

Paloma Ruiz Binkele
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PALOMA RUIZ

Industrial Designer & Magister in Marketing focused on Creative Direction, with 10 years of experience in positioning strategies for luxury brands, through product and service design, specialized in Fashion Marketing and Retail Management.

Professional experience in advertising, product and accessories design, with emphasis on branding, opening niche markets and brand experience. Featured as Creative Director for trend creation, cultural environments recognition, consumer research and outstanding execution in online and offline campaigns. Skills in leadership, adaptability, communication, divergent creativity, aesthetic sensitivity and budget optimization.

STUDIES

2011, - 2012. Master in Fashion Marketing and Communication. IED Instituto Europeo de Diseño, co-title with La Universidad de Barcelona.

2008- 2011. Industrial Design, Universidad Jorge Tadeo Lozano de Bogotá.

2006 - 2008. Product Design & Communication Design, Universidad de los Andes.

2006. Bachellor Colegio Andino - German School, Bogotá.



PROFESSIONAL EXPERIENCE

BALETTI LLC.

Since 2015, Co-founder and Creative Director. Luxury brand specialized in leather handbags and accessories, focused on North American export market, with differentiation in high quality manufacturing, artistic interventions, brand experience and personalization, aimed at high purchasing power segment.

PLISSÉ

Since 2014, Founder and Creative Director. High quality travel accessories brand, which stand out for being classic, timeless and innovative. Focused on innovation, niche aesthetics and online marketing, through original products, experience differentiation and artisan background.

LORENZO MARTINEZ

2019 - 2020, Product designer & Creative director. Luxury leather goods company focused on the Central American market. Consolidated the brand's aesthetic and speech, accompanied by the creation and development of products, advertisement campaigns and strategies. Opened the online market.

TOTTO.

2015 - 2016, Fashion Accessories Designer, for a multinational fashion company. It includes the market research processes and trend analysis, landing it with sales crossover. Supplier management in Colombia and Hong Kong, including designing under budget and supervising the manufacturing. Project director and designer of the accessories, for the Colombian Team at RIO 2016 Olympic Games.

STX Style Textiles for Crew.

2012, Commercial agent and designer. (B to B), custom design of uniforms and merchandising clothing for sales force, executives and events. Supplier management and manufacturing control. Multinational accounts: McDonald's, Bavaria, Ecopetrol, among others.

XYZ Strategies.

2012-2014, Creative Director for Advertising Agency. Branding and Events. Section: Architecture, art and culture. Emphasis on market research and creation of interactive campaigns with the consumer. Brand and DNA creation. Selection of suitable communication channels (ATL and BTL). Event management, including hiring and budgets.

VSP * very special people.

2011, Account executive for Advertising agency. Brands: Renault Sanautos, Viajes Falabella, ChoqQuibTown, 10Music, Lec Lee, Gina Parody for the Mayor's Office. Coordination of the creative team and direct client management. Creative collaboration with the graphic team for the elaboration of campaigns and branding.

PROGRAMS

Adobe Suite, WEB Design & Shopify, Instagram & Facebook Manager.

Internships

Esteban Cortázar, Bettina Spitz, Mini Cooper, Fashion Pills (Spain), Lucetti / Mackenzie y La Liga contre el Cáncer.