



SELECTED WORK

**Camila Cruz**

The Blue Bath Project

[mariaccp2022@gmail.com](mailto:mariaccp2022@gmail.com)

PORTFOLIO

Multimedia specialist  
in Graphic Design,  
Social Media Strategy  
& Brand Marketing



# PROFILE

**Maria Camila Cruz Perez**

Melbourne, Victoria  
(61) 415345356  
[mariaccp2022@gmail.com](mailto:mariaccp2022@gmail.com)

## EXPERIENCE

2024 - 2025 Marketing Manager | Level Up Education & Training Academy.

2022 - 2024 In-House Multimedia & Graphic Design Officer | Albright Institute.

2022 - 2023 Graphic Designer (Volunteer Role) | Institute of Non-Violence.

2020 - 2022 Communications Coordinator | Kassani Diseno

2019 - 2020 Graphic Designer | Kassani Diseno.

2017 Internal Communications Designer | Proquinal

## USE TOOLS

- Adobe CC (Illustrator, Indesign, XD, Photoshop, Lightroom, After effects, Premiere).
- Figma
- CMS Webdesign (WordPress)
- CRM & Social Media Platforms (Meta, Google, LinkedIn).
- Google Workspace
- Project Management Software (ClickUp, Microsoft Office Suite, Trello)
- WordPress / Squarespace / Wix / Shopify
- Mailchimp
- Canva
- DaVinci
- CapCut

## DESIGN/SKILLS

- Brand Design
- Digital Experiences:
  - Social media
  - Digital Products
  - Presentations
- Editorial Design
- Photography
- Strategy and Positioning: Event planning and execution
- Collaging



SELECTED WORK

# BRAND DESIGN

GRAPHICS  
AND IDENTITY

MARKETING  
COLLATERAL

Camila Cruz | The Blue Bath art



## IDENTITY #1

**Kassani Diseño:**

Albert | Chair logo

At Kassani Diseño they contribute from their specialty in design, development and manufacturing with a new product: "Albert", a family of chairs that make possible different configurations within teaching spaces that promote learning methodologies based on projects and maker spaces.

Albert  
Equilibrio  
Dinámico  
Kassani.

# IDENTITY #1

**Kassani Diseño:**  
*Albert | Chair logo*



## IDENTITY #3

### Foto Encuentro

#### Logo design

"It is presented as a space for convergence between photographic practice and discussion and reflection on its historical development, based on themes related to its studies and within a training and learning context for this very particular type of image."

Sandra Suarez -  
Teacher and promoter  
of this space



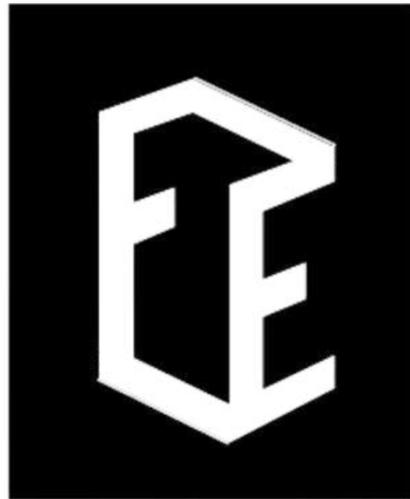
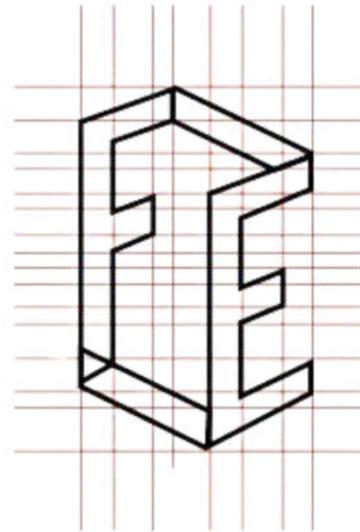
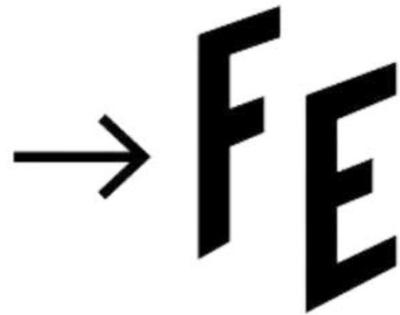
**FOTOENCUENTRO**  
*Encuentro Académico de Fotografía*

# IDENTITY #3

## Foto Encuentro



+ FOTO  
ENCUENTRO



### FOTOENCUENTRO *"IMAGEN, CUERPO & MEDICINA"*

**Exposiciones** -Sala Alterna Museo de Artes Visuales UTADEO, desde el 13 Agosto de 2018  
-Sala Alterna Facultad de Artes ASAB, "Foto-López" desde el 1 de Agosto de 2018  
(Carrera 13 No. 14-69, segundo piso. Bogotá D.C.)

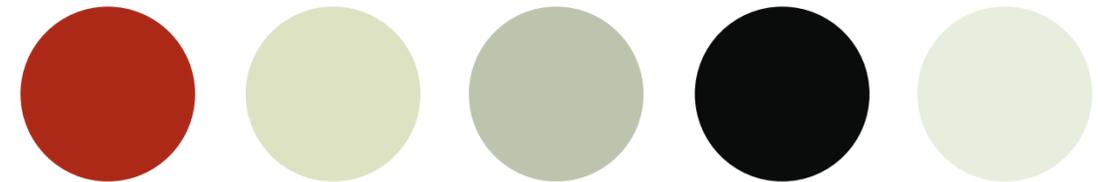
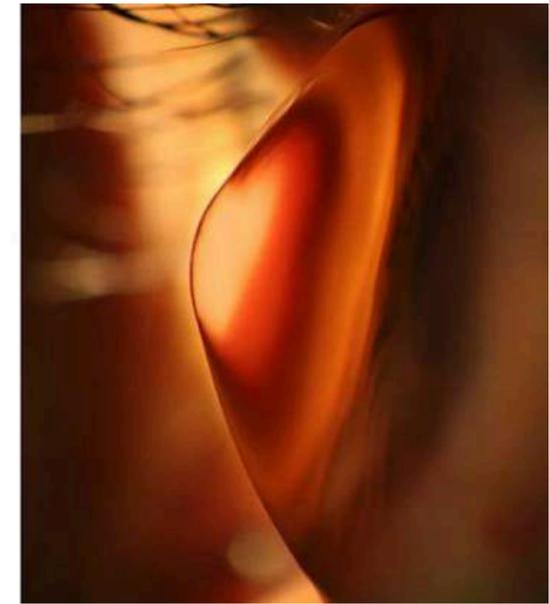
**Conferencias** Jueves 23 de agosto 2:00 p.m., Aula 702 Edificio de Posgrados (M16) UTADEO  
ENTRADA LIBRE. Invitados:

**Laura Carbonell.** Curadora, profesora y crítica de fotografía con un enfoque en el estudio de procesos de edición de libros de imagen. *"Interpretación artística y proceso editorial de las fotografías no clasificadas en el archivo del hospital psiquiátrico de la Salpêtrière en París"*

**Luis Fernando Botero Escobar.** Médico especialista en oftalmología de la Universidad Javeriana de Bogotá, sub-especialista en retina y certificado en estereofotografía de siete campos. *"Hacer fotografía médica. Experiencia de registro de patologías oculares"*

**Andrés Foglia Ortegote.** Artista plástico y visual, con estudios de maestría en Investigación en Prácticas Artísticas y Visuales, y Estudios de la Cultura, con mención en Arte y Estudios Visuales. *"Proyectos fotográficos: gestión, investigación, producción y contextos de circulación"*

**Andrés Patiño Garzón.** Magister en Estética e Historia del Arte, Universidad Jorge Tadeo Lozano; Especialista en Fotografía de la Universidad Nacional de Colombia. Coleccionista de fotografía. *"Historia de la fotografía de retrato en Bogotá en el siglo XIX"*



IDENTITY #3

Foto Encuentro



## IDENTITY #4

### Malva Café

#### Logo and identity

This is what drives us. It's a very simple way to express our motivations and helps us understand how the brand develops graphically and uses assertive and appropriate language.

Malva is not just a space that offers different services. It becomes a space for cultural expression, opening the doors to art.

The brand adapts to the different activities carried out under that name and can also be practically applied in any physical or digital space.

It seeks to empower women and support their artistic development.



malva  
• café & pub •

# IDENTITY #4

## Malva Café



Dream Avenue Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789?!£\* ,:;....

Louis George Cafe Light

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789?!£\* ,:;....



Talleres / workshops



Café | Pub



Café | Pub



Studio | Música en vivo

IDENTITY #4

Malva Café



## IDENTITY #5

### Rostock PUB

#### Logo and identity

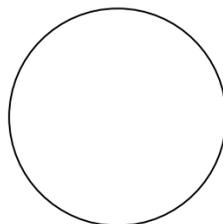
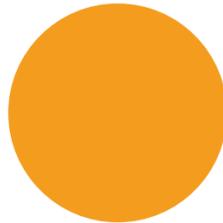
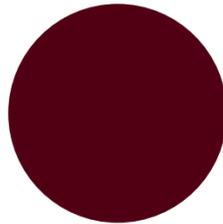
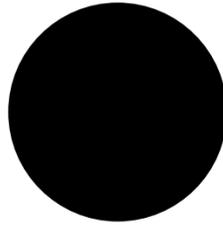
This influence is reflected in the logo, created with Gothic characters and various icons for the different types of products offered. The establishment is characterized by three arches at the back of the bar, a distinctive feature illustrated in a stamp that accompanies the logo and is used on some special offers.



Rostock  
PUB

# IDENTITY #5

## Rostock PUB



MARKETING  
COLLATERAL

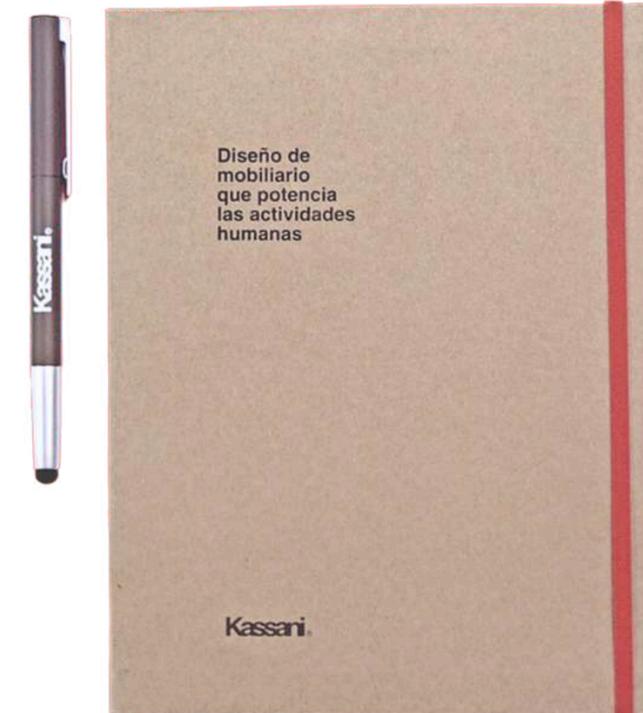


# MARKETING COLLATERAL

## Albright institute



## Kassani Diseño:



Illustrations: Yeimy Sanchez



SELECTED WORK

# DIGITAL EXPERIENCES

SOCIAL MEDIA  
DIGITAL PRODUCTS  
PRESENTATIONS



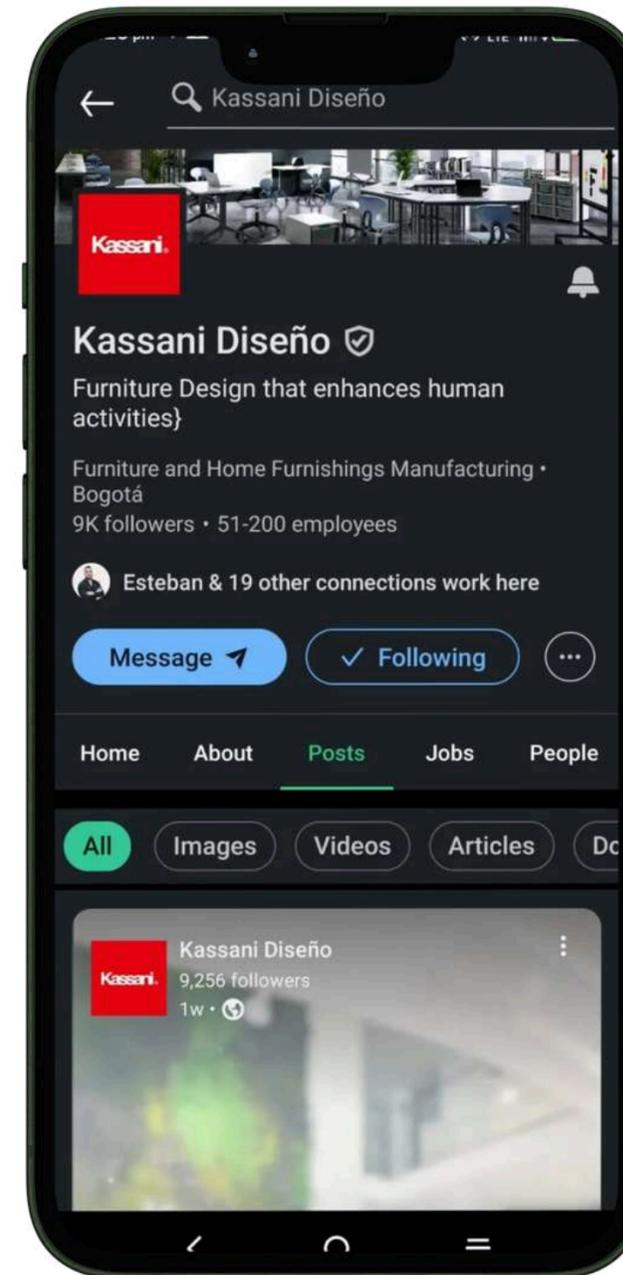
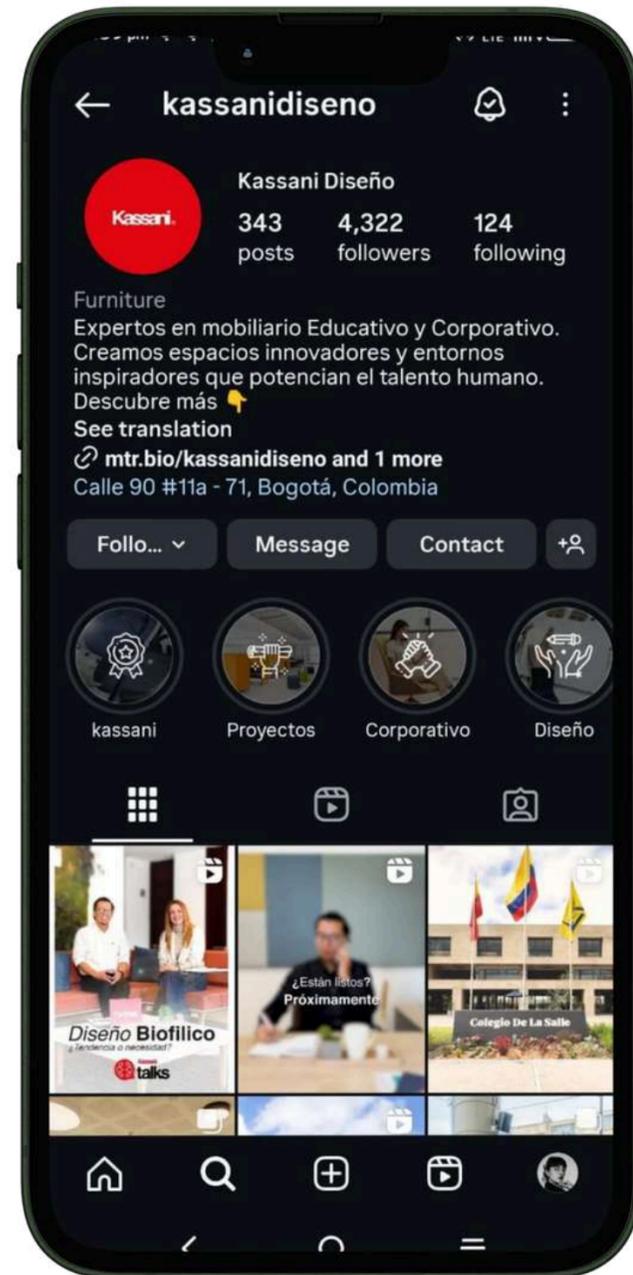
# SOCIAL MEDIA

## Kassani Diseño: Instagram and LinkedIn

Planning and execution of:

- Strategy
- Content Creation
- Design
- Scheduling
- Posting

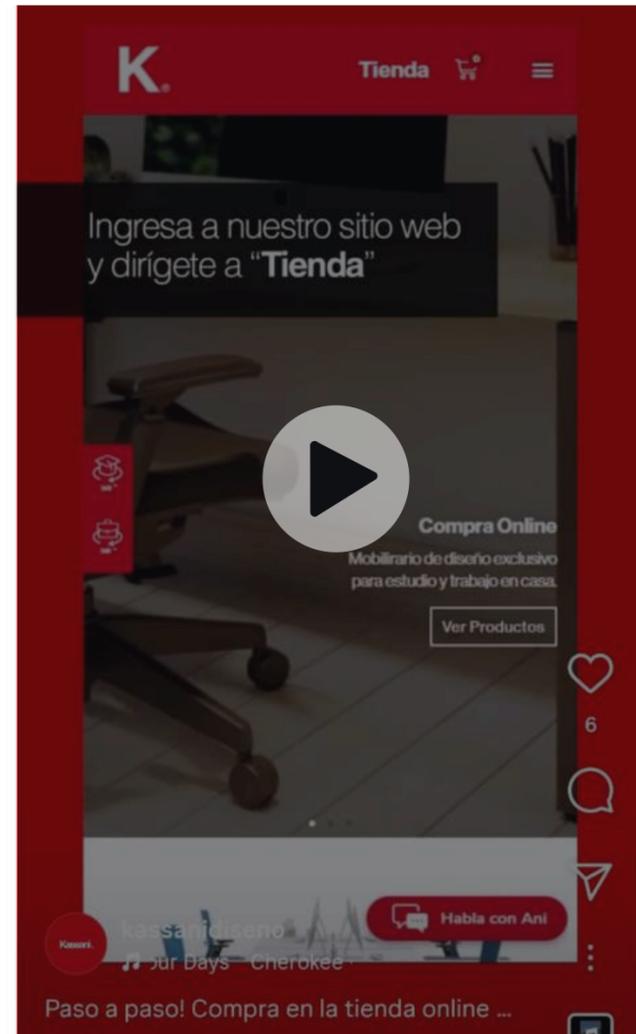
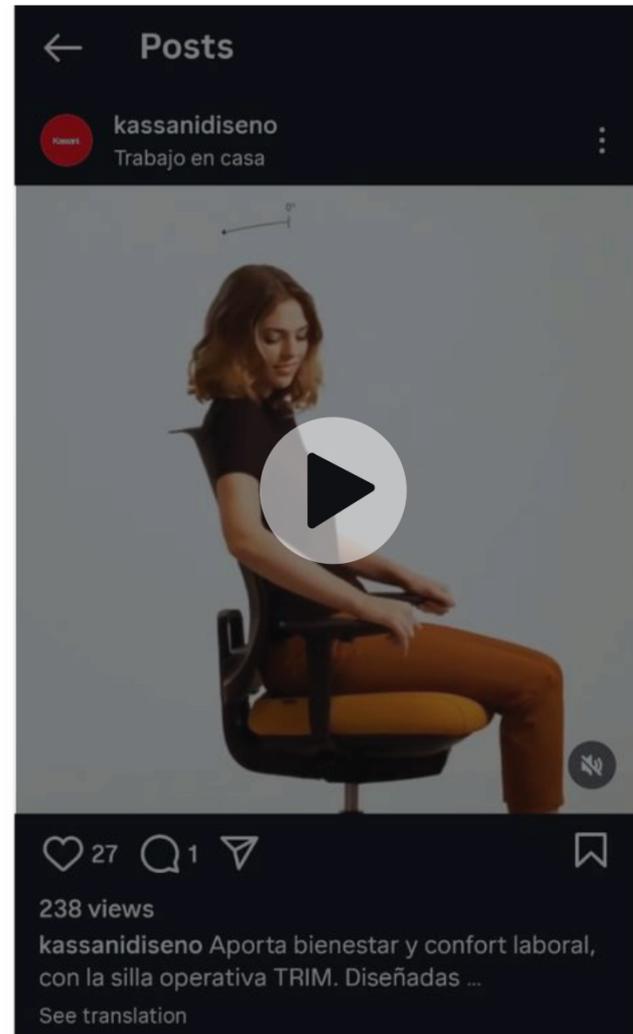
POSTS



# SOCIAL MEDIA

**Kassani diseño:**  
Instagram

VIDEO



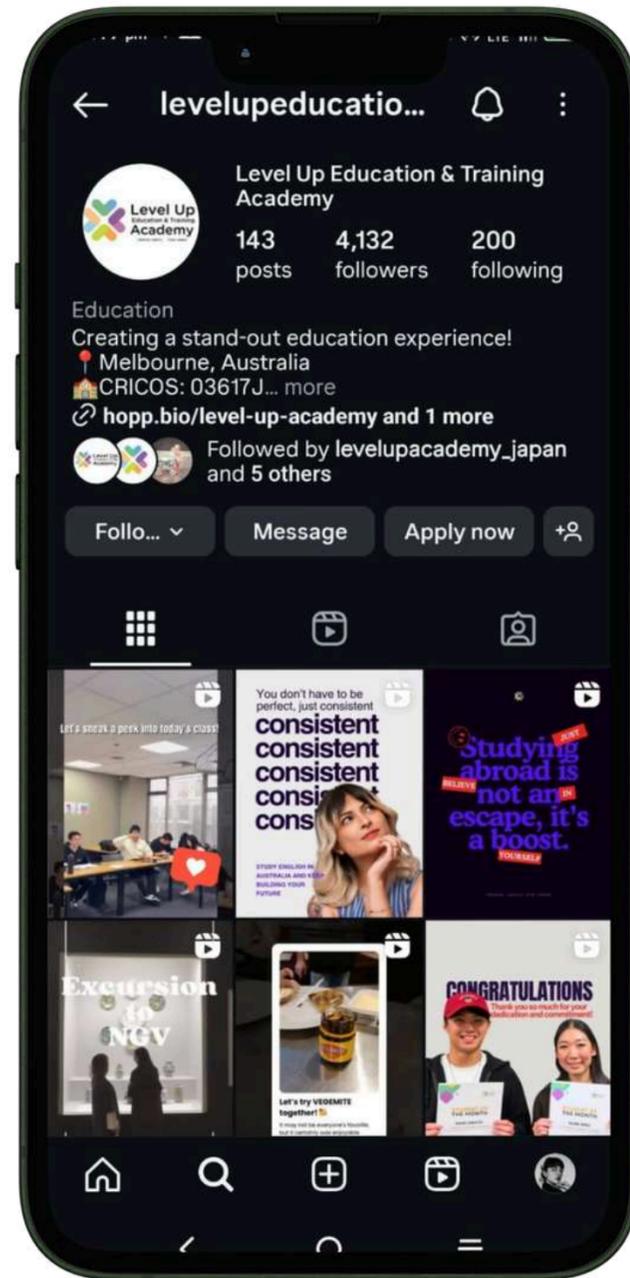
# SOCIAL MEDIA

## Level Up Education and Training Academy

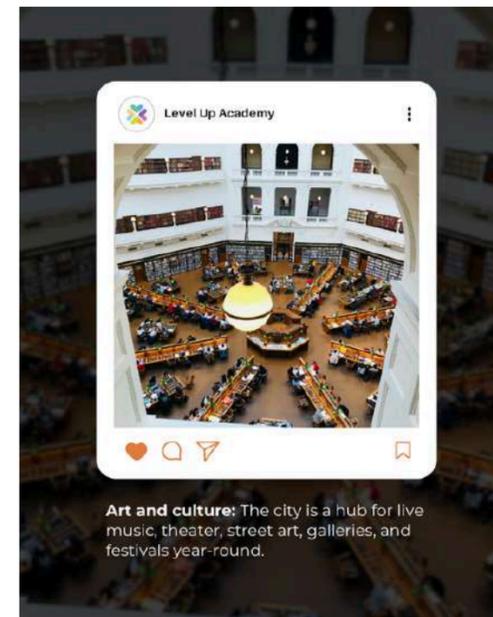
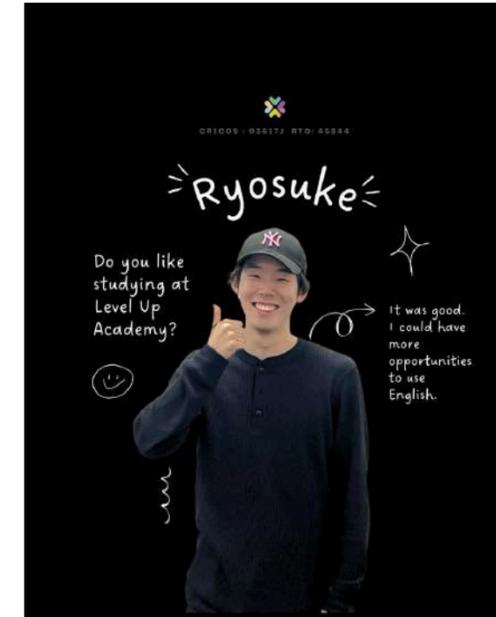
Planning and execution of:

- Strategy
- Content Creation
- Design
- Scheduling
- Posting

## POSTS



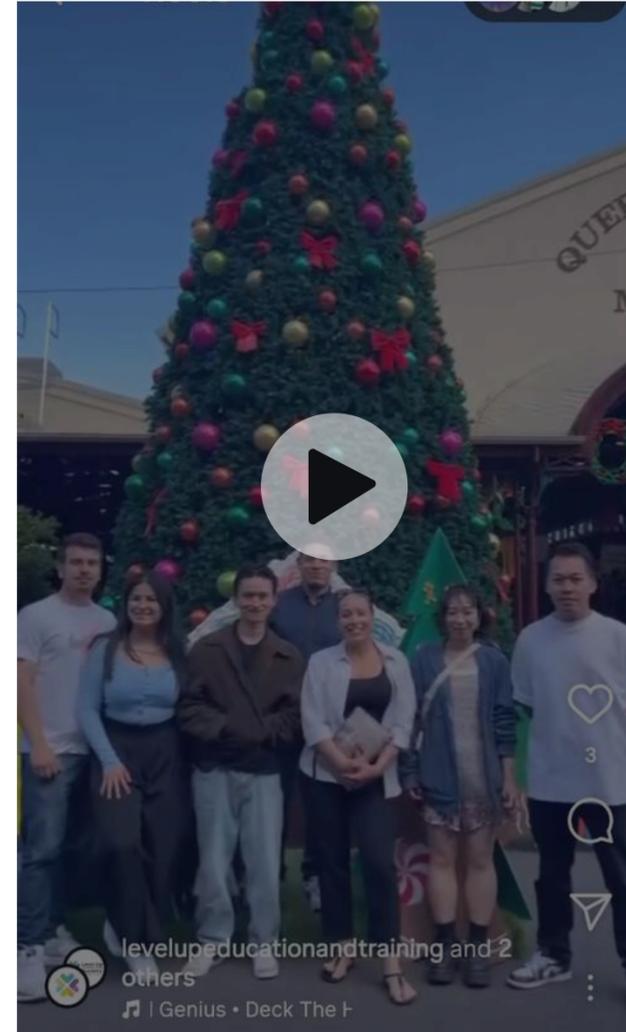
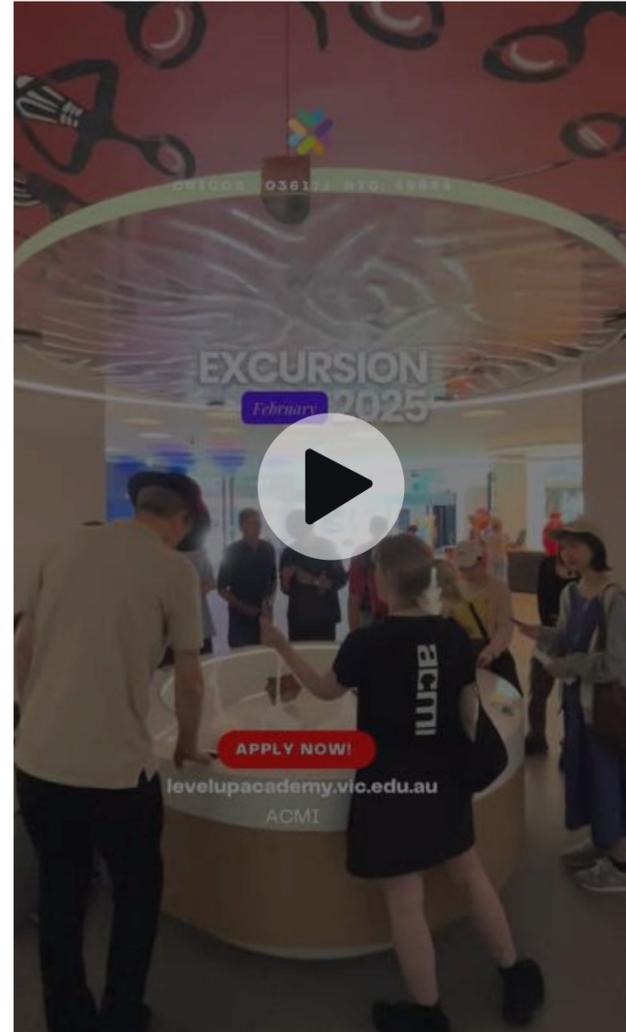
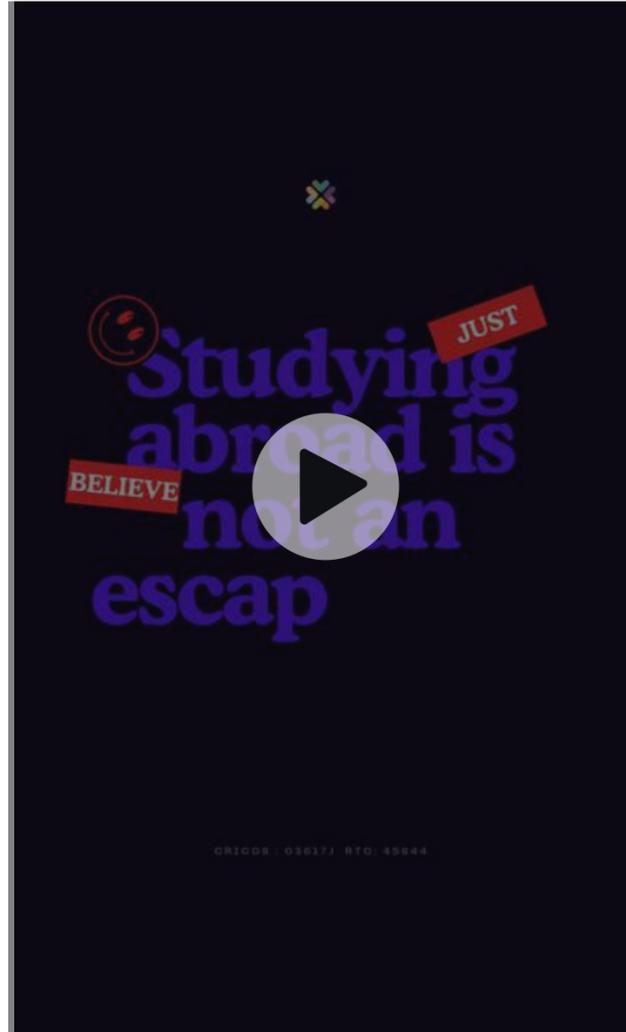
Commit to practice regularly and engage with your friends.



# SOCIAL MEDIA

Level Up Education and Training Academy

VIDEO

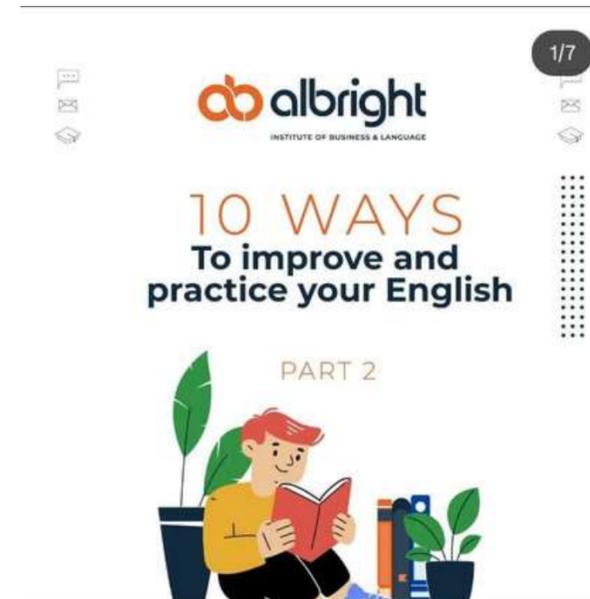
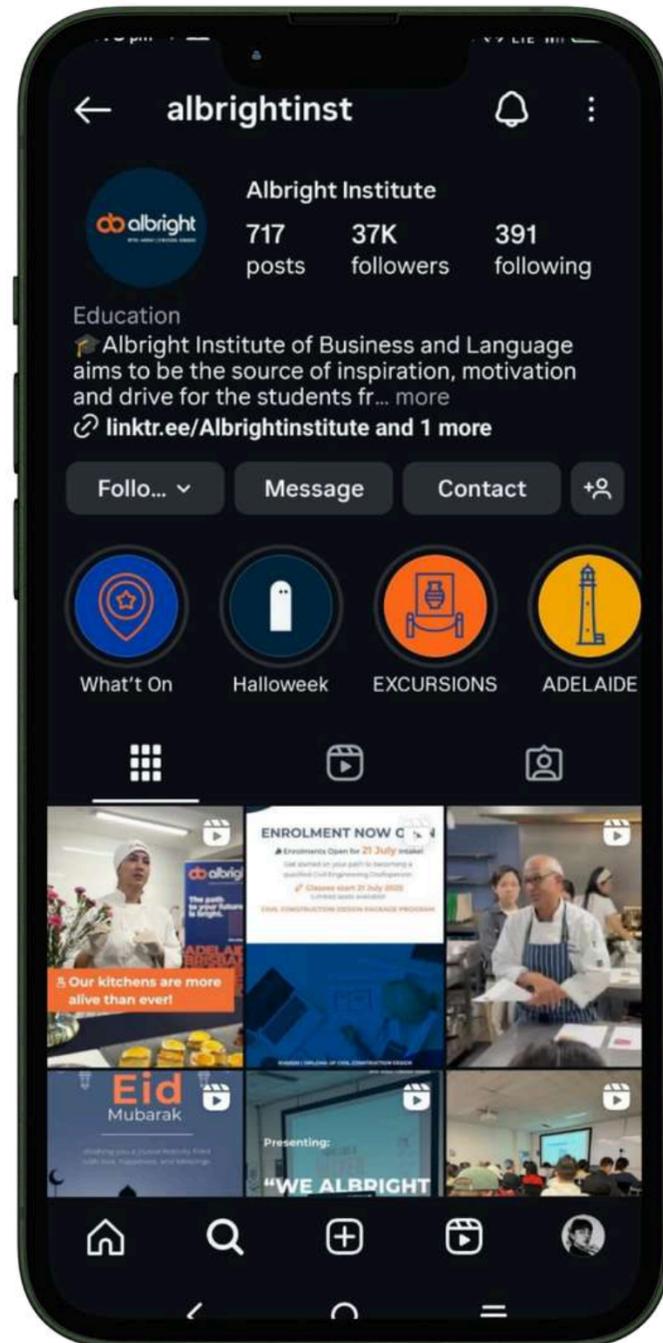


# SOCIAL MEDIA

## Albright Institute

- Content Creation: Photographer and Videographer
- Design
- Scheduling
- Posting

POSTS

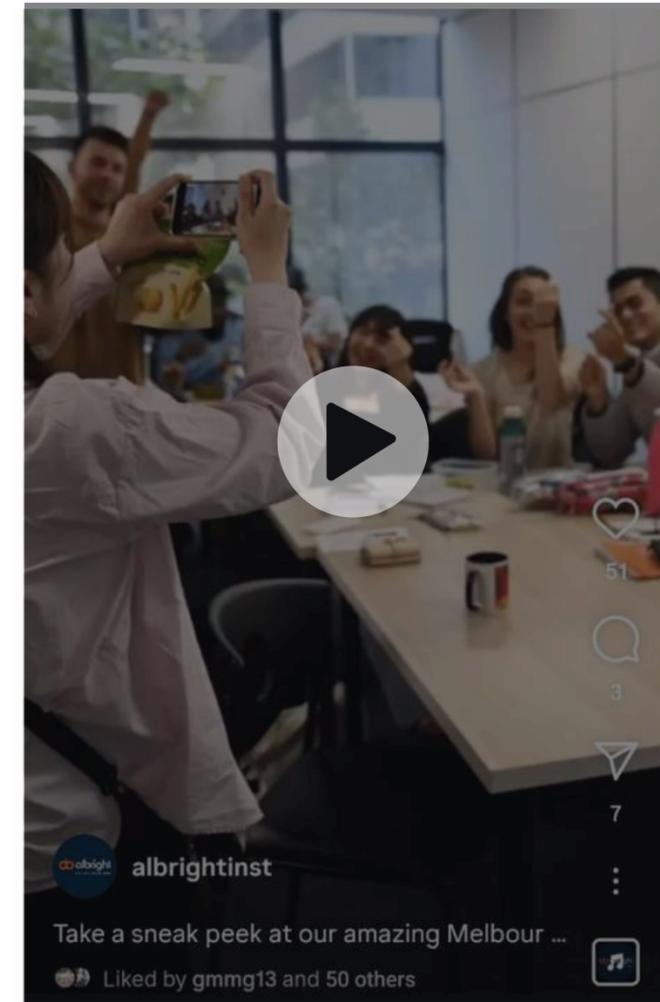
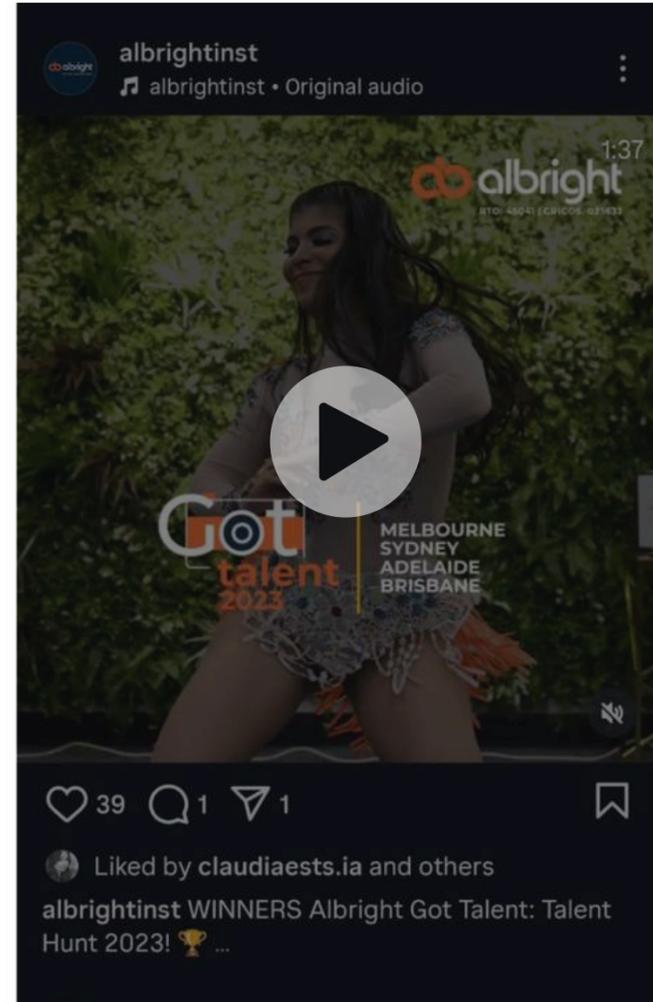
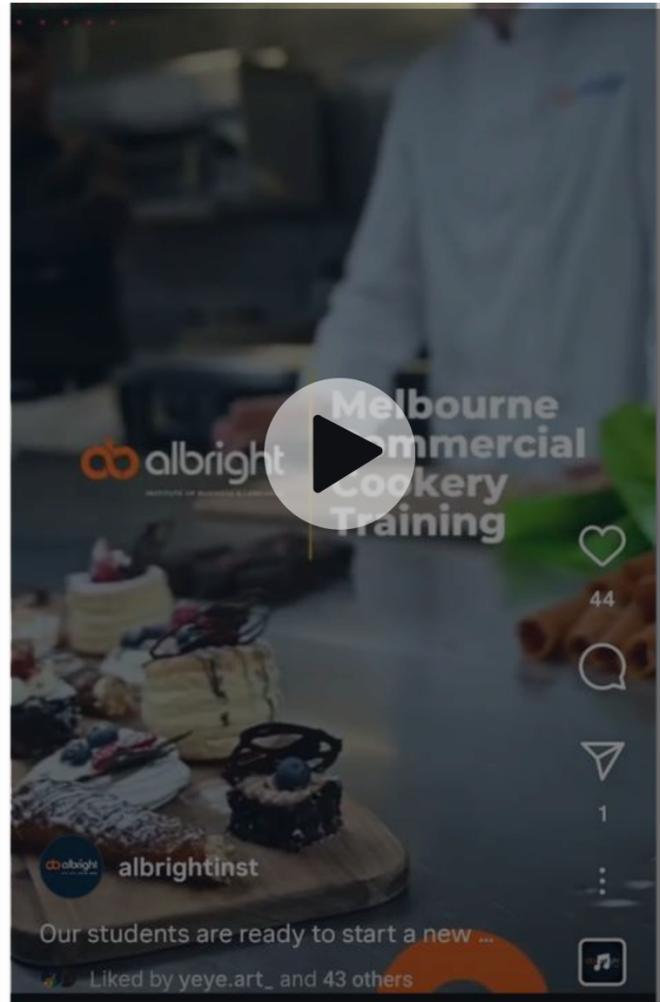


# SOCIAL MEDIA

Albright Institute

VIDEO

Pr



# DIGITAL PRODUCTS

Kassani  
Diseño:

EBOOK

Ai

Id

**Sea Workspace: Climas de trabajo**

Datos a nivel internacional

Tras una crisis un resumen de una encuesta realizada por la **Comisión Europea** que es coach y traductora internacional, además una de las 41 expertas de todo el mundo que identifican los factores que darán forma al futuro del trabajo y elaboran políticas para ayudar a las empresas a prepararse para los próximos cambios.

Muchas empresas a nivel mundial también tienen dudas de un regreso total o parcial de sus colaboradores. Por eso, es importante entender de primera mano, ¿Cuál es lo que preocupan los personas sobre el trabajo remoto en la oficina, o de manera parcial?

Se encuestaron a 7.981 personas, de las cuales 3.572 están a favor de tomar la decisión de donde trabajar.

**Comentarios participativos**

Después de 7 años de trabajar remoto en 100%, se ha demostrado que aumenta la productividad, mejora el equilibrio trabajo-vida, permite trabajar desde la ciudad natal, ahorrando dinero, combatiendo la contaminación, etc.

**Datos a nivel nacional**

Columbia se sumó a la lista de países que implementó desde 2020 el "trabajo en casa" a causa de la pandemia.

Los números indican que el teletrabajo sería la única opción, pero para finales de 2021, las personas empezaron a regresar paulatinamente a las oficinas.

**Cifras de encuesta del DANE: Puntaje Social**

Personas que aún trabajan de manera remota no quieren seguir teletrabajando: 55%

Personas que han trabajado más días por semana de teletrabajo remoto: 17,7%

**¿Cómo te gustaría trabajar en 2022?**

100% Oficina	10% Remoto	10% Oficina	20% Remoto	50% Trabajo híbrido o a la mitad
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En consecuencia, 2022 será el año en que la mayoría de las empresas deberán regresar a sus lugares de trabajo. En vista de este panorama, el Ministerio de Salud publicó una serie de recomendaciones para evitar contagios por covid-19:

- Horarios flexibles como estrategia para que haya menos trabajadores desplazándose en servicios masivos de transporte en horas pico y con ello, se reduzca el riesgo de posible contagio.
- Disminución de reuniones presenciales.
- Reducción de eventos masivos o eventos en los cuales haya aglomeración de personas.

Fuente: LinkedIn DE, Ecol Prologia

**Kassani.**

**Espacios con alma**

Entornos flexibles

Tendencias de espacios de trabajo 2022

**Más oportunidades dentro de un solo espacio**

Momento 1: **El espacio de trabajo se convierte en un espacio de trabajo flexible.**

Momento 2: **El espacio de trabajo se convierte en un espacio de trabajo flexible.**

Si quieres conocer más de este método, consulta nuestra web [www.kassani.com](http://www.kassani.com) o contáctanos.

**Los trabajadores están regresando a las oficinas en el país y las empresas están descubriendo las ventajas que tiene la flexibilidad.**

¿Qué significa la flexibilidad en el entorno a la oficina?

¿Qué ventajas tiene una empresa con un sistema de trabajo híbrido?

**#1: Cuidado de la salud y calidad de vida**

El bienestar es el principio de todo.

El bienestar es el principio de todo.

Multimedia specialist in Graphic Design, Social Media Strategy & Brand Marketing



SELECTED WORK

# EDITORIAL DESIGN

Camila Cruz | The Blue Bath art



# CATALOGUES

## Kassani Diseño:

The product catalogues of Kassani Diseño S.A.S. are organised around three key market segments:

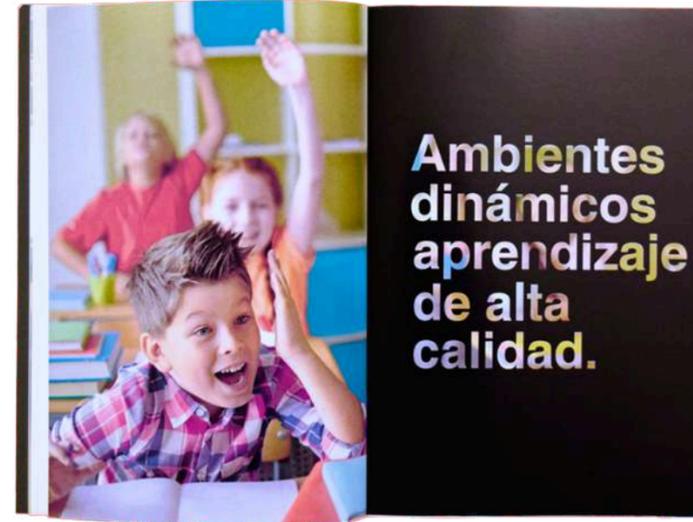
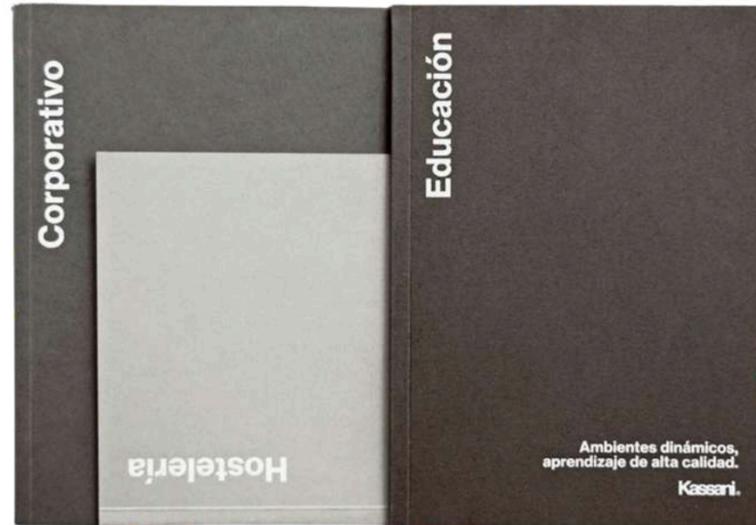
- Corporate spaces
- Educational environments
- Horeca (hotel, restaurant, and café) areas

The guiding principle of these catalogues is the company's aspiration to be more than a supplier of products;

- Kassani Diseño S.A.S. aims to be an authority in interior design.

Each project is meticulously conceived from its inception, focusing on:

- Enhancing the well-being of individuals
- Providing suitable furniture for various environments.



# FANZINE

Zines

# HOMO GENEO

Betrayed dreams, unreachable aspirations, apathy, self-centeredness, and irritation...

A comparative fanzine examining the torture devices of the Inquisition alongside the lives of some Bogotá residents, who navigate their existence amid monotony and sorrow.

I have created unique typography, digital illustrations, and modified photographs that showcase my city.

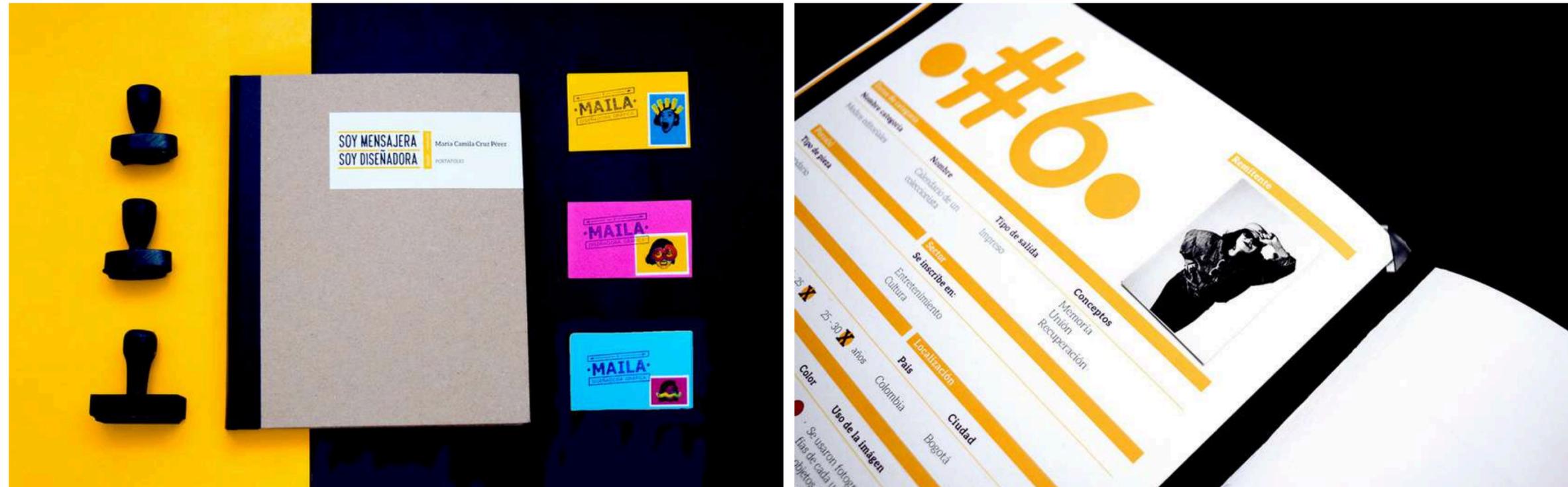


# BOOK-OBJECT

Personal book-object to showcase various projects. With the concept of "Mail post,"

I created a system of stamps and stickers to represent each project, maintaining a unified visual style while incorporating distinctive graphics for each project:

- Concept
- Photography
- Graphics
- Diagramming o layout
- Production





SELECTED WORK

# PHOTOGRAPHY

Camila Cruz | The Blue Bath art



PHOTOGRAPHY

Portraits of a couple of friends living in an oasis, showcasing their unique personalities in each picture.

OASIS

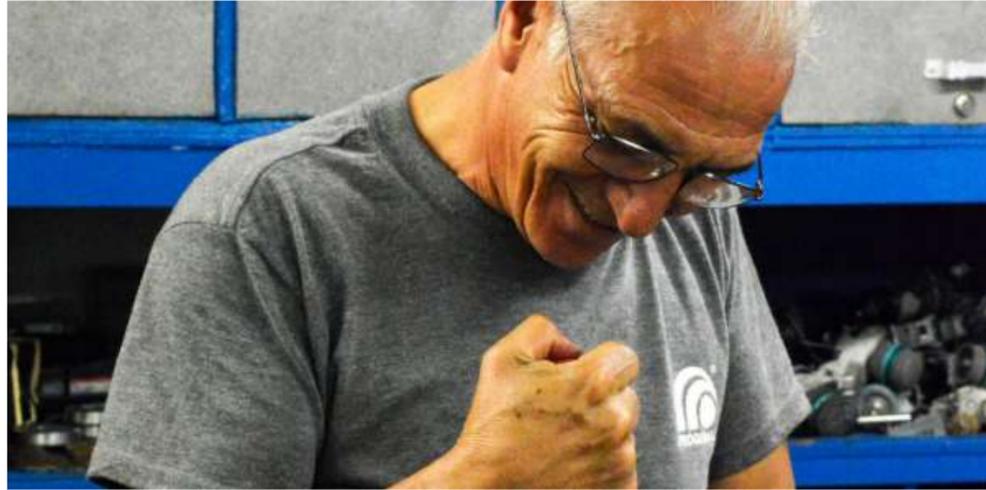


Multimedia specialist in Graphic Design, Social Media Strategy & Brand Marketing

PHOTOGRAPHY

I take great pleasure in capturing genuine moments at social events. It's always thrilling to catch authentic expressions and emotions. I appreciate the opportunity to capture memorable photos for PROQUINAL SAS.

# HR ACTIVITIES INTERNAL COMMUNICATION





SELECTED WORK

# STRATEGY AND POSITIONING:

EVENT PLANNING, INFLUENCER  
STRATEGY & EXECUTION

Camila Cruz | The Blue Bath art

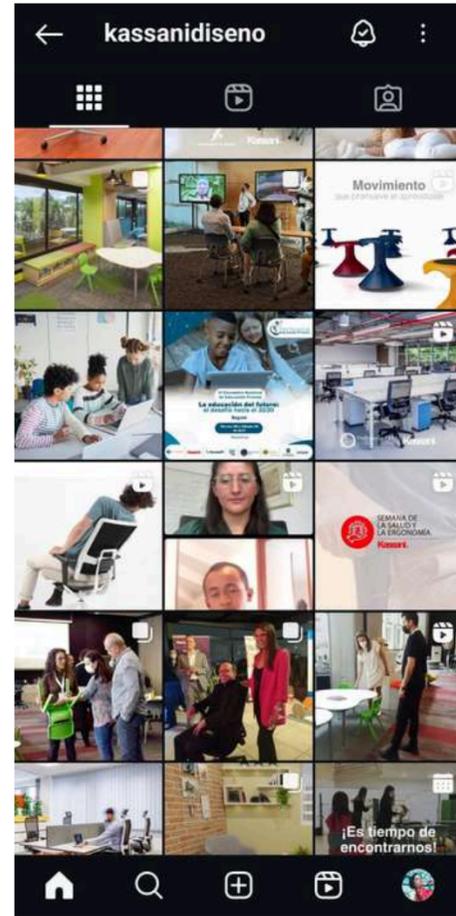


# EVENT PLANNING, INFLUENCER STRATEGY & EXECUTION

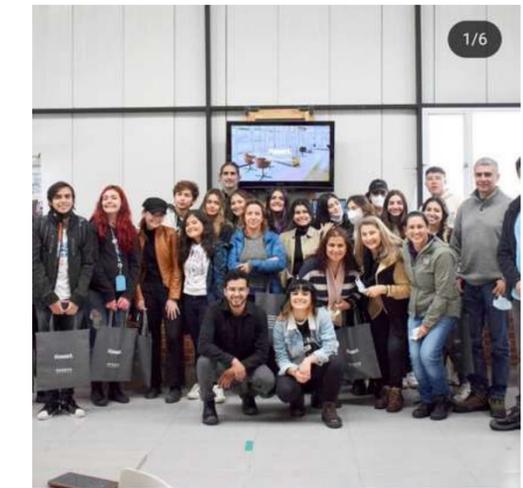
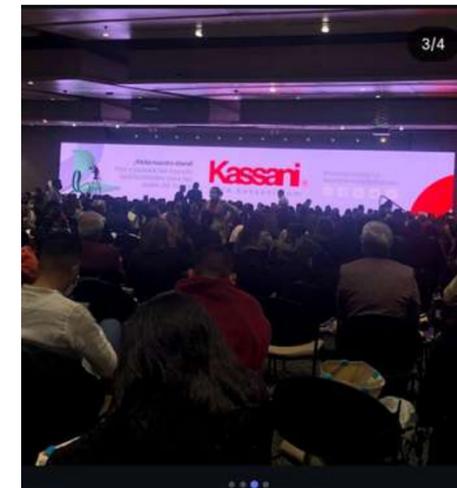
Developed the seasonal influencer strategy to drive brand advocacy and social proofing.

Executed on the strategy, which includes talent discovery, engagement, briefing, content reviews, product seeding, planning and execution of intimate events and performance analysis.

**Kassani Diseño:**  
Instagram Live



Other events



# INFLUENCER CAMPAIGNS

## Kassani Diseño: Digital campain

Planning and execution:

- Strategy
- Networking
- Content Creation
- Automation Strategy:  
Before, during, and after event
- Design
- Scheduling
- Direction
- Posting



# WEBINARS

## Kassani Diseño: Digital events

Planning and execution:

- Strategy
- Networking
- Content Creation
- Automation Strategy: Before, during, and after event
- Design
- Scheduling
- Direction
- Posting

Comparte con Kassani Corporativo - Relación espacios y productividad laboral

Copy link

Invitados expertos:

**Comparte con Kassani®**

Ciclo de eventos online

**CONVERSATORIO**  
**Relación entre el diseño de espacios y la productividad laboral**

Watch on YouTube

*Katherine Bohorquez*

*Felipe Marin*

Comparte con Kassani - Espacios seguros: materiales para espacios de oficina y educ

Comparte con Kassani®

Ciclo de eventos online

Invitados expertos:

**Lamitech**  
**SPRADLING®**  
GROUP INC.

**CONFERENCIA**  
**Espacios seguros:**  
materiales adecuados para la especificación de mobiliario en espacios de oficina y educativos

Watch on YouTube

Comparte con Kassani Educación - Digitalizando el aula

Comparte con Kassani®

Ciclo de eventos online

Con: Dario Ledesma de Castro

**CONFERENCIA**  
**Digitalizando el aula**

Watch on YouTube

# PRODUCT LAUNCH

## Kassani Diseño: Digital events

Planning and execution:

- Strategy
- Networking
- Content Creation
- Automation Strategy: Before, during, and after event
- Design
- Scheduling
- Direction
- Posting



# PRODUCT LAUNCH

## Kassani Diseño:

The planning and coordination of the event have been a great challenge. We managed to experience a launch that allowed us to transform the way we understand educational spaces in the country where we wanted to inspire creativity in training spaces to explore all types of pedagogical models supporting human activities. Using the Kassani facilities in Bogotá, a tour has been built where we explain each step of the chair process and the reason for it. It talks about the true needs and requirements of today's students while thinking about the future. Designing for educational spaces is a challenge but through research, experience, and the hunger to learn it is possible to deliver a product to empower students throughout Colombia. (Renders created by Esteban Betancourt furnishing area at Kassani Diseño).



# PERSONAL PROJECT

**the  
blue  
bath.**

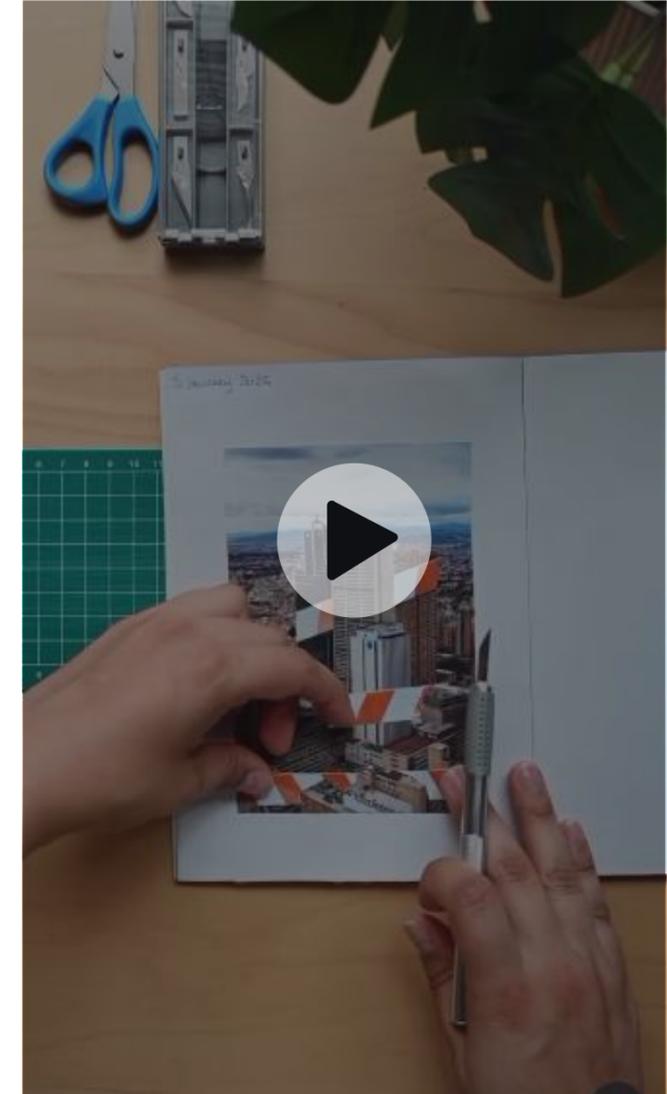
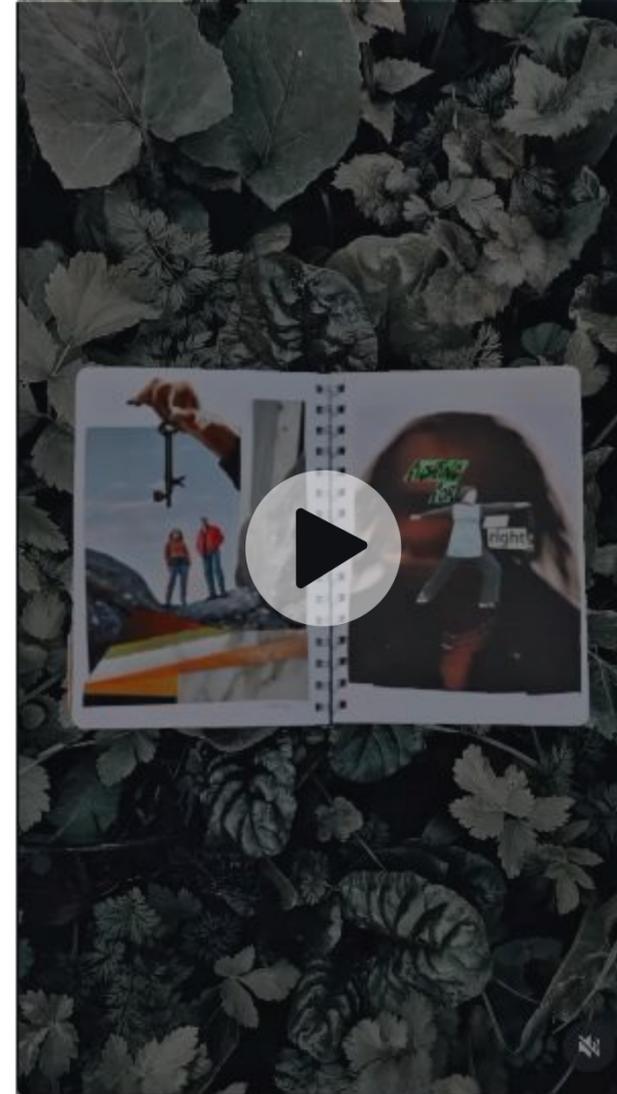
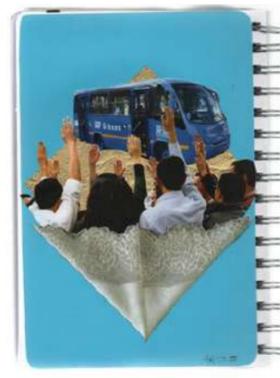
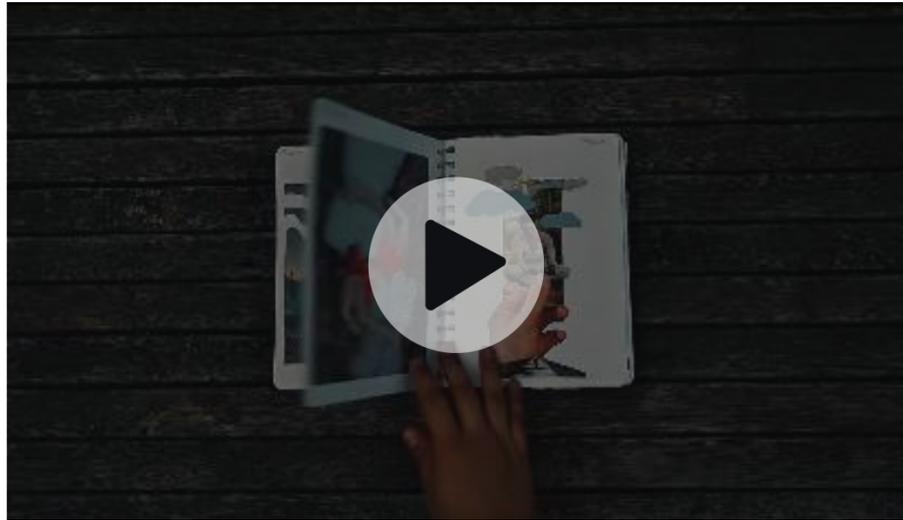
**Camila Cruz**  
*Multimedia Design  
and Communications  
Strategy*

# THE BLUE BATH PROJECT: COLLAGE

Processing photography and editorial archives to create collages to express a new world of ideas. Develop different assets and products such as posters, stickers, and social media content. Exhibited and sold products on the following:

- Immigration Museum for Cultural Diversity Week (2025)
- Brunswick Music Festival (2025)
- Cachivachest Latin Market (2024)

INSTAGRAM: @\_thebluebath\_



THANK YOU!

[mariaccp2022@gmail.com](mailto:mariaccp2022@gmail.com)

[www.thebluebath.art](http://www.thebluebath.art)

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