

# ABOUT

RESEARCH to find PROBLEMS, convert them into IDEAS, CONCEPTS, BUSINESS MODEL and SOLUTIONS.

Designing EXPERIENCES.

The MOST SUSTAINABLE way is to not make things. The second MOST SUSTAINABLE way is to make something very useful, to solve a problem that hasn't been solved.

Thomas Sigsgaard.

## MASTER IN BUSINESS, INNOVATION & CREATIVITY (MBI)

CENTRO.  
Mexico City, Mexico  
(2018-2019)

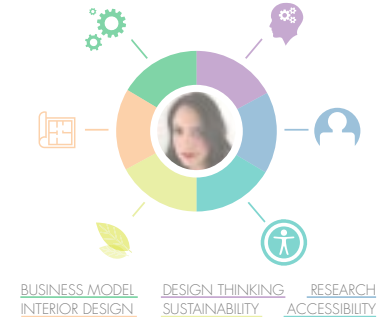
## BACHELOR IN INTERIOR DESIGN

Academy of Design  
Toronto, Canada  
(2011-2014)

## DEGREE IN MARKETING

Tecnológico de Monterrey  
Mexico City, Mexico  
(2005-2010)

# PROFILE



SKILLS

REVIT

AUTOCAD

WORD

ID

TRACE

EXCEL

AI

BOSCH PROFESSIONAL CERTIFIED

KEYNOTE

PS

PR

XD

LANGUAGES

**Spanish**  
Native

**English**  
Bilingual proficiency C1

**French**  
Elementary proficiency

# EXPERIENCE

- chüm - Solo traveler app Startup
- Sir Heck Media Production - Media Production company
- Trickster Studio - Animation Studio
- Plastic Ride - eScooter and last mile delivery startup
- Trending Topic - Sustainable fashion startup

- Commercial, residential and office design and construction drawings of over 10,000 sq.m.
- Guggenheim Museum in Helsinki and The New National Gallery and Ludwig Museum in Budapest - Contest
- Airbnb - space and ad design

- S.A.M. Sentient Automaton Model - International Award winning short film

- Iderei - Strategic and Interactive Marketing
- Living SLVK - Architecture and Real Estate Firm

- Benzagel - Canadian anti-acne product
- Just for men - Men hair care product

## BUSINESS INNOVATION

Building strategic alliances with business partners and fund raising. Advised startups throughout Kickstarter Campaign, Heineken Green Challenge, Makers for Good, La Caja Rota Incubator. Coordinated market research and analysis for the services offered and brand development. Generated strategic management that focus on business development while projecting and planning the company policies. Forecast the annual revenue to potential clients, devising and setting up a budget.

## INTERIOR DESIGN

Design project proposal; cost budgeting and estimation; Furniture design. Drafted and Space Planning. 3D modeling and rendering with Revit. Commercial and Artistic photography with DSLR Camera and Post-production.

## PRODUCTION DESIGN

Set dressing; Graphic design coordination; Props Coordination; Costume and Makeup design and coordination.

## GRAPHIC ARTIST

Consolidation of a brand and its core business, including the creation of a corporate image and identity. Developed presentations. Designed advertising aids and logos.

## MARKETING

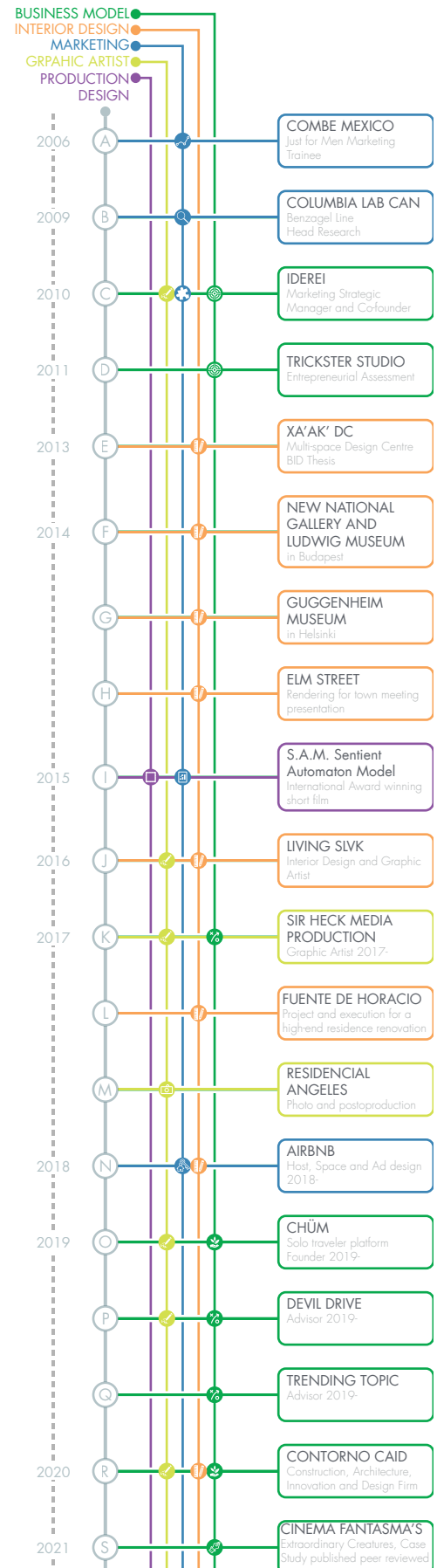
Created strategies for New Products Development. Developed Growth strategies. Developed Communication strategies. Created Corporate image and Corporate Identity Strategies. Developed Positioning and repositioning strategies. Attended the consumer call centre.



# JAMIE CARREON

## BUSINESS INNOVATION AND STRATEGIC DESIGN

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# PROJECTS