



# Hi! I'm Cesar Lasso, Branding and Digital Product Designer.

## Contact

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📍 Bogotá

## Education

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UI/UX Design Professional Certificate  
Google  
2014 - 2016

Design And Branding Strategy MA  
Brunel University London  
2014 - 2016

Diseño Industrial BA  
Pontificia Universidad Javeriana  
2009 - 2013

## Core Skills

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### Branding

- Brand Strategy
- Verbal Identity
- Visual Identity
- Brand Guidelines

### Digital Products

- User Research
- UX & Interaction Design
- UI Design
- Design Systems

## Profile

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I'm a designer with over 10 years of experience in branding and UX/UI design, bringing expertise to clients of all sizes—from startups and small businesses to large enterprises—by helping them unlock the full potential of their most valuable asset: their brand.

Combining strategic vision with creative intuition, I guide brands as they adapt to the evolving tastes, desires, and expectations of their audiences.

With strong analytical and communication skills and a keen eye for detail, I craft brand experiences that resonate deeply and drive meaningful shifts in attitudes, beliefs, and behaviors.

## Experience

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Design Lead - Brandmates  
2022 - Current

Senior Designer - SkyBound Marketing  
2018 - 2022

Freelance Designer  
2018 - 2022

## Languages

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Spanish | - Native

English - Fluent