep 2016 | Lima, Peru

- Managed an in-house creative team, delivering 360° campaigns across multiple channels.
- Achieved 95% effective reach of communications to the sales force through innovative visual storytelling.

SKILLS & TOOLS

Hard skills

- Brand Strategy & Development
- UX/UI Design & Research
- Art Direction & Visual Storytelling
- Digital & Print Marketing
- Prototyping
- E-commerce & Retail Campaigns

Soft Skills:

- Creative Problem-Solving
- Project Management
- Cross-Functional Collaboration
- Leadership
- Adaptability

Software & Tools:

- Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, XD)
- Figma | HTML | CSS | WordPress
- Microsoft Office (Word, PowerPoint, Excel)
- Miro | Notion | Asana | Trello

Senior Graphic & Editorial Designer

Fábrica de Ideas | Sep 2008 – Jan 2010 | Lima, Peru

- Designed bilingual editorial campaigns for global clients including the World Bank, Kimberly-Clark, and the European Union.

Creative Graphic Designer / Retail Division

McCann Group | Aug 2007 – Aug 2008 | Lima, Peru

- Designed high-impact fashion catalogs for RIPLEY, a leading department store in Latin America.

FEATURED PROJECTS

- **“Mi Universo” stationery launch** / boosted brand pre-sales by 70%.
- **MAYA PERU app** / UX/UI redesign delivered on-time for 5,000+ users.
- **Share Reuse Repair** / rebrand, new logo, guidelines, and visual tone.

EDUCATION & CERTIFICATIONS

- **UX Design Certificate**
Emily Carr University of Art + Design
Vancouver, BC (Apr – Nov 2024)
- **Digital Marketing Certification**
ISIL, Peru (Sep 2017 – Apr 2018)
- **Editorial and design Diplomas**
SFU, Vancouver (Aug 2008)
- **Marketing Certification**
ISIL, Peru (Mar 2000 – May 2001)
- **BA in Graphic Design & Advertising Arts Direction**
ORVAL, Peru (Jul 1994 – Jul 1998)

