

SELECTED WORK

PORTFOLIO

Camila Cruz

The Blue Bath Project

mariaccp2022@gmail.com

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

iHOLA!

PORTFOLIO 2026

Driven by purpose and empathy, I am passionate about using design as a tool for advocacy and social impact. I bring a collaborative mindset, a deep respect for community voices, and a commitment to continuous learning to every project I undertake.



I AM CAMILA CRUZ

**Multimedia specialist in Graphic Design,
Social Media Strategy & Brand Marketing,
based in Melbourne, Australia.**

As a graphic designer with over seven years of experience, I have delivered creative solutions across diverse sectors, including education, marketing and design studios, B2B manufacturing, and photography. My core strengths lie in brand development and digital media, and visual communication with a strong focus on accessibility and inclusive design.

I have led a design team, ensuring consistency with brand guidelines while embedding accessibility principles into every stage of the design process. Actively contributed to strategic improvements that enhanced visual storytelling and user engagement.

PROFILE

Maria Camila Cruz Perez

Melbourne, Victoria

(61) 415345356

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

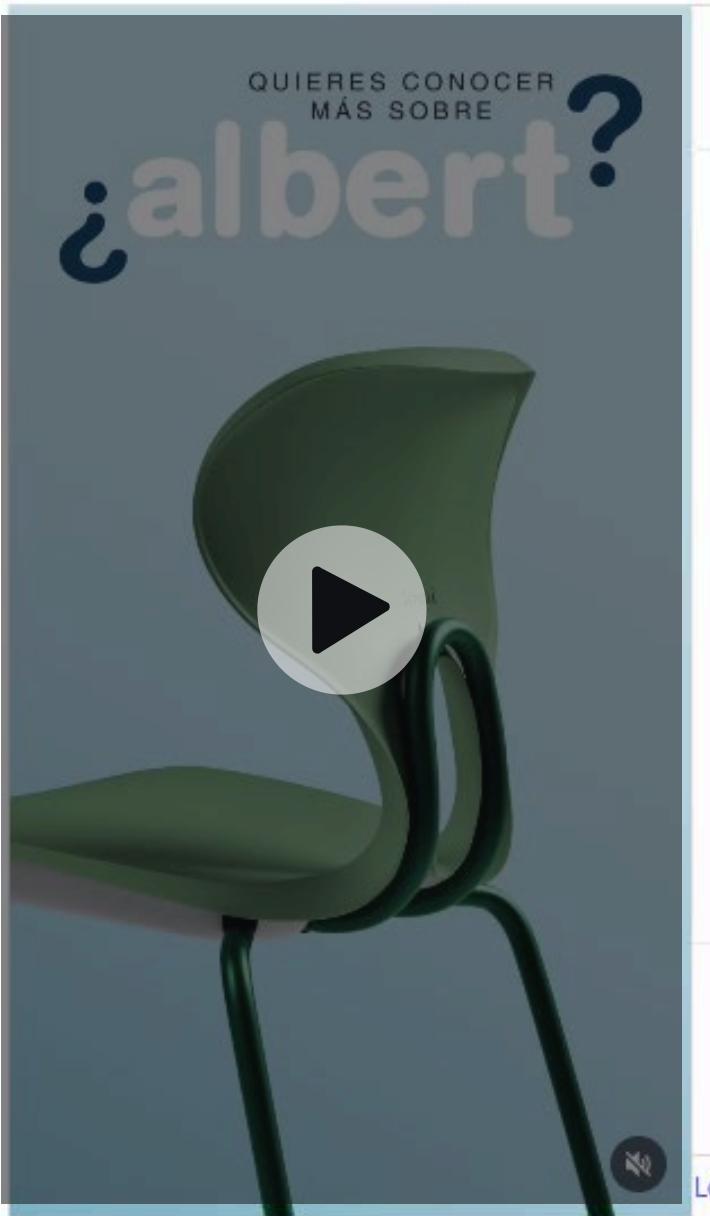
At Kassani Diseño they contribute from their specialty in design, development and manufacturing with a new product: "Albert", a family of chairs that make possible different configurations within teaching spaces that promote learning methodologies based on projects and maker spaces.



IDENTITY #1

Kassani Diseño:

Albert | Chair logo



kassanidiseno • [Follow](#) [...](#)

Original audio

kassanidiseno #albertinstein es un referente mundial, que nos inspiró en nuestra último producto.

La curiosidad que juega con la irreverencia se convierten en símbolo, por eso nuestra silla lleva su nombre y es representada desde su icónico rostro y expresión. 

Queremos seguir compartiendo con ustedes, mucho más de este proyecto, de principio a fin, porque somos diseño desde el origen.

#innovacioneducativa #kassanidiseno
#SillaAlbertKassani

195w

18 likes
October 28, 2021

[Log in](#) to like or comment.

IDENTITY #2

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

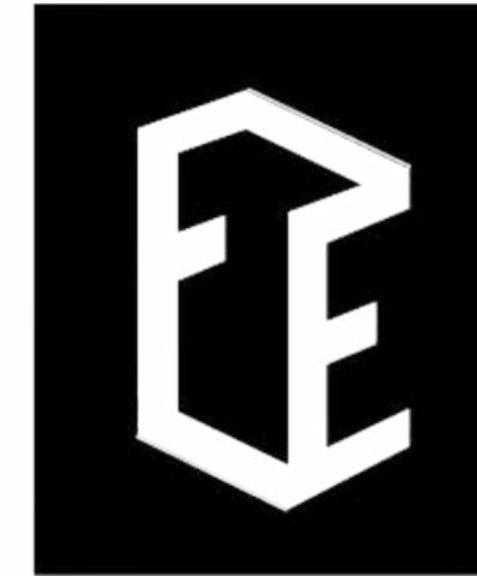
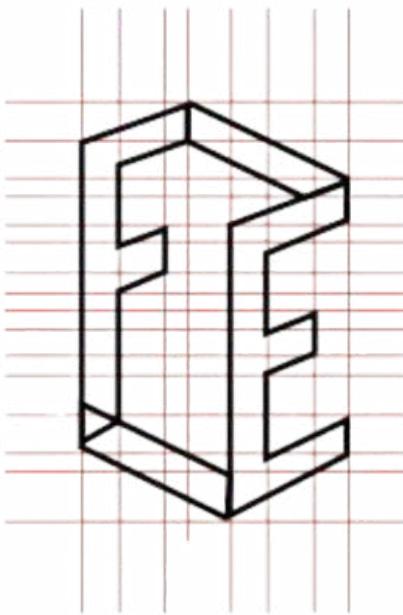


IDENTITY #2

Foto Encuentro



+ FOTO
ENCUENTRO → FE



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 Postgrados (M16) UTADEO
ENTRADA LIBRE, invitados:

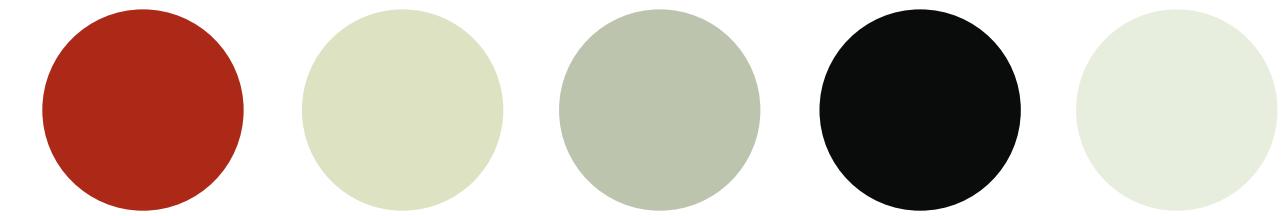
Laura Carbonell, Curadora, profesora y crítica de Arteriografía con un enfoque en el estudio de procesos de edición de libros de imágenes. "Interpretación artística y proceso editorial de las fotografías no clasificadas en el archivo del Hospital psiquiátrico de la Soledad en París".

Luis Fernando Botero Escobar, Médico especialista en oftalmología de la Universidad Americana de Bogotá, sub-expresidente en retina y periférica en oftalmología de siete campañas.

"Hacer fotografía médica. Experiencia de registro de patologías oculares".

Andrés Foglia Ortega, 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 Antropográficos: práctica, investigación, producción y contextos de circulación".

Andrés Patiño Garzón, Magíster en Estética y Historia del Arte, Universidad Jorge Tadeo Lozano; Especialista en Fotografía de la Universidad Nacional de Colombia. Coleccionista de Fotografía "Historia de la fotografía de retinotomía en Bogotá en el siglo XX".



IDENTITY #2

Foto Encuentro



IDENTITY #3

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.

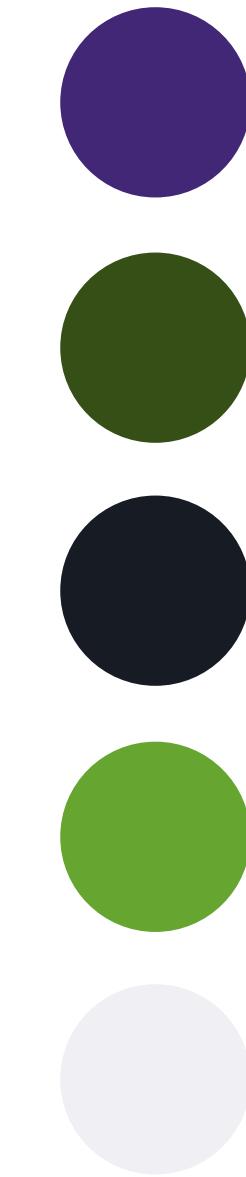
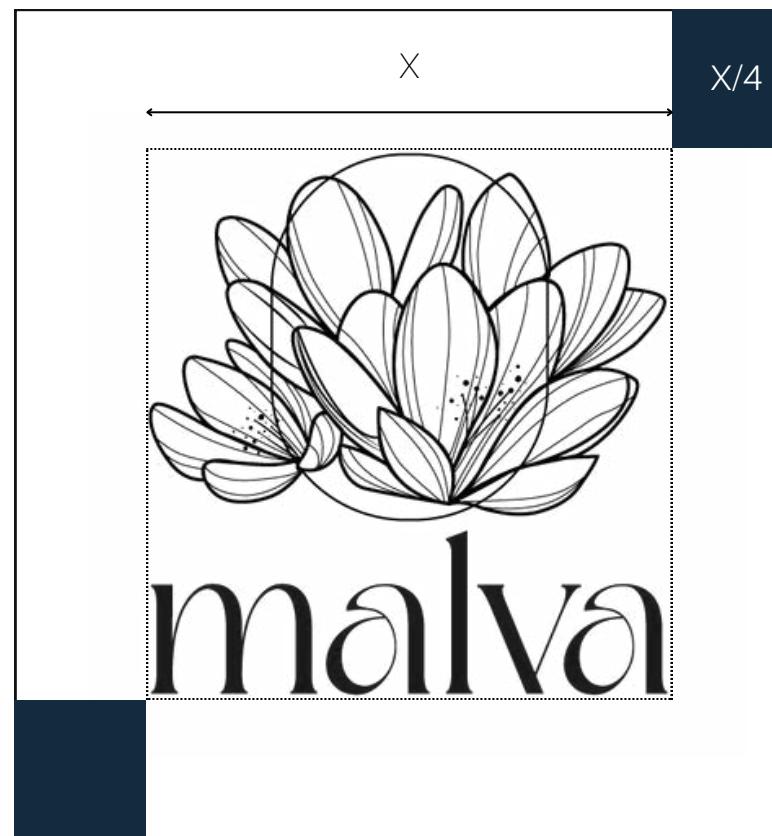
The brand adapts to the different activities carried out under that name and can also be practically applied in any physical or digital space.

It seeks to empower women and support their artistic development.



IDENTITY #3

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 #3

Malva Café



IDENTITY #4

Rostock PUB

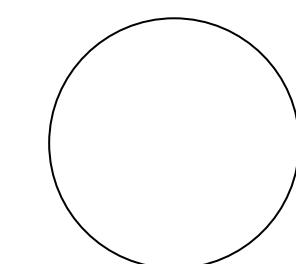
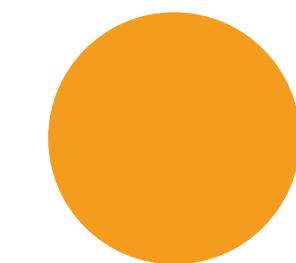
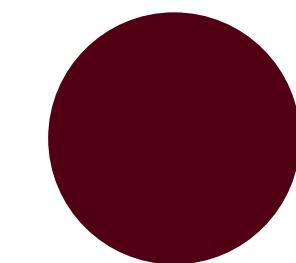
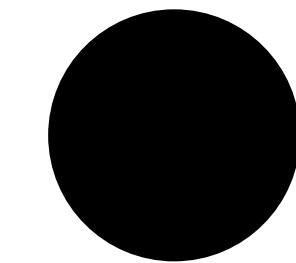
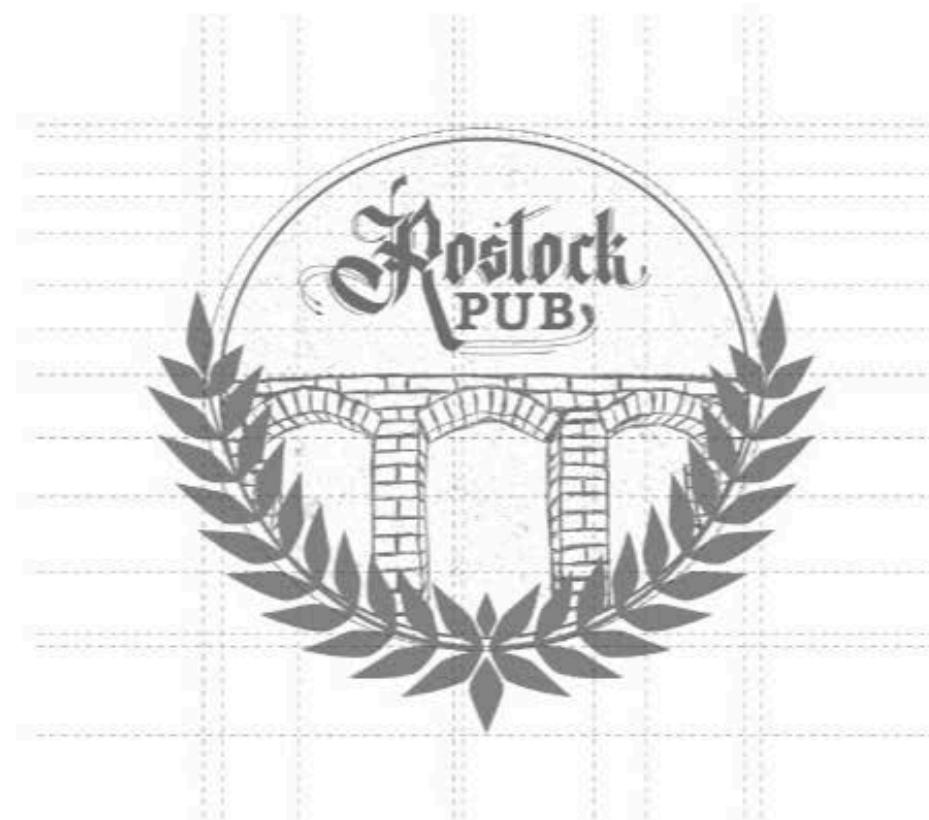
Logo and identity

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.



IDENTITY #4

Rostock PUB



MARKETING COLLATERAL



MARKETING COLLATERAL

Albright institute



Illustrations: Yeimy Sanchez

Kassani Diseño:



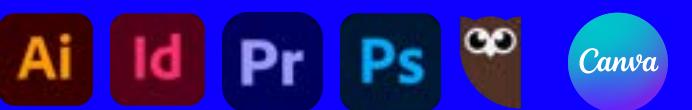


SELECTED WORK

DIGITAL EXPERIENCES

SOCIAL MEDIA
DIGITAL PRODUCTS
PRESENTATIONS

Camila Cruz | The Blue Bath art- Portfolio 2025



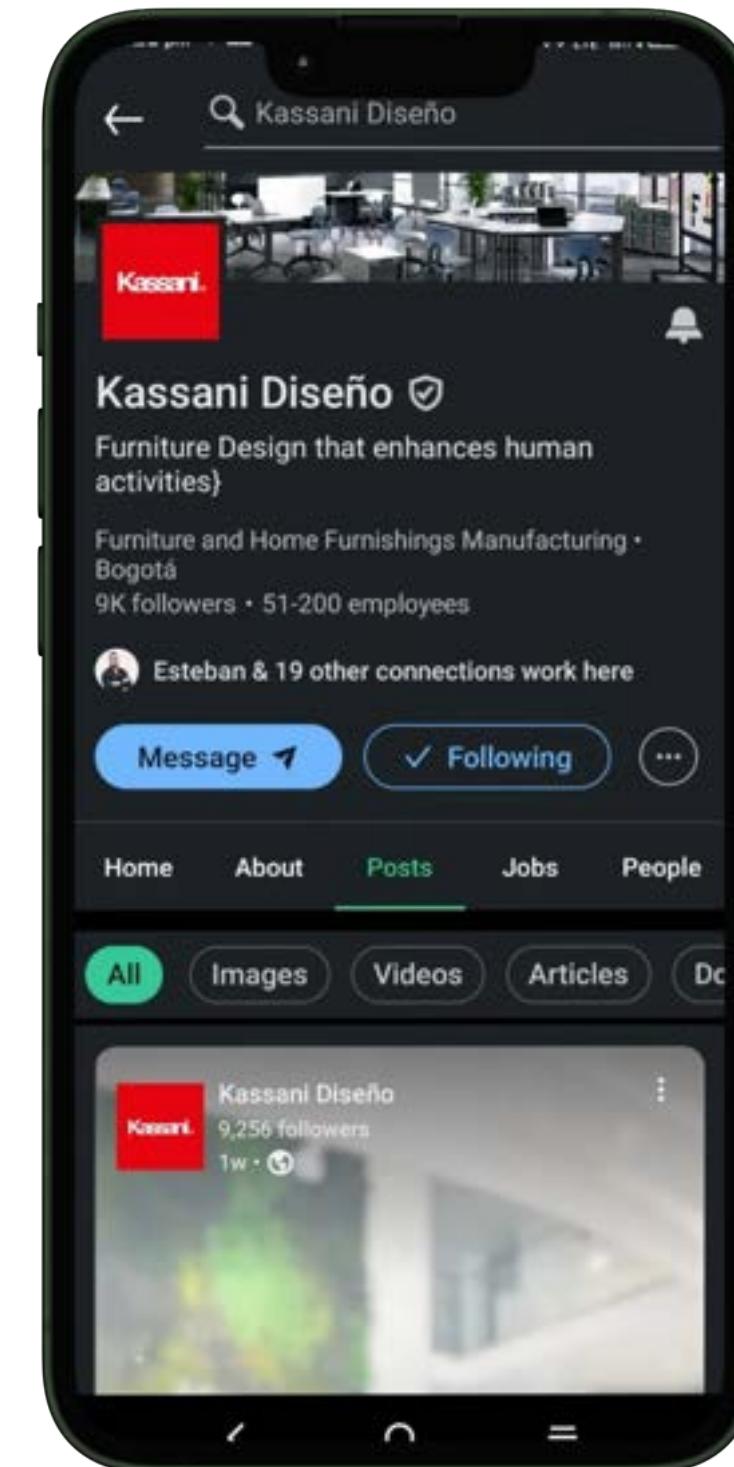
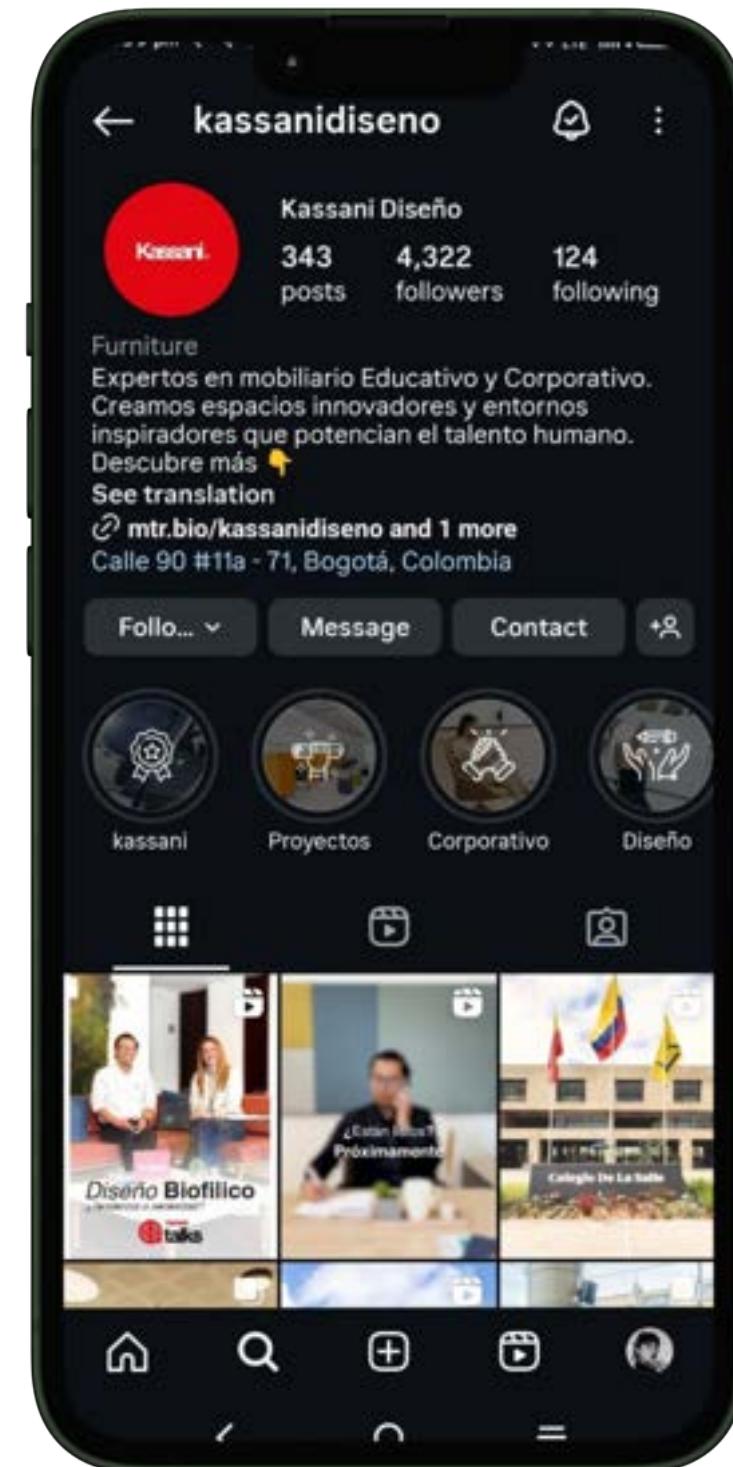
SOCIAL MEDIA

Kassani Diseño:

Instagram and LinkedIn

Planning and execution of:

- Strategy
- Content Creation
- Design
- Scheduling
- Posting



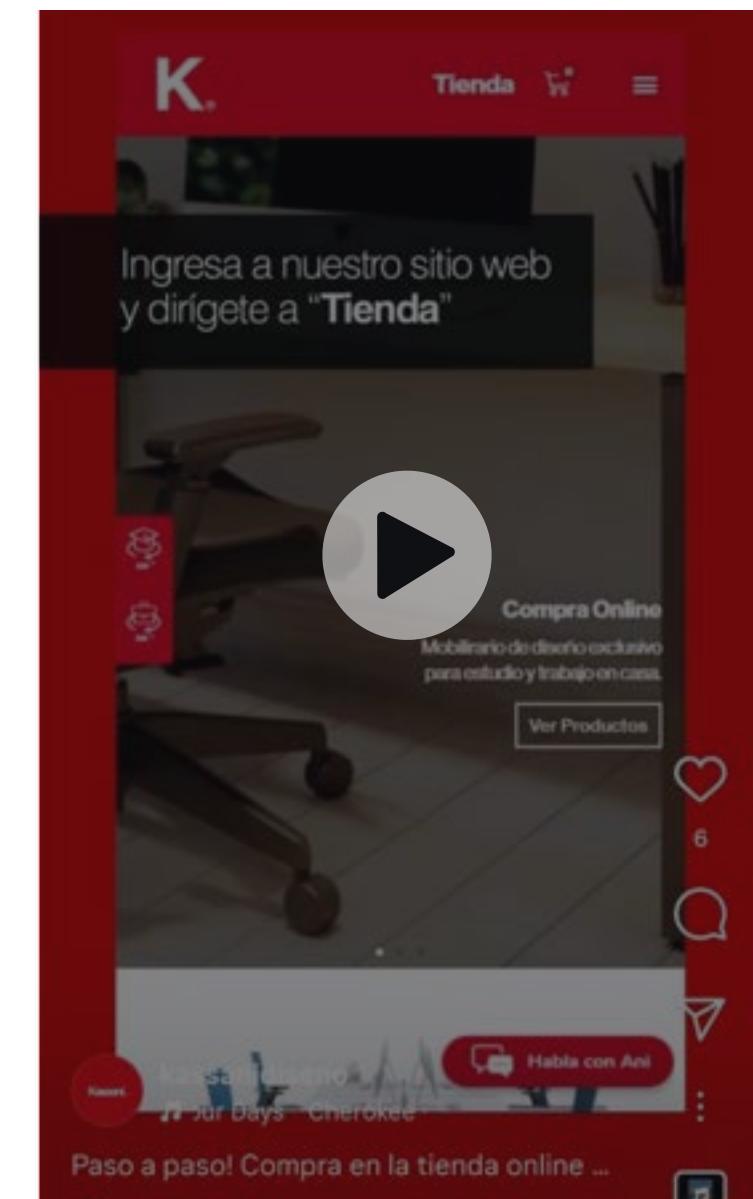
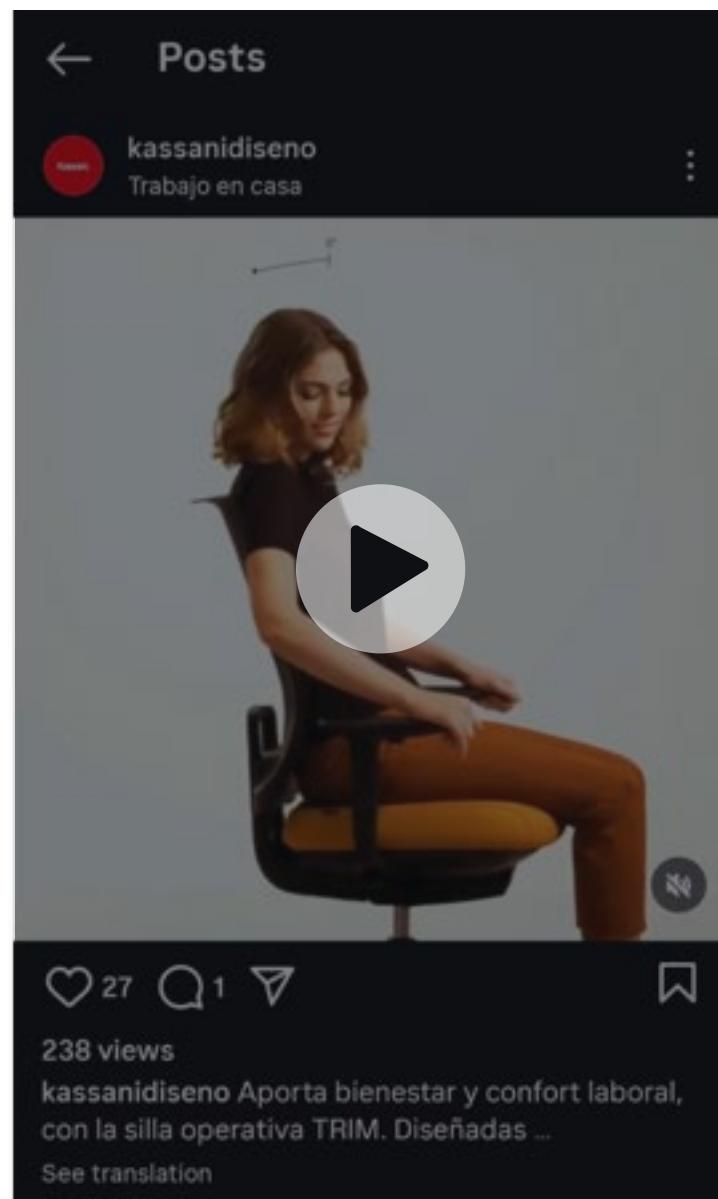
POSTS

SOCIAL MEDIA

Kassani diseño:

Instagram

VIDEO



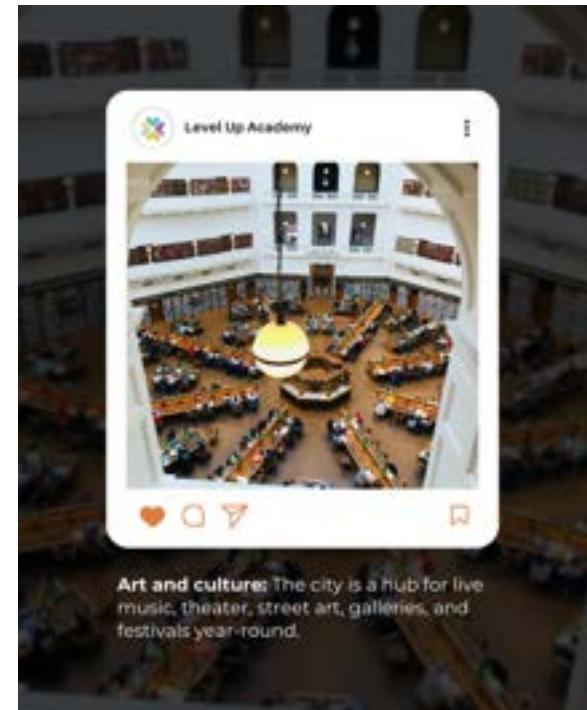
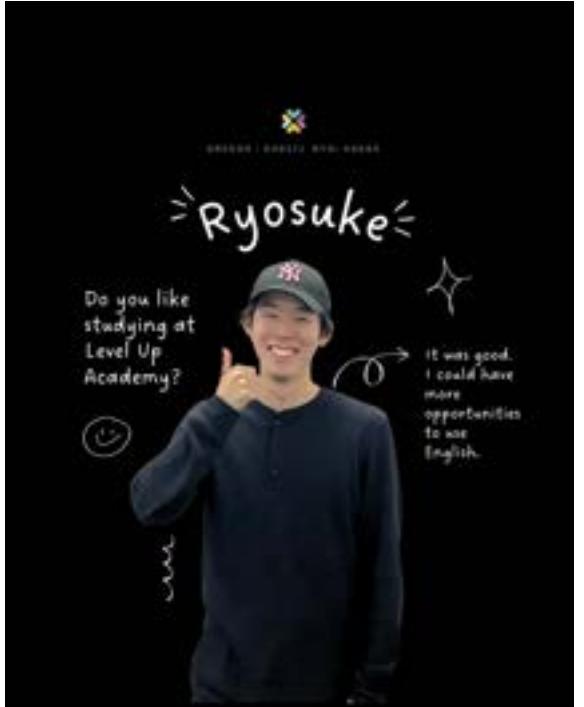
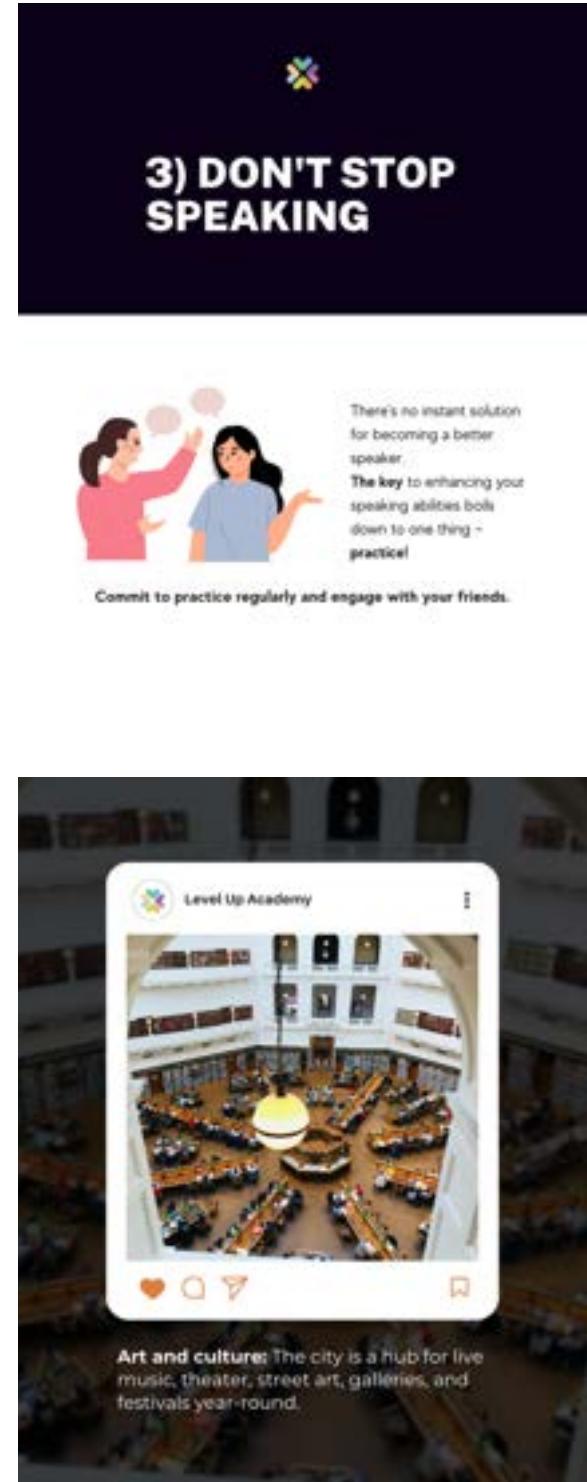
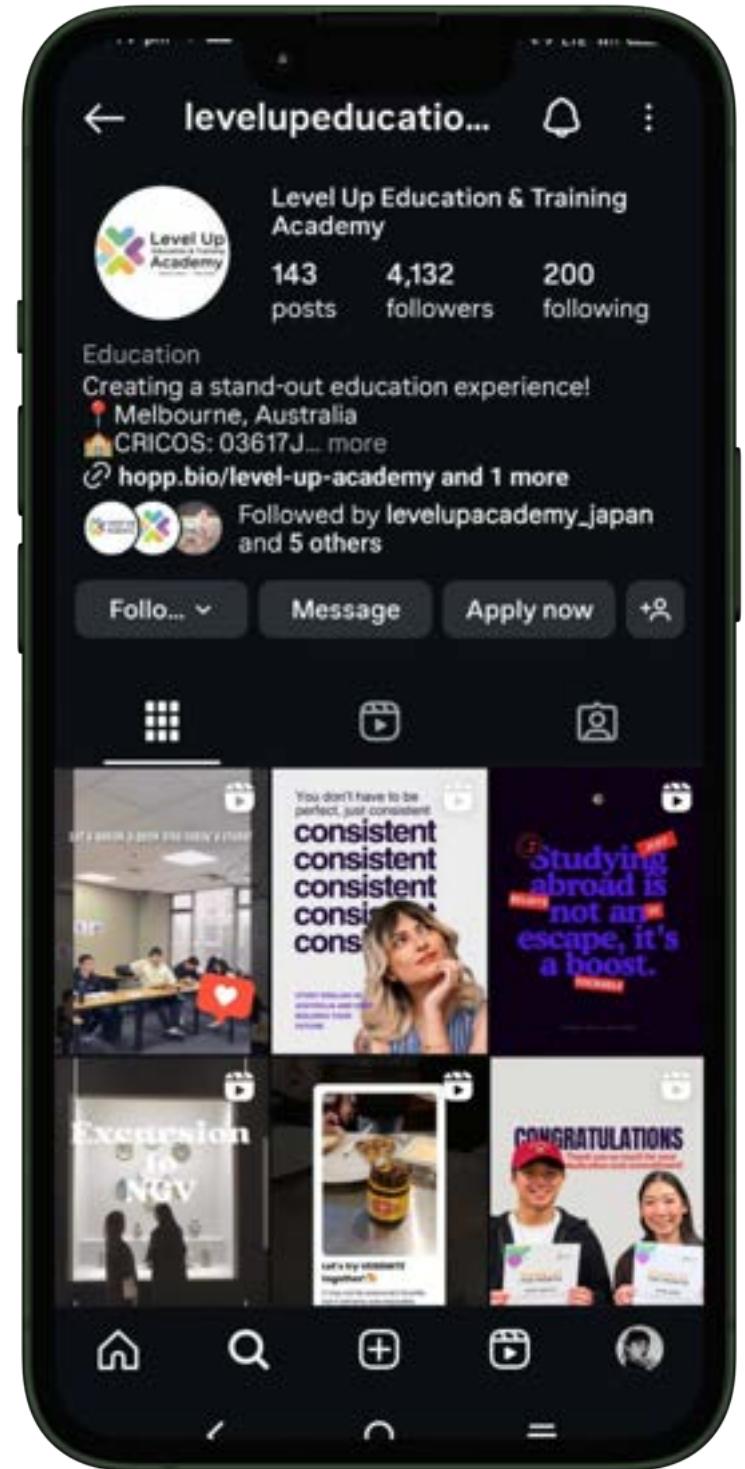
SOCIAL MEDIA

Level Up Education and Training Academy

Planning and execution of:

- Strategy
- Content Creation
- Design
- Scheduling
- Posting

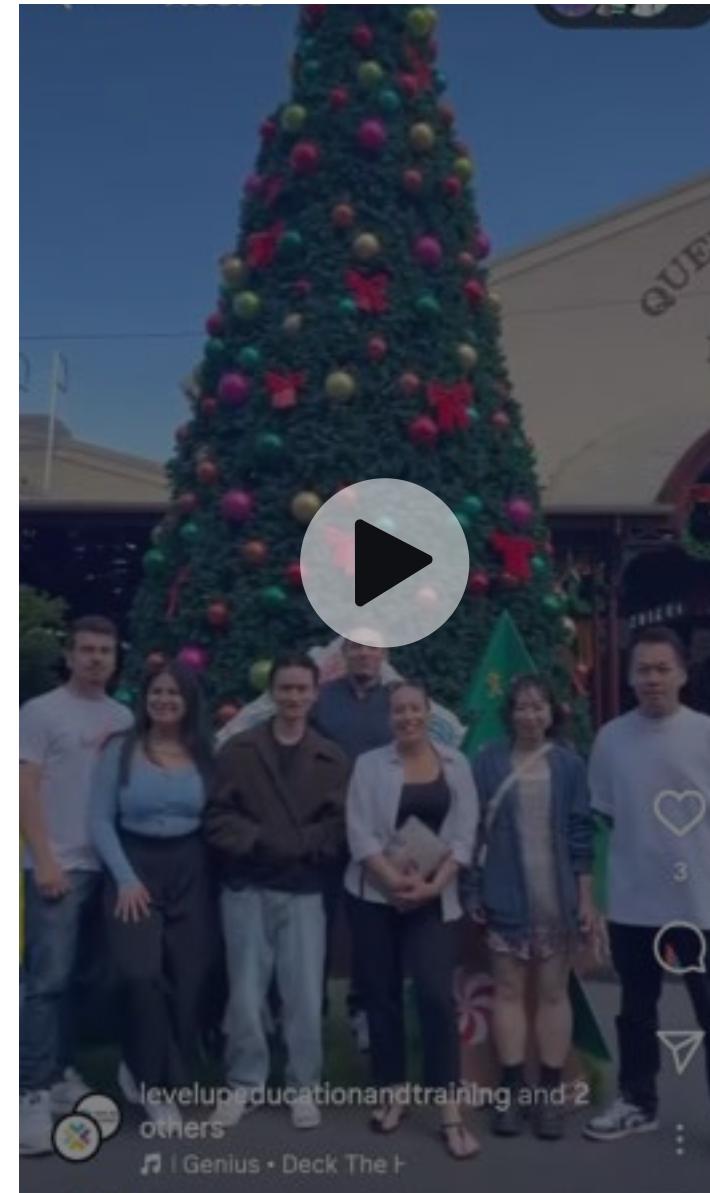
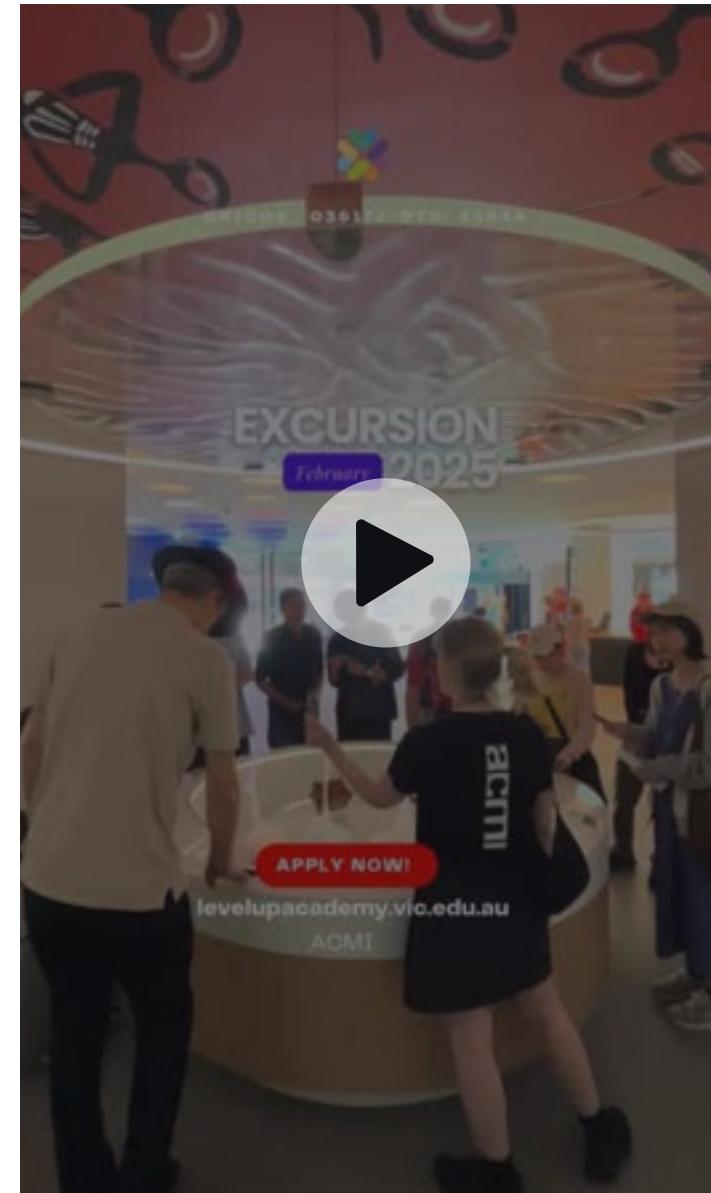
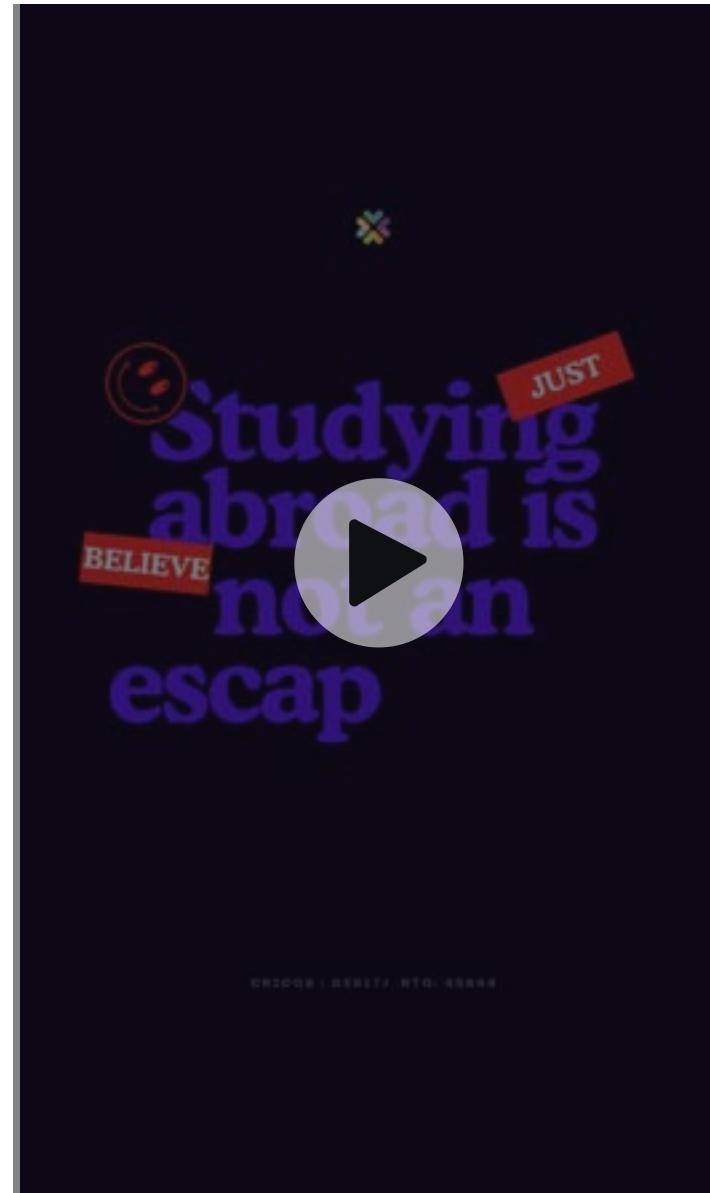
POSTS



SOCIAL MEDIA

Level Up Education
and Training
Academy

VIDEO

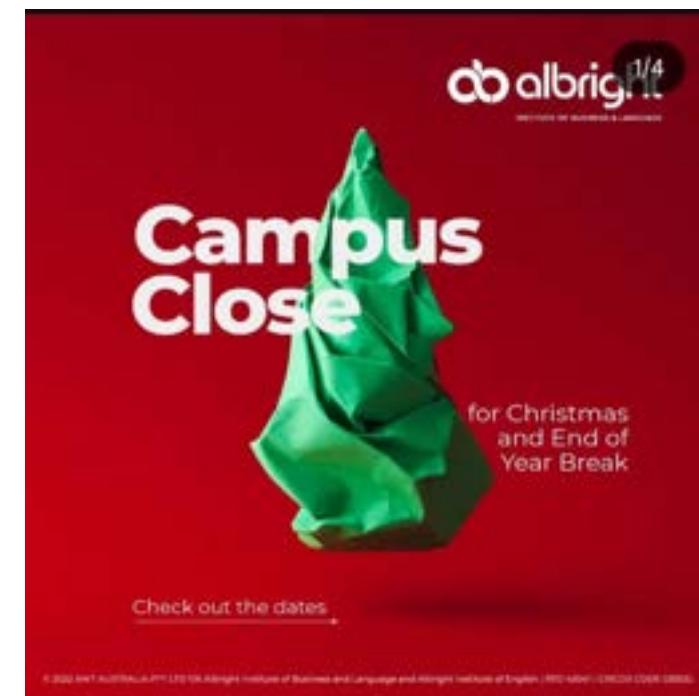


SOCIAL MEDIA

POSTS

Albright Institute

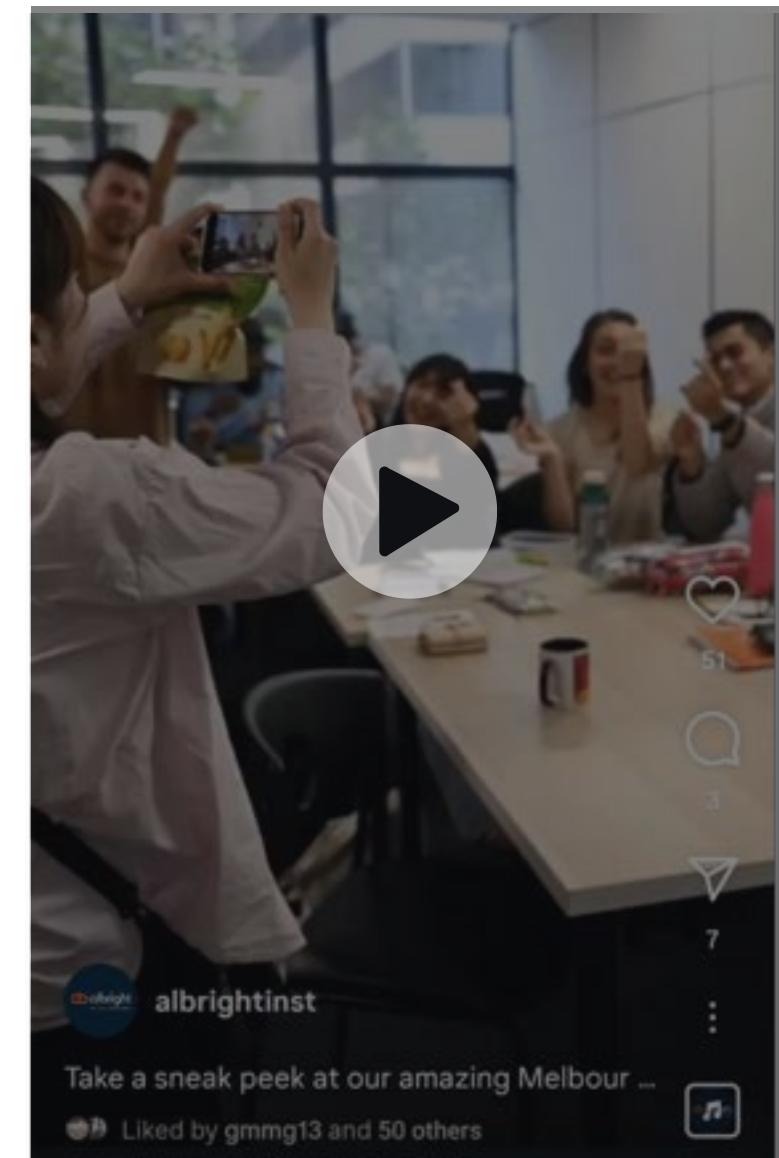
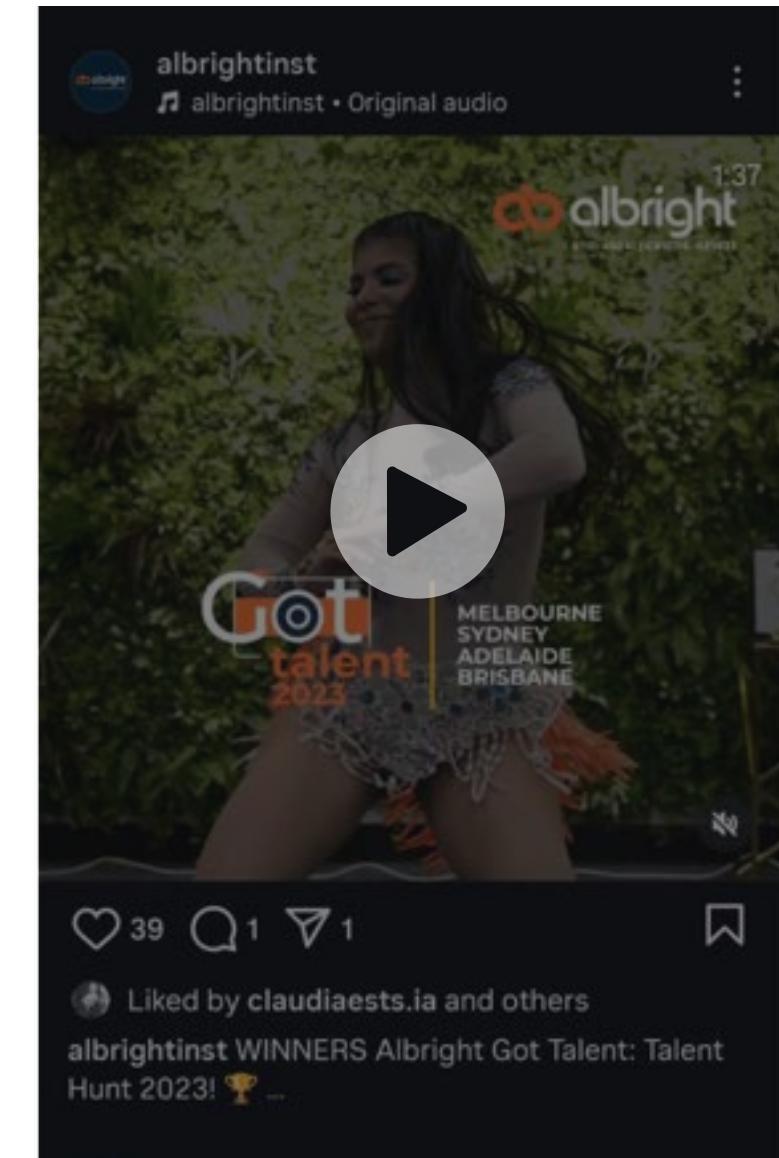
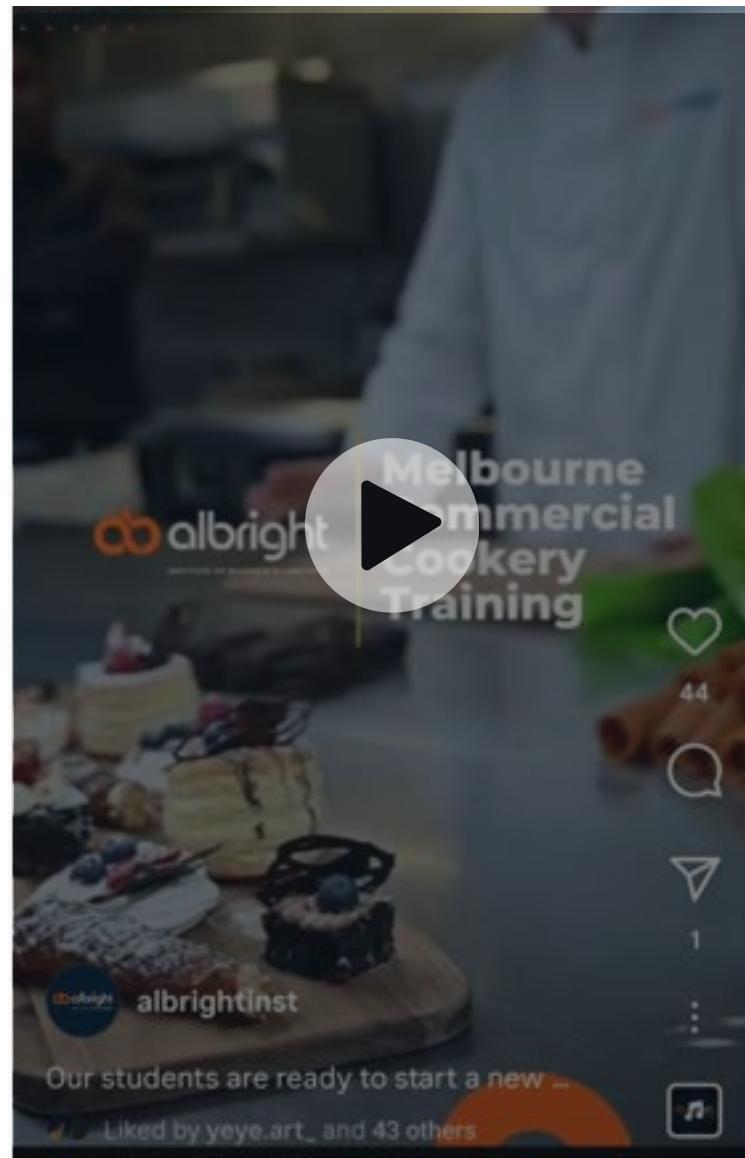
- Content Creation: Photographer and Videographer
- Design
- Scheduling
- Posting



SOCIAL MEDIA

Albright Institute

VIDEO



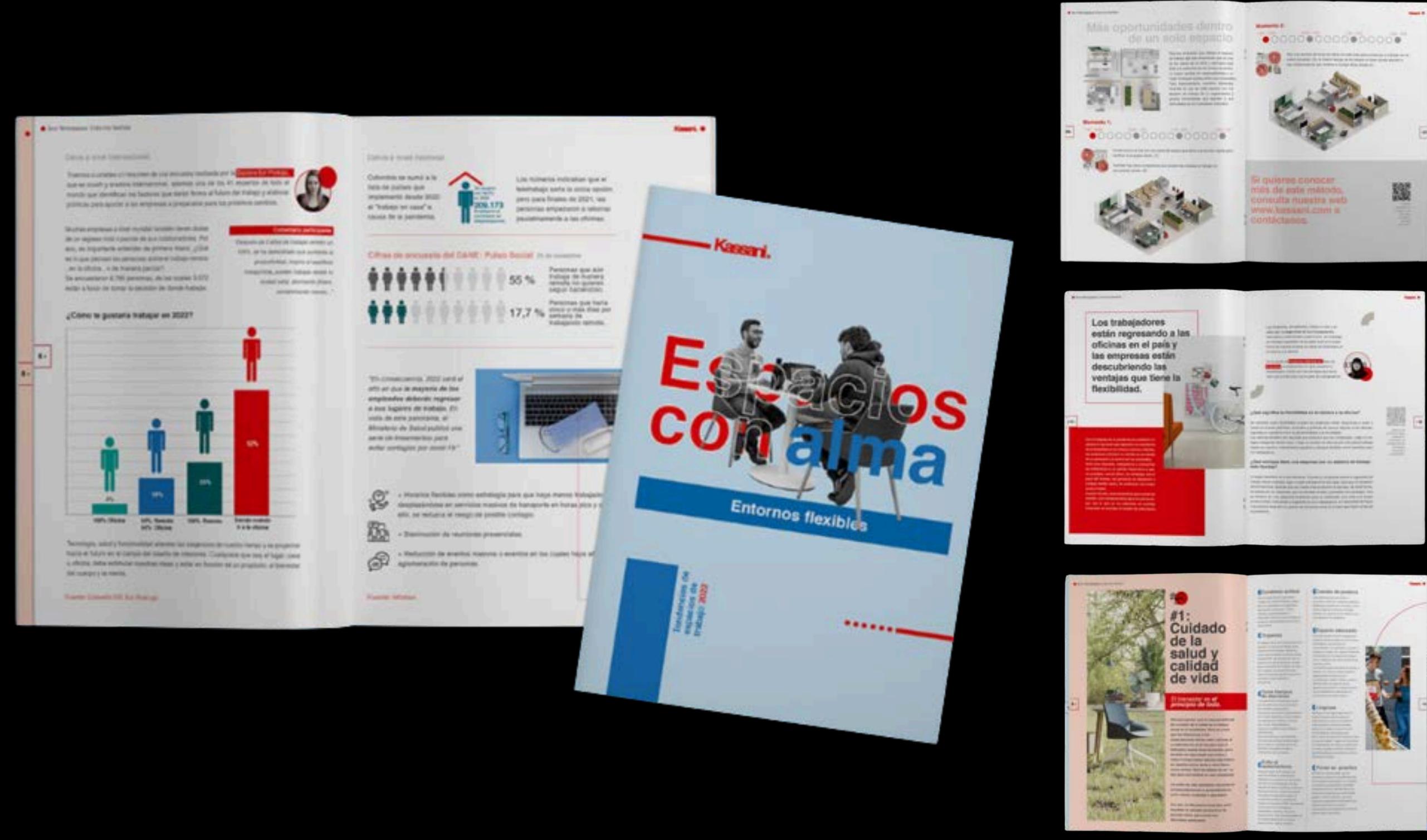
Pr



DIGITAL PRODUCTS

Kassani
Diseño:

EBOOK



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:

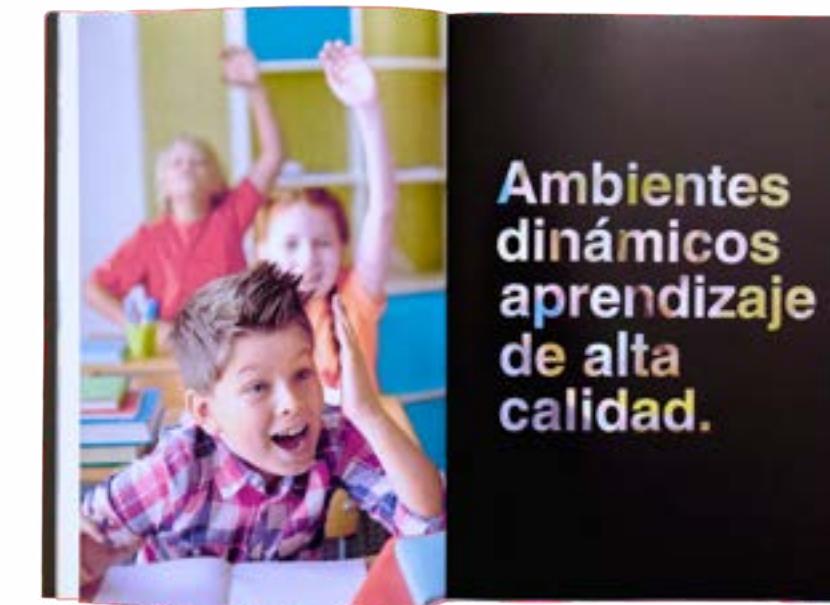
- Corporate spaces
- Educational environments
- Horeca (hotel, restaurant, and café) areas

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

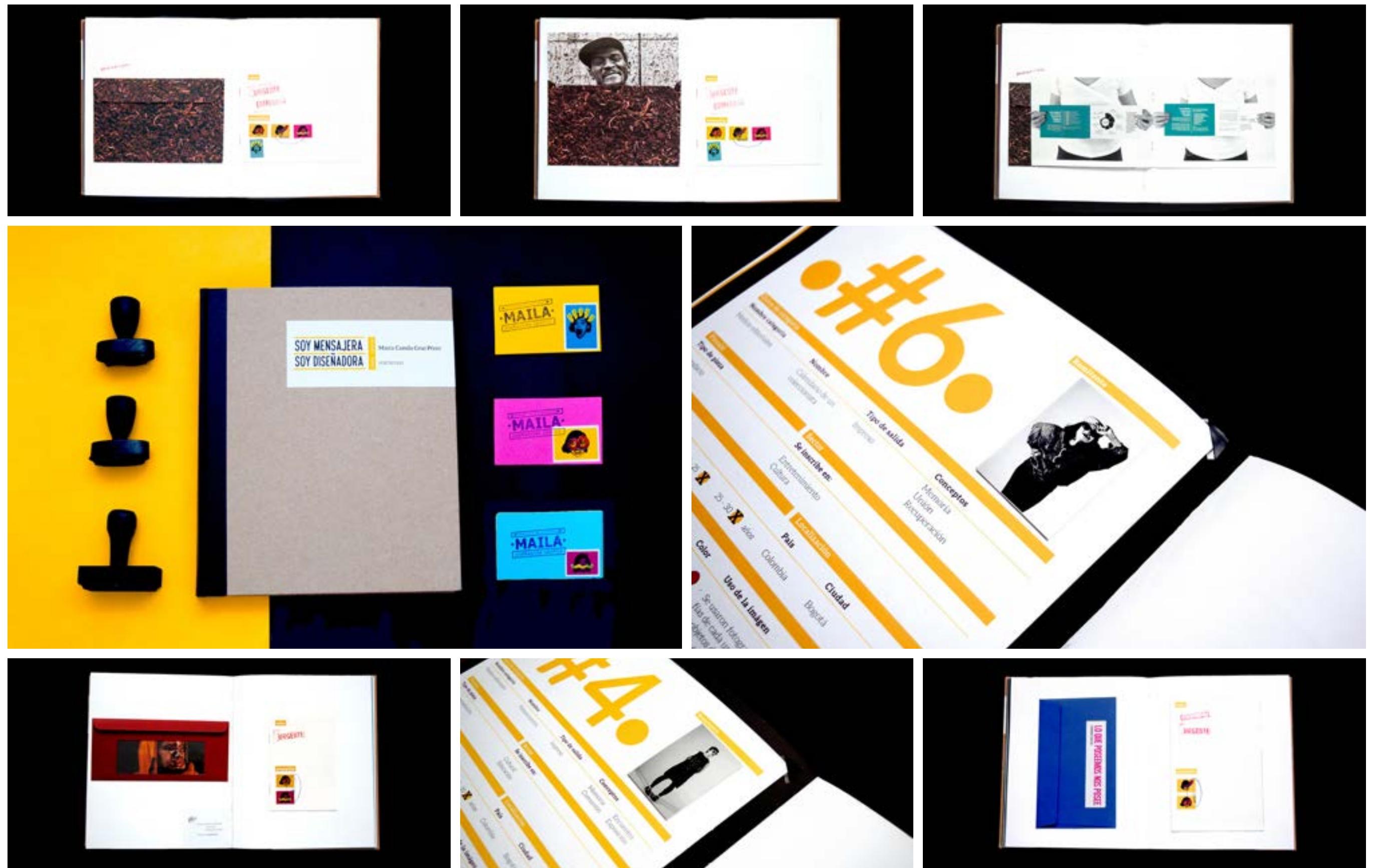
Betrayed dreams,
unreachable aspirations,
apathy, self-centeredness,
and irritation...

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





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

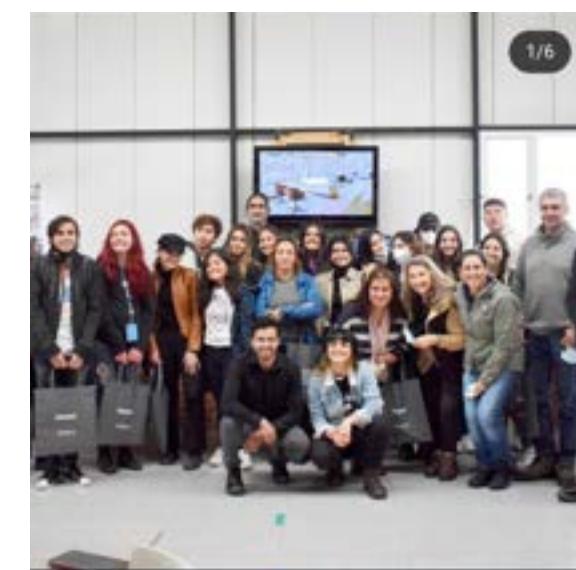
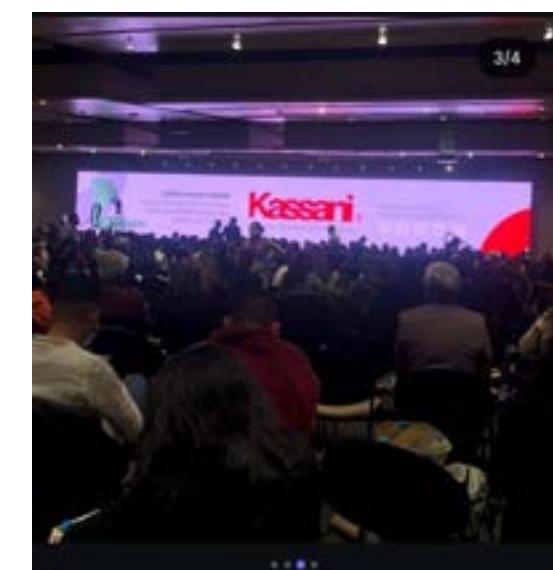
Developed the seasonal influencer strategy to drive brand advocacy and social proofing.

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

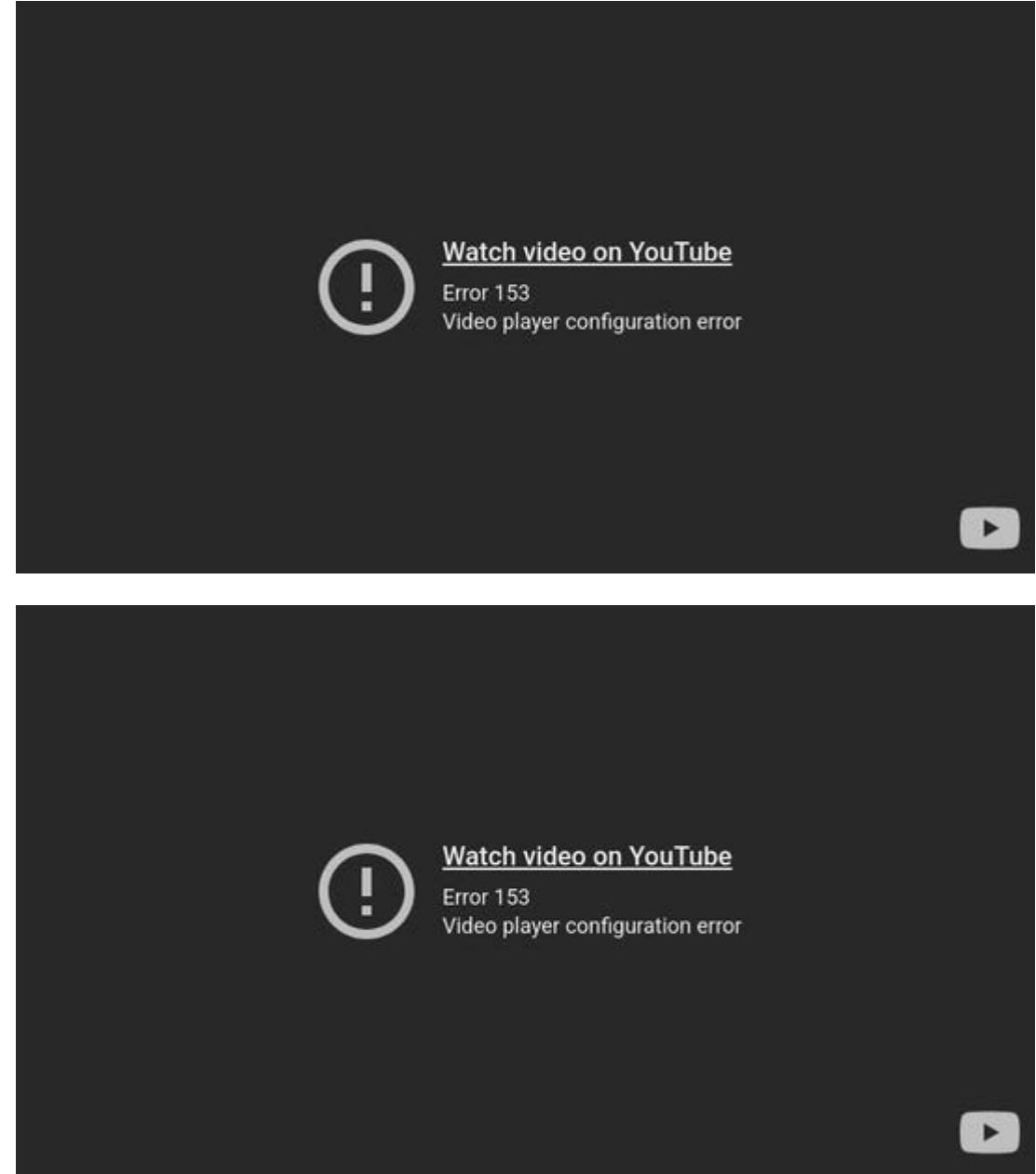
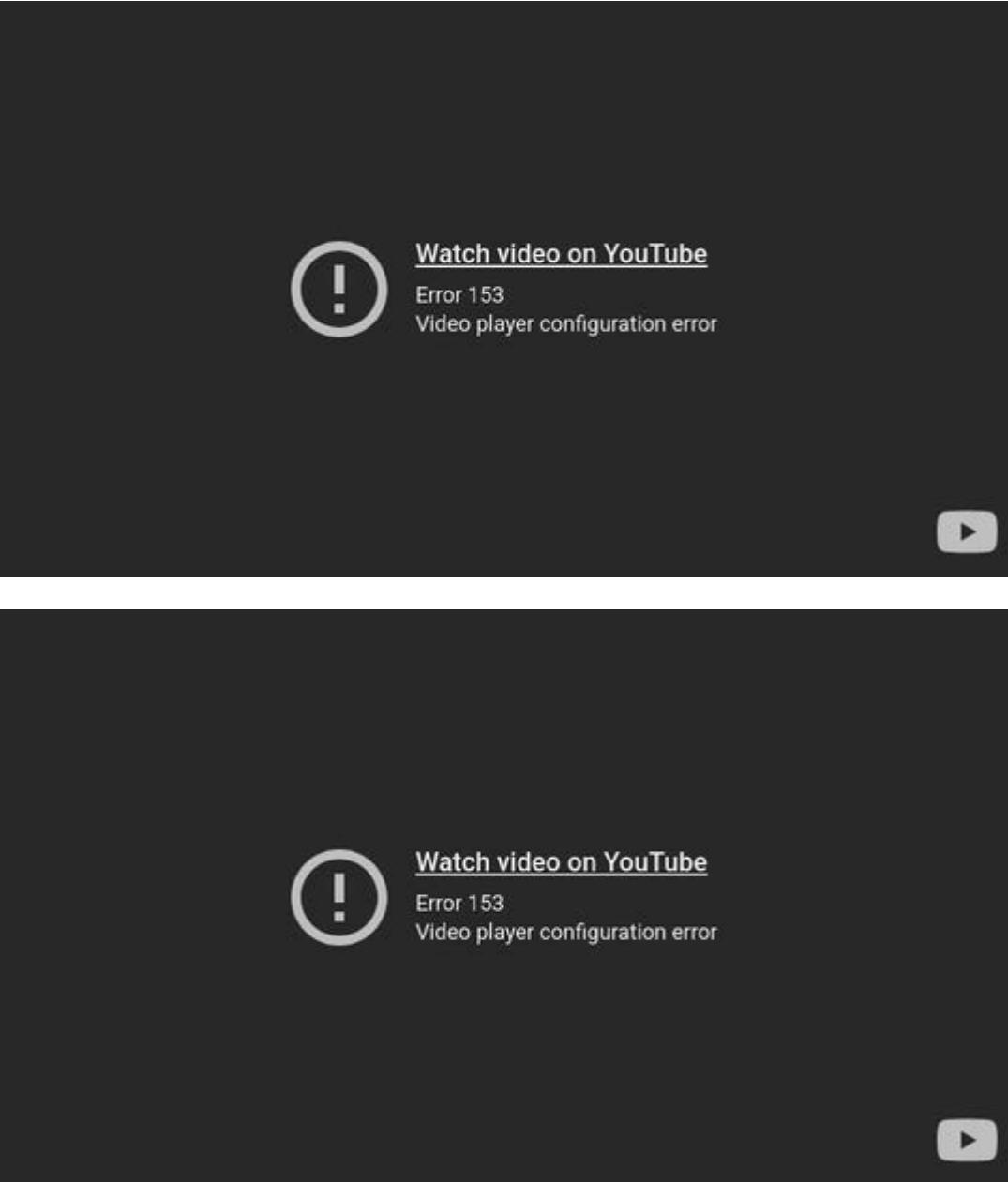
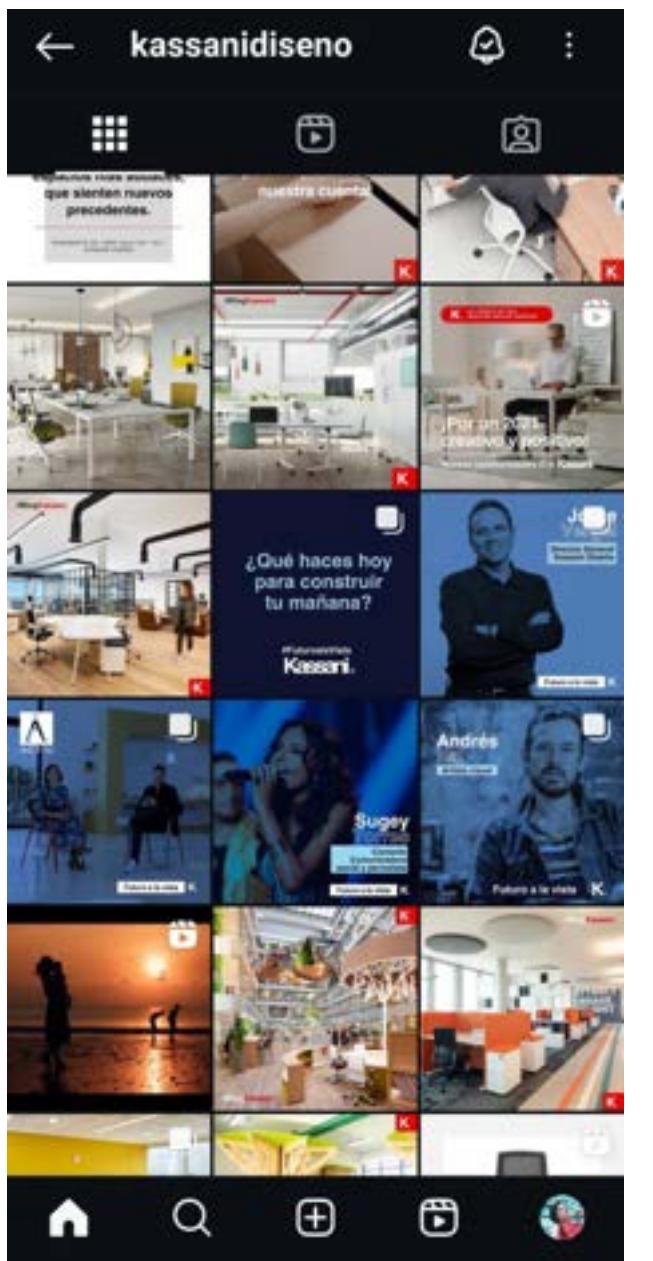


INFLUENCER CAMPAINGS

Kassani Diseño: Digital campain

Planning and execution:

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



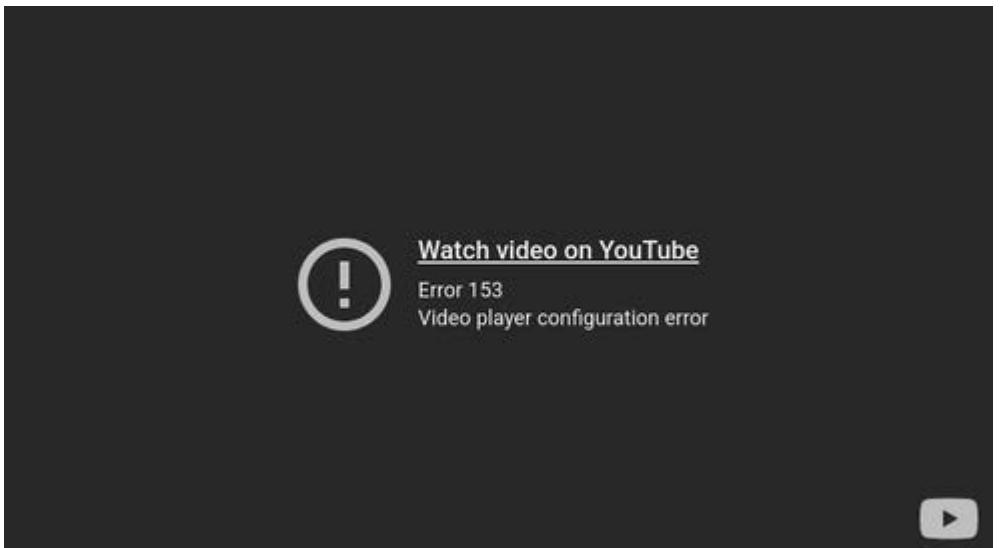
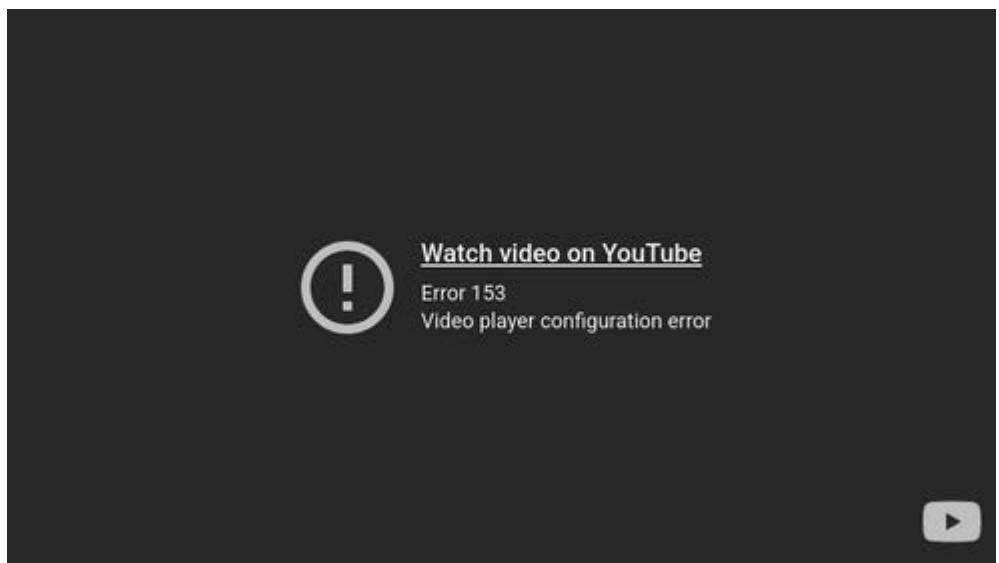
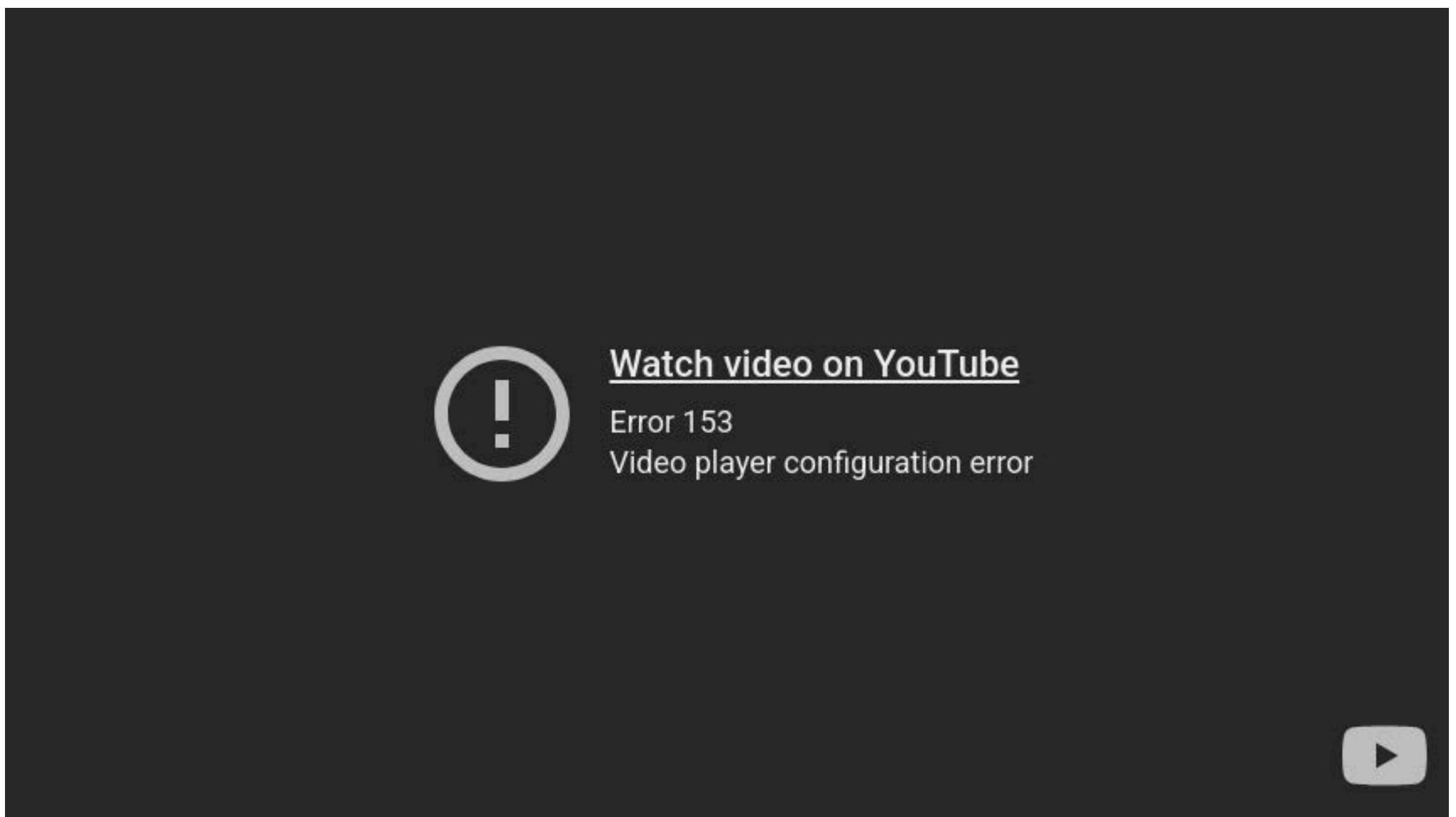
WEBINARS

Kassani Diseño:

Digital events

Planning and execution:

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



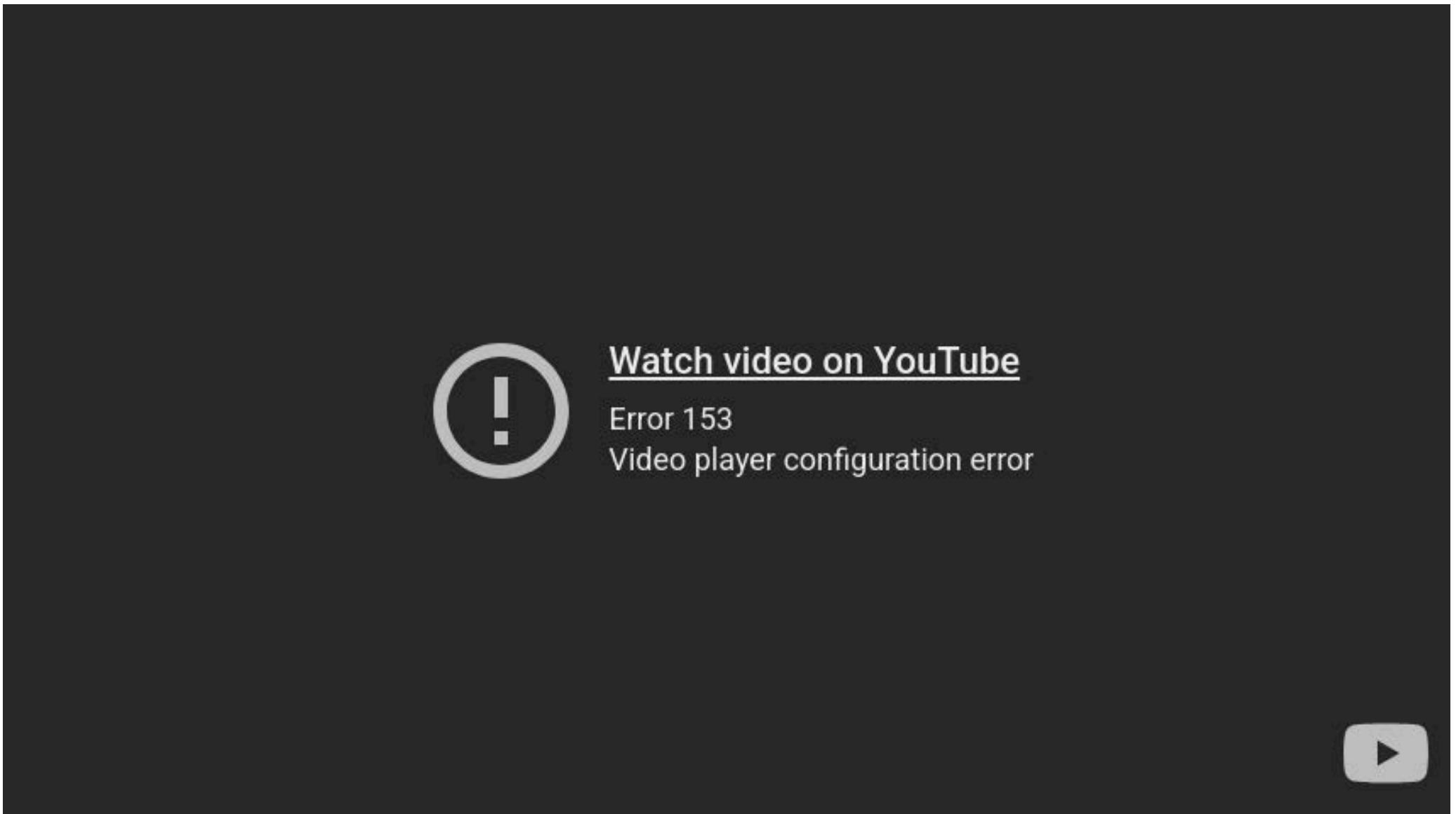
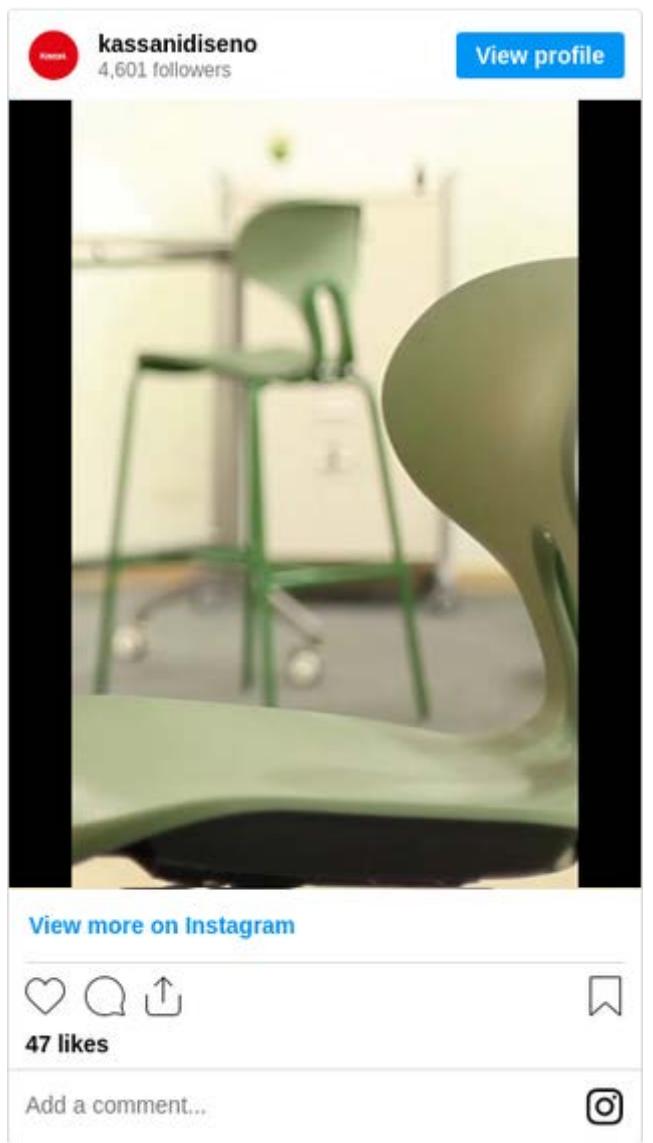
PRODUCT LAUNCH

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.

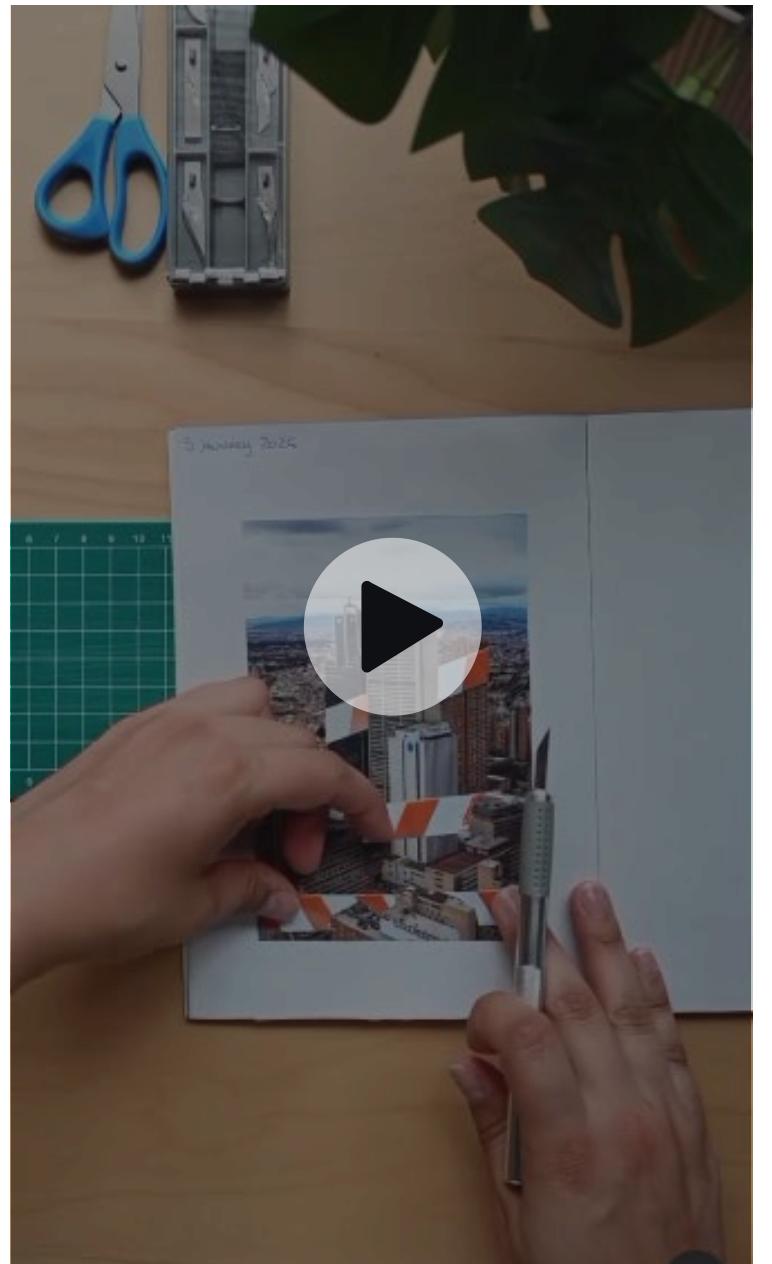
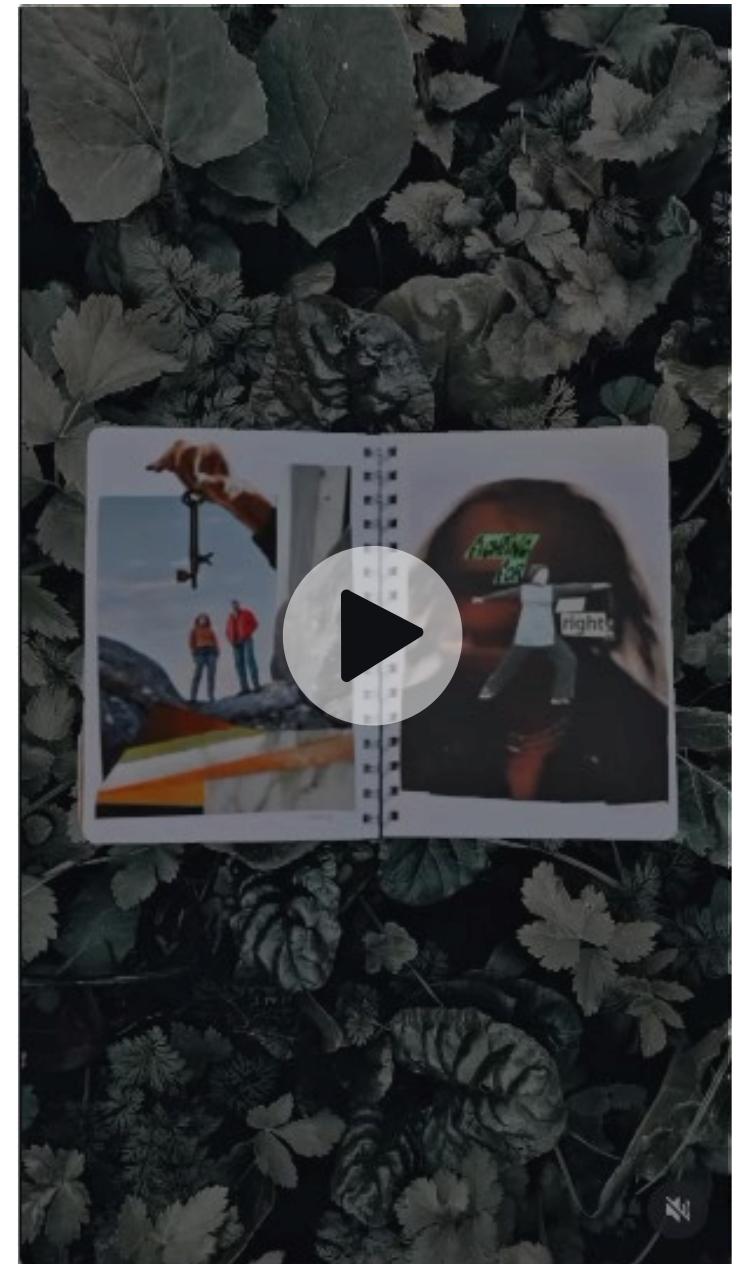
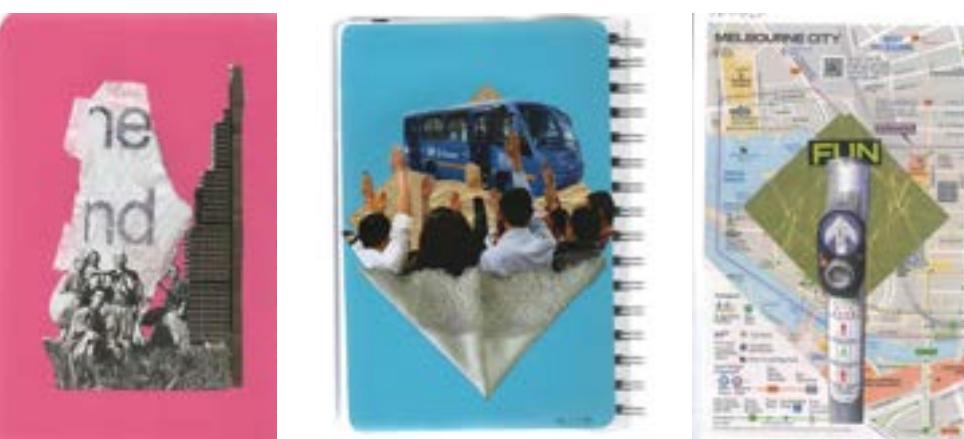
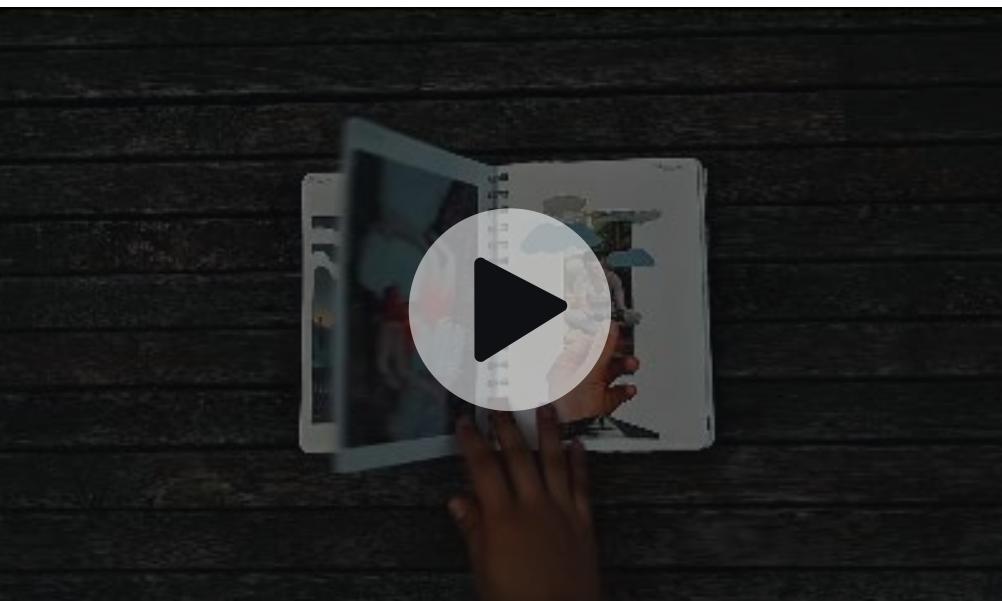
Camila Cruz
*Multimedia Design
and Communications
Strategy*

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

www.thebluebath.art

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