

I am passionate about empowering ideators with visual strategies to address 21st-century issues. I have over six years of expertise collaborating with innovative brands eager to magnify their potential through a Design Thinking approach.

PROFESSIONAL EXPERIENCE

PARSONS SCHOOL OF DESIGN

Apr 2021 - present. New York, USA

Visual Specialist for the BBA Program

- Provided graphic direction for the BBA virtual platforms, including social media and website.
- Designed and built the layout and overall feel of the symposium website for the launching event.

** More at <https://www.parsonsbba.com>*

BLACY

Apr 2020 - present. Remote

Brand Strategy Consultant for a personalized and simplified interior design service

- Conduct quantitative and qualitative research among stakeholders and potential clients. Formulate insights that consolidate into real profitable products.
- Facilitate stakeholder workshops, surveys, and interviews to identify new product opportunities.
- Design the visual identity of the brand and launch its strategic applications.
- Design a collection of wall murals and decals, and develop the strategy for their implementation.
- Instagram content curator @blacy.mx

** More at <https://www.blacy.mx>*

CONJURE (Formerly, Mobley)

Jan 2020 - May 2020. New York, USA

Strategy consultant for a NYC based online furniture rental startup company

- Conducted primary research, executed 20 in-depth interviews and +60 surveys to identify stakeholders needs. Translated learnings into actionable insights to communicate Mobley's sustainable value proposition.
- Devised hypothesis-testing through digital mockup representations and discussions with potential clients.
- Scrutinized results and designed a set of tangible outputs for the company.

** More at <https://conjure.co> and <https://www.dianacordova.com/mobley>*

SIETE SEIS

Aug 2015 - Aug 2020. Mexico City, Mx

Co-founder and Creative Director of a mexican architecture & interior design firm

- Headed every design process and negotiation, from the first client's meeting to the final project delivery.
- Conducted primary research and client workshops that informed the strategic insights, with a focus on driving positive consumer, business, and social impact.
- Coordinated and executed over 30 projects from commercial, residential, hospitality, and office spaces, by keeping project timelines and collaborating with diverse cross-functional external teams.
- Coordinated the conceptualization of every project, aligning the purpose with the visual aesthetics.
- Shaped five startup projects in the commercial sector. Designed leading-edge user experiences that evolve visual systems, adjusting the storytelling, the brand strategy, and the spatial layout.
- Explored prototyping tools to oversee product function, such as renderings and 1:1 mockups.

** More at <https://www.dianacordova.com>*

GF STUDIO

2017 - present. Mexico City, Mx

Experience designer for a leading event planning agency (freelance)

- Create realistic renderings for mood, tone, look and feel to help position the event. Translated over 40 conceptual ideas into digital visualizations through 3d modeling and photoshop editing.

** More at <https://www.dianacordova.com/renderers>*

DANKA

2017 - 2019. Leon, Mx

Founder and Creative director of a home décor brand for personalized and recovered objects.

- Developed the business roadmap to make a conceptual entrepreneurial idea tangible.
- Conducted quantitative and qualitative research to identify user's needs and new product opportunities.
- Headed the brand strategy. Ideated a personalized customer experience and exclusive brand imagery.
- Designed a curated selection of 14 pieces, supervised the material sourcing and execution of every piece.
- Traded over 500 products that explore a better use to scraps of leather and leftover building materials.
- Framed a vision for art direction, product staging photography, and packaging details.

* More at <https://www.instagram.com/danka.mx/>

VOLUNTEER EXPERIENCE

WOMEN'S FORUM AMERICAS

2017 and 2019. Mexico City, Mx

On-site program team for the World's leading platform for women on social and economic issues

- *Management:* Coordinated influential speakers - 70 global business, institutional and political leaders - and oversaw the execution of the plenary and the keynote sessions.

EDUCATION

Parsons School of Design, The New School. 2019 - May 2021. New York, USA

MS in Strategic Design and Management

Universidad Iberoamericana (Ibero) Santa Fe. 2017. Mexico City, Mx

Diploma in Sustainable Design

Universidad Iberoamericana (Ibero) Santa Fe. 2010 - 2015. Mexico City, Mx

Bachelor of Architecture

- "Academic Excellence 2015" For the highest GPA
- "Manuel Garibay Prize 2015" For the best Architecture Project of the year

Chinese University of Hong Kong (CUHK). 2013. Hong Kong, HK

Bachelor of Architecture (Semester abroad)

ACCOMPLISHMENTS

HULT PRIZE - Syracuse Impact Summit Regional Winners.

April 2021

Start-up CoFounder: MotherBud.

- Guided the graphic conceptualization of the brand and its strategic applications on the final products.
- Devised data visualizations and visual storytelling for the final pitch presentation.

* More at <https://motherbud.co>

SKILLS

- *Design thinking, agile methodologies, workshop facilitation, storytelling, critical thinking, problem solving*

- *Tools: Advanced in Adobe Photoshop, Illustrator, InDesign, Autocad, Revit, Microsoft Office, Google Suite, Mural, Miro, and Slack. Proficient in Figma, Adobe XD, InVision, and Sketchup*

- *Languages: Spanish (native), English (fluent), French (fluent)*