# Juanita Ocampo

*Creative Strategist · Design Management*

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Swiss residence permit B · Open to part-time roles and freelance projects

## Profile

Creative strategist with a background in Fashion Design and Marketing, currently studying Design Management at HSLU. I connect strategy, design, and people: from brand positioning and creative direction to the processes, teams, and Notion-based systems that keep projects running. Open to part-time roles and freelance projects in brand strategy, creative direction, and design management.

## Experience

### *Co-founder & Creative Director*

Tercer Espacio · 2026 – Present

- Co-founded an independent magazine on art, politics, and culture; shaped its purpose, values, and voice with the collective.
- Lead the visual identity and plan, manage, and design all social media content.
- Write essays and opinion pieces; designing the magazine's website.

### *Freelance Brand & Creative Strategist / Designer*

Self-employed · 2022 – Present

- Guide brand owners through brand strategy, identity, and business structure (e.g. Simoné).
- Develop brand identities, visual systems, brand books, and campaigns.
- Design Notion systems for clients: client hubs, project trackers, and workflows.

### *Content & Creative Strategist*

Natalia Blanco · 2021 – 2023, 2025 – 2026

- Led the creative development of seasonal campaigns: concept, storytelling, and narrative.
- Coordinated photoshoots and digital content; designed lookbooks and visual guidelines.
- Supported positioning for the brand's move into physical retail (new store in Cartagena).

### *Social Media Manager*

Catalina Bayona · 2021

- Developed social media strategies and content; managed the blog and designed lookbooks, line sheets, and brand assets.

## Volunteering

### *Art Workshop Leader (Volunteer)*

Corporación Formando Vidas, Bogotá · 2018 – 2022

- Designed and led art workshops for children and adolescents in Santo Domingo, a vulnerable community in Bogotá.
- Built trust with children and families, adapting activities to locally available materials. Reference letter available.

## Education

***B.A. Design Management*** Hochschule Luzern (HSLU) · 2025 – Present

***Diploma in Marketing and Advertising*** LCI · 2022

***B.A. in Fashion Design*** LCI · 2018 – 2021

## Skills

| *Strategy & Content* | *Management* | *Tools & Languages* |
|---|---|---|
| Brand Strategy | Project Management | Adobe CC · Figma · Notion |
| Creative Direction | Process & Workflow Design | Spanish (Native) |
| Content Strategy | Team Leadership | English (C1) |
| Visual Identity | Time Management | Italian (B1) |
| Notion Systems | Workshop Facilitation | German (A2, learning) |