

Juanita Ocampo

Creative Strategist + Designer

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Profile

Creative strategist and designer based in Zürich, studying Design Management at HSLU, with a background in Fashion Design and Marketing. I help creative brands move beyond improvisation by combining coherent visual identities with strategy and operational structure, from brand positioning and creative direction to content and Notion-based business systems.

Experience

Co-founder & Creative Director

Tercer Espacio · 2026 – Present

- Shape the magazine's purpose, values, and voice together with the collective.
- Lead the visual identity and manage and design all social media content.
- Write essays and opinion pieces; website in development.

Freelance Brand & Creative Strategist / Designer

Self-employed · 2022 – Present

- Develop brand identities, visual systems, and strategic concepts for emerging and established brands.
- Design visual assets, moodboards, campaigns, and layouts aligned with brand strategy.
- Implement Notion systems: client hubs, project trackers, and workflow optimization.

Content & Creative Strategist

Natalia Blanco · 2021 – 2023, 2025 – 2026

- Led the creative development of seasonal campaigns: concept, storytelling, and narrative.
- Designed storyboards, lookbooks, and visual guidelines; coordinated photoshoots and digital content.
- Shaped the conceptual universe, tone, and visual identity of key launches.

Social Media Manager

Catalina Bayona · 2021

- Developed and executed social media strategies; created posts, reels, stories, and campaign assets.
- Managed the blog and designed lookbooks, line sheets, and brand assets; analyzed performance metrics.

Intern, Designer Assistant

Capheina · 2020

- Content creation for website and social media; photo editing, banners, and visual assets.

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

Brand Strategy
Creative Direction
Content Strategy
Visual Identity
Notion Systems

Management

Project Management
Team Leadership
Time Management
Problem Solving

Tools & Languages

Adobe CC · Figma · Notion
Spanish (Native)
English (C1)
Italian (B1) · German (A2)