

Hello I'm Tamara Sevilla,

IDENTIFY /
IDEATE /
PROTOTYPE /
TEST /
CREATE

Born: 03/08/1995
From: SJ, Costa Rica
Based: BCN, Spain

I am a versatile designer with a passion for leveraging design to craft impactful solutions. With a sharp aesthetic sense and an insatiable curiosity, I've explored diverse facets of design, driven not only by the creative process but also by a strategic and managerial mindset. I excel in merging creativity with strategic thinking to achieve holistic and effective design outcomes.

Experience

Co-Founder + Head of Sales Mycelium, BCN
apr 2023- present

Led the development of a digital booking platform for digital nomads in rural co-livings and retreats. Managed product strategy, vision and development. Coordinated MVP launch, and optimized user acquisition. Executed digital marketing campaigns, using A/B testing and SEO. Tested acquisition channels, and implemented successful sales strategies. Utilized tools like Google Analytics to inform data-driven decision-making. Generated new leads to close deal with future clients. Developed and implement sales strategies to meet organizational objectives. Established and maintained relationships with key customers and stakeholders.

Interior Designer estudioestudio, BCN
dec 2022- present

Documented and developed residential renovations, managed 3D modeling, rendering, and construction plans for interior design projects. Conducted material inventory, 3D modeling, rendering, construction plans, and regulatory compliance.

Business Designer ELISAVA, BCN
oct 2022- jul 2023

Identified, prioritised and developed business opportunities from qualitative and quantitative research. Created product vision for five possible startups, and executed end-to-end product development. Crafted rollout strategies, building product roadmaps, digital and physical MVP/ prototyping, sprints, go to market strategy, marketing and ad campaigns, investing plan, and final pitch to potential investors.

Project Manager HTDS, BCN
jan 2023- april 2023

Articulated and planned out company objectives. Market research, multidisciplinary team management, visualized design ideas, project flow review, and pitched ideas to clients. Created roll out strategies and improved project coordination and process finding new leads for product design projects.

UX/UI designer Amagats, BCN
oct 2022- dec 2022

Freelance project: webpage design for artists collective marketplace. Designed initial wireframes, researched competitors UX, defined content, designed user interface, helped define business objectives and mission and developed copywriting for the webpage, communicating the unique value proposition and enhancing brand messaging.

Design lead Gensler, SJ
dec 2020- aug 2022

Led a design team of 7 professionals, ensuring alignment with stakeholder expectations and project goals. Facilitated and ran effective meetings and reviews, implemented weekly sprints, and provided mentorship and feedback. Offered clear direction to team members to elevate performance and maintain project consistency and quality. Personally designed and documented high end interior commercial projects. Successfully delivered over 250 interior design projects with the team in a span of 1 year, contributing to the enhancement of the overall customer experience for a renowned global brand in the retail industry.

Brand developer anama, SJ
jul 2020- nov 2020

Freelance project: Conceptualized and developed the identity, image, and personality for a personal care brand. Personally crafted a distinctive logo, designed and executed social media content planning, product photography sessions, and packaging design.

Interior designer Gensler, SJ
nov 2019- mar 2020

Commercial designer from the site survey stage, to design development and final documentation. Curated material and lighting selection, utilized 3D modeling, rendering, and presented to clients. Successfully delivered over 50 interior design projects in more than 10 countries in the Americas.

Education

2022-2023 : Master's Degree in Advanced Design Management, Strategy and Entrepreneurship
ELISAVA Escuela Superior de Diseño e Ingeniería de Barcelona

2017-2019 : Licentiate Degree in Architecture and Urbanism
Instituto Tecnológico de Costa Rica

2014-2017 : Bachelor's Degree in Architecture and Urbanism
Instituto Tecnológico de Costa Rica

2000-2013 : Highschool Diploma
Country Day School

Certification

2022 : Natural Building & Plasters Intensive
Rancho Mastatal Sustainability Education Center

2021 : Design Thinking
Global Innovation Management Institute

2021 : Real Estate Appraisal
CFIA course certification

2021 : Real Estate Appraisal
CFIA course certification

2020 : Project Management
CFIA course certification

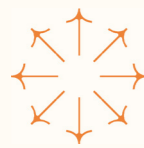


2019 : Advanced graphic exploration and representation workshop
Enigma Design Studio

2018 : Wood Structure Design for Architects
Instituto Tecnológico de Costa Rica

2018 : Module 2-Exteriors Intermediate Level
Instituto Cinema 4D: Cinema 4D + Corona Render

2017 : Module 1-Interiors Intermediate Level
Instituto Cinema 4D: Cinema 4D + Corona Render

2014 : Autocad 2D & 3D
Centro nacional de capacitación

 <p>Curiosity</p> <p>I ask thought-provoking questions, challenge assumptions, and fearlessly venture into uncharted territories.</p>	<p>Languages</p> <p>English Spanish</p> <p>Tools</p> <p>management + prototyping</p> <p>Excel Google Ads + Analytics Miro Monday.com Trello Notion Typeform Wordpress + Elementor Brevo Calendly Wix + Squarespace</p> <p>design</p> <p>Adobe CC (Ps, Ai, Lr, Id) Autocad Autodesk Revit Canva Cinema 4D Cloud Render A-360 Corona Render Enscape Figma Lumion Sketchup V-Ray</p>
 <p>Creativity</p> <p>I envision diverse possibilities and recognize that there are often multiple ways to look at a problem.</p>	
 <p>Versatility</p> <p>Flexibility is at my core, I try to adapt and respond to diverse contexts and evolving needs.</p>	