



DANIEL VELASQUEZ A.

INTERACTION & GAME DESIGN

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WORK EXPERIENCE

Jan 2021

PARADOX INTERACTIVE

User Experience Designer | 2 Year, 2 Months (Currently)

As a UX Designer for Crusader Kings 3, I engage the team in multidisciplinary work to deliver fun and approachable experiences for our players. I use human-centered methodologies to co-design what players will perceive and interact with when playing the game. Finally, I make sure that all our releases are enjoyable and usable.

In pre-production, I support game direction with research and game mechanic ideation. In later stages, I materialize mechanics and systems by creating user flows, wireframes, and prototypes. Furthermore, I design the implementation plan for the Design, Code, Audio, and Art teams.

Mar 2019

IBM

AR-VR Interaction Researcher | 1 Year, 6 Months

As a researcher in the IBM client innovation offices, I worked on creating new services using IBM technologies along with hardware and software partners. My research is based on the implementation of AR and VR technologies in game design projects.

Oct 2018

SVENSKA INSTITUTET

Content Marketing Consultant | 2 Years

As a Digital Ambassador, I was responsible for audiovisual content creation for studyinsweden.se, Study in Sweden's social media channels, and blog posts.

May 2015

DEMAND FRONTIER

Creative Director | 4 Years

As Creative Director, my job was to manage the company's creative resources and lead the planning of all creative projects to ensure high-quality results for all our clients. The services I provided included: *serious games for internal education and training, AR/VR game development, audiovisual production for internal and external use, app and web development, and digital marketing services.*

With the support of all the teams in the Creative Department (game design, graphic design, web design, audiovisual design, and cinematography), I would take ideas and materialize them to create engaging experiences for employees and customers.

Jun 2013

MICROCAD S.A.S.

Design and Marketing Director | 2 Year, 3 Months

As Director of Design, I was in charge of planning all marketing efforts for the brands we managed; **Autodesk** and **Adobe**. Our main goal was the regional distribution of their products, as well as providing design services local companies.

My responsibilities included leading the design teams for Adobe Colombia and Autodesk regional team. I managed marketing pipeline management, strategic campaign planning, KPI monitoring, ROI reporting. For materializing campaigns I worked on design and deployment of marketing campaign assets.

Jan 2010

ASOCEBÚ - "EL CEBU" MAGAZINE

Editorial Design - Ganadería Los Paisas | 1 Year

I worked on advertising for Asocebu's magazine "El Cebu". Tasked to design the ads for the central pages, I worked as the main creative for the companies who didn't have in-house designers. I supported their marketing efforts with designs that accurately represented their communication tone and graphic style.

EDUCATION

MALMÖ UNIVERSITY

Master of Science: Interaction Design | 2018
Graduated Jul 2020

EAFIT UNIVERSITY

Diploma in Digital Marketing | 2015
Digital marketing and online advertising
Graduated Jul. 2015

PONTIFICAL BOLIVARIAN UNIVERSITY

BA & MA in Graphic Design | 10.12.2014
Bachelor's Degree | Master of Arts
Graduated Jul. 2015

BELLAS ARTES UNIVERSITY

Bachelor's Degree in Music | 20.12.2007
2 semesters completed

COLEGIO SAN IGNACIO

Highschool | 13.12.2005
Graduated Dic. 2005

CERTIFICATIONS

MARKETING DIRECTION CERTIFICATION

Autodesk - Carl Bass (CEO) | 20.06.2014

I was awarded a Marketing Certification by Autodesk upon completion of the following courses:

- *Connecting with Impactful Content*
- *Effective Events*
- *Web and Social Media*
- *Working and Communicating Effectively with Sales*
- *Marketing Certification Exam*

CERTIFICATE - CAMPUS PARTY 2013

Campus Party | 13.10.2013

I participated on Campus Party Colombia, where I attended 250 hours of content and lectures in areas related to science, creativity, innovation and entrepreneurship.

OTHER RECOGNITIONS

PROFESSOR'S ASSISTANT

UPB - Design School | 20.01.2013

Audiovisual professional cycle: I assisted students with their projects and helped plan classes and activities.

DESIGN AWARD - BEST PROJECT

UPB - Design School | 20.05.2008

I was awarded for presenting the best final project named "Gato Encerrado" during my studies.

LANGUAGES





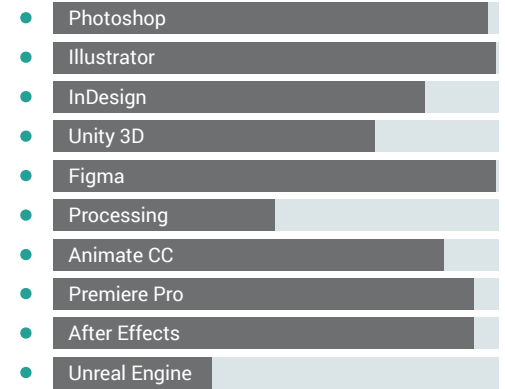
CLIENTS & VOLUNTEER WORK

I've built a strong portfolio having the opportunity to work with a vast client base from freelance and through my agency work, as well as volunteering my design work for charity foundations and groups in Colombia that couldn't afford these services otherwise:

- BlackBerry
- Audi / Silvercar
- Shell
- Weiser Security
- Speedo
- Chemtreat
- Argos
- Óptima de Uraba
- Svenska Institutet
- Scout Group Bancolombia*
- IBM
- Rackspace
- Schlumberger
- College Scheduler
- Absolute Software
- Hive9
- Knomatic
- EAFIT
- Inkluderingslabbet*
- Al Calor del Hogar*
- Daimler / Car2Go
- Phillips 66
- Halliburton
- YellowCab
- NTT Data
- HotSchedules
- Excers
- Qbox
- Fundación Antorchas de Vida*

** Volunteer Work*

SOFTWARE EXPERTISE



SYSTEMS & HARDWARE

Windows OS
MAC OSX

Android / iOS
Unity

Wordpress
cPanel

Arduino
Processing

HTML5 / CSS

Marketing Automation

WORK REFERENCES



ALEXANDER OLTNER

Company: PARADOX INTERACTIVE
Position: Game Director, Crusader Kings 3
Email: alexander.oltner@paradoxinteractive.com



TODD DAVISON

Company: DEMAND FRONTIER
Position: CEO
Email: tdavison@demandfrontier.com



DOUG WASHBURN

Company: SWEDISH INSTITUTE
Position: Acting Head of Unit
Email: douglas.washburn@si.se



JUAN JARAMILLO

Company: TERSO
Position: CEO
Email: gerencia@terso.co

INTERESTS & HOBBIES



For more information, please contact me at
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