

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**

# ¡HOLA!

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.



**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](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



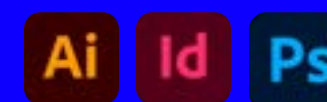
SELECTED WORK

# 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.

**al  
be  
rt**  
Equilibrio  
Dinámico  
**Kassani.**

IDENTITY #1

Kassani Diseño:  
Albert | Chair logo





## 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

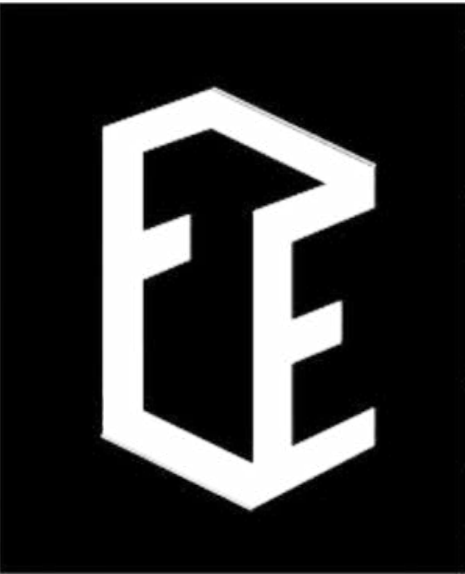
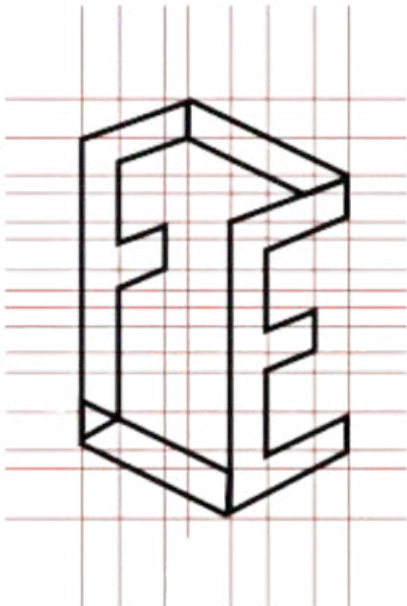


+

FOTO  
ENCUENTRO

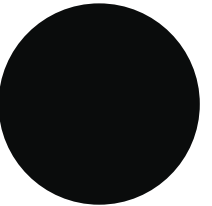
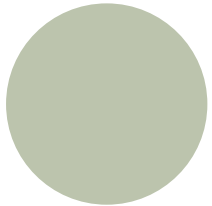
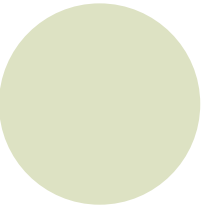
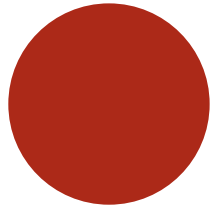


FE



 FOTEOENCUENTRO  
*"IMAGEN, CUERPO & MEDICINA"*

**Exposiciones** -Sala Alternia Museo de Artes Visuales UTADEO, desde el 13 Agosto de 2018  
-Sala Alternia 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 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 fotográficos: gestión, investigación, producción y contextos de circulación"*  
**Andrés Patiño García.** 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 #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.

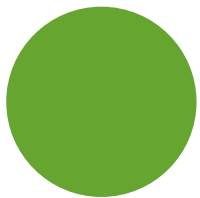
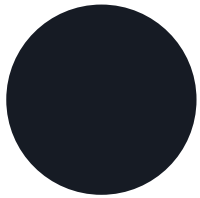
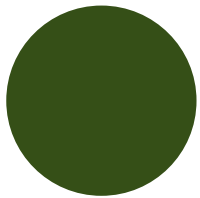
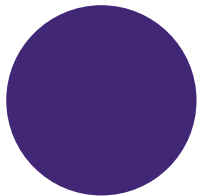
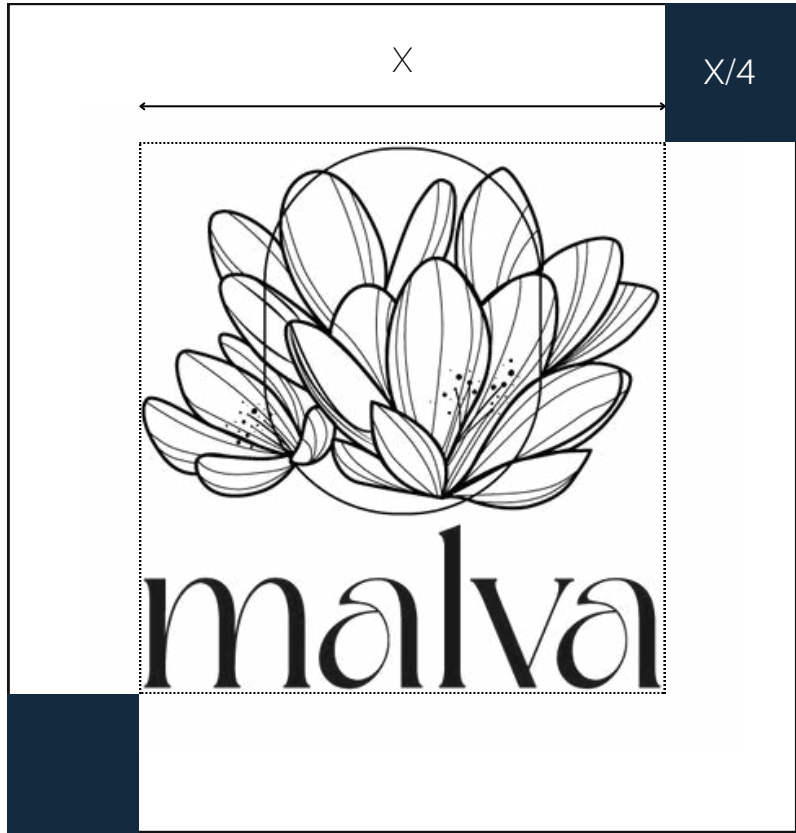
It seeks to empower women and support their artistic development.





IDENTITY #3

Malva Café

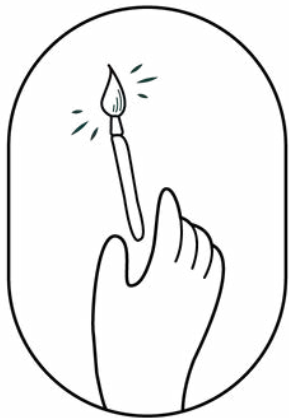


Dream Avenue Regular

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

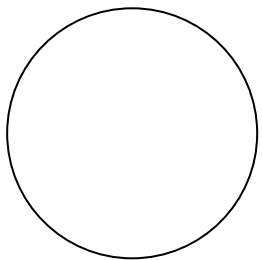
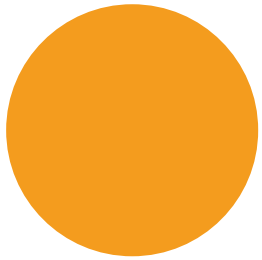
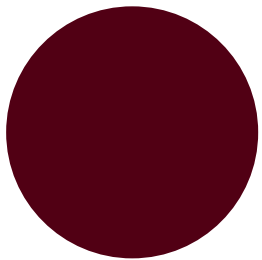
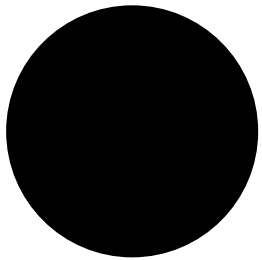
This influence is reflected in the logo, created with Gothic characters and various icons for the different types of products offered. The establishment is characterized by three arches at the back of the bar, a distinctive feature illustrated in a stamp that accompanies the logo and is used on some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

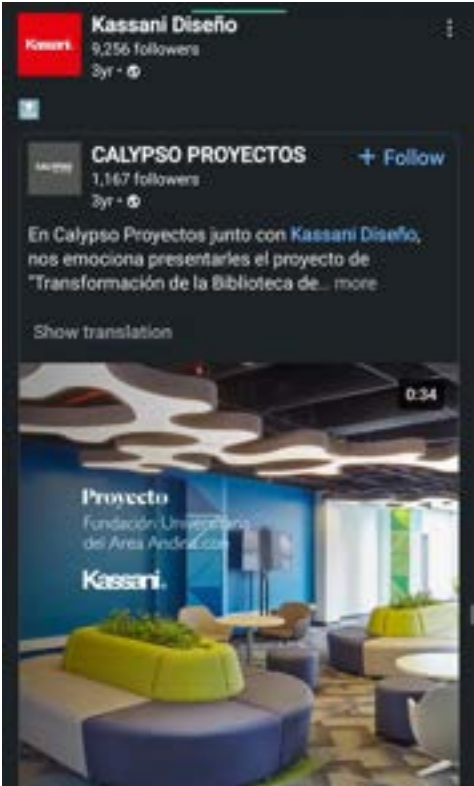
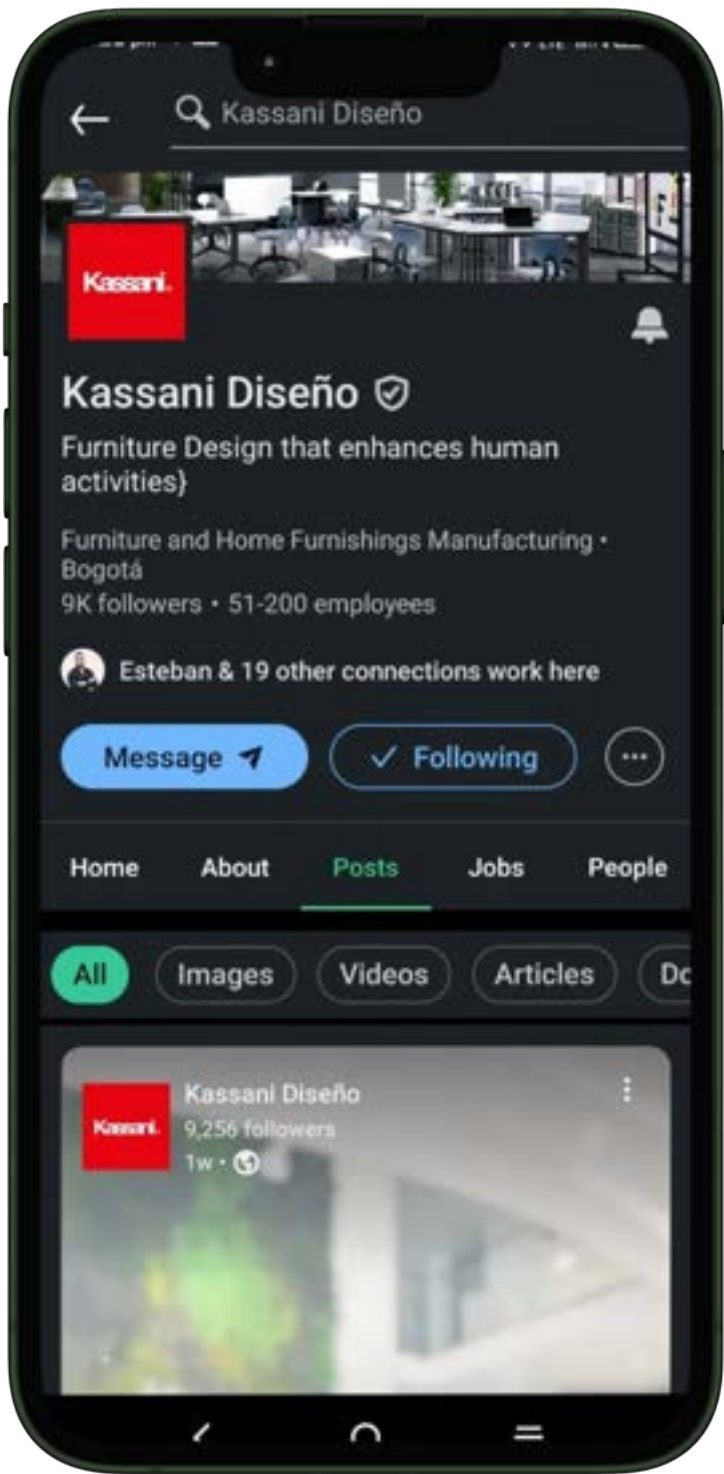


SOCIAL MEDIA

Kassani Diseño:  
Instagram and LinkedIn

- Planning and execution of:
- Strategy
  - Content Creation
  - Design
  - Scheduling
  - Posting

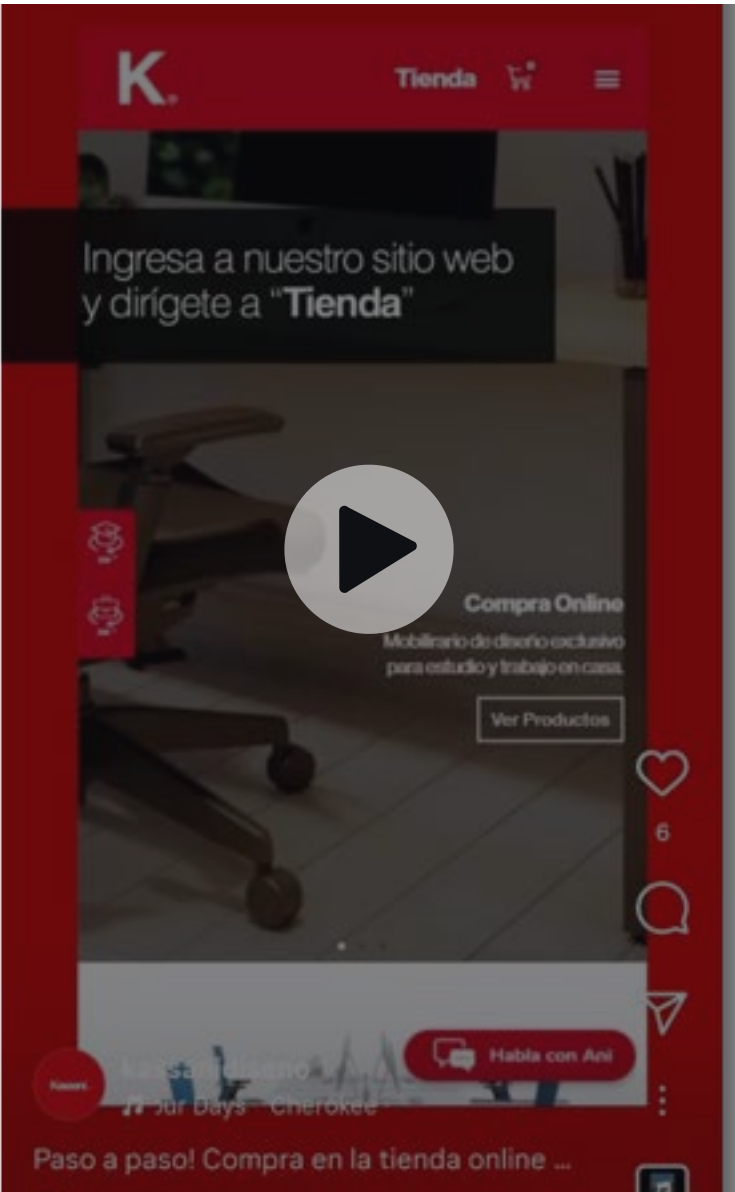
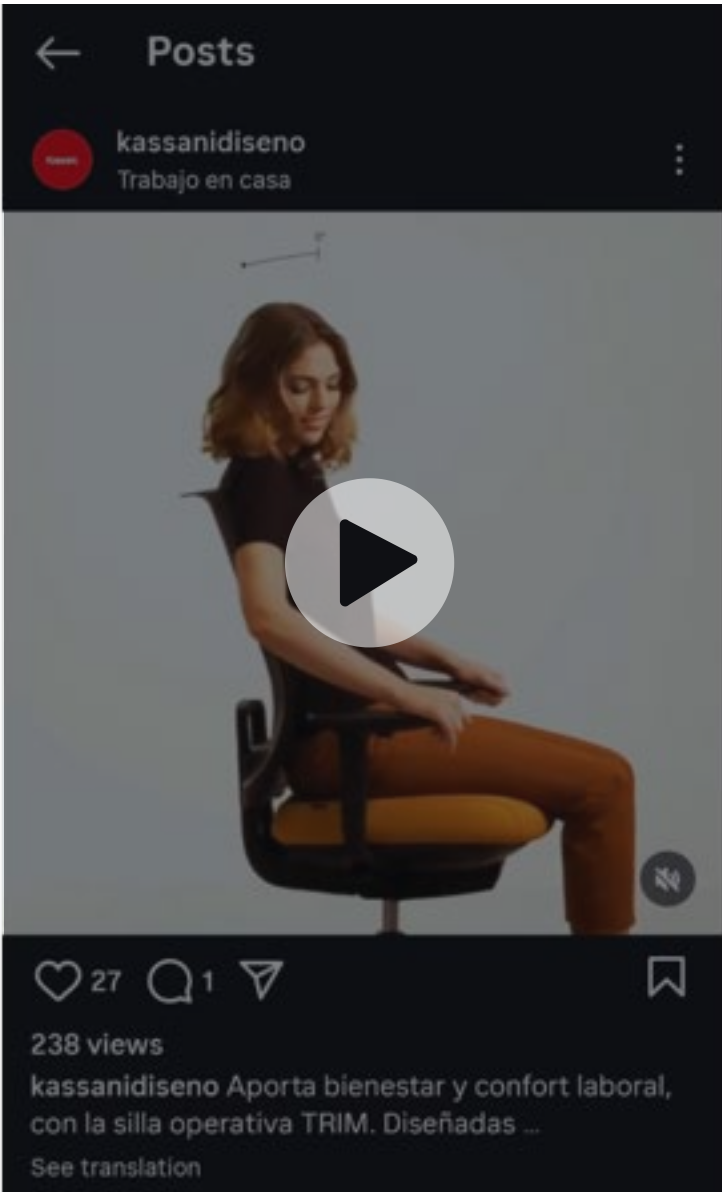
POSTS



SOCIAL  
MEDIA

Kassani diseño:  
Instagram

VIDEO



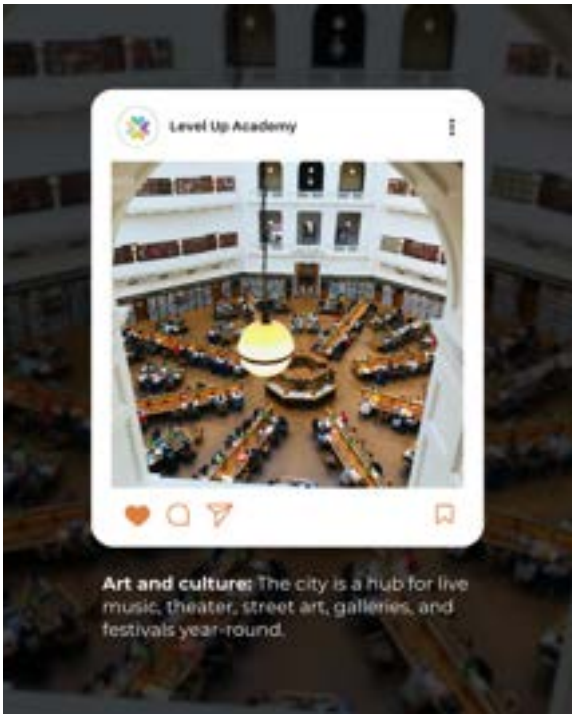
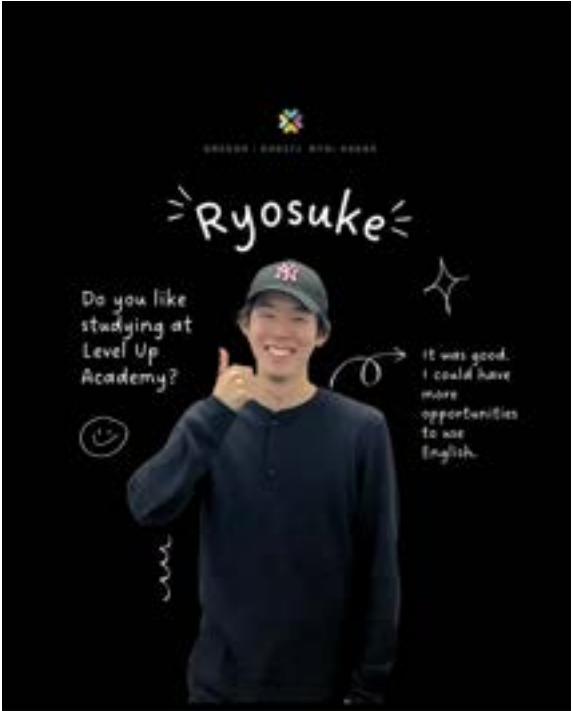
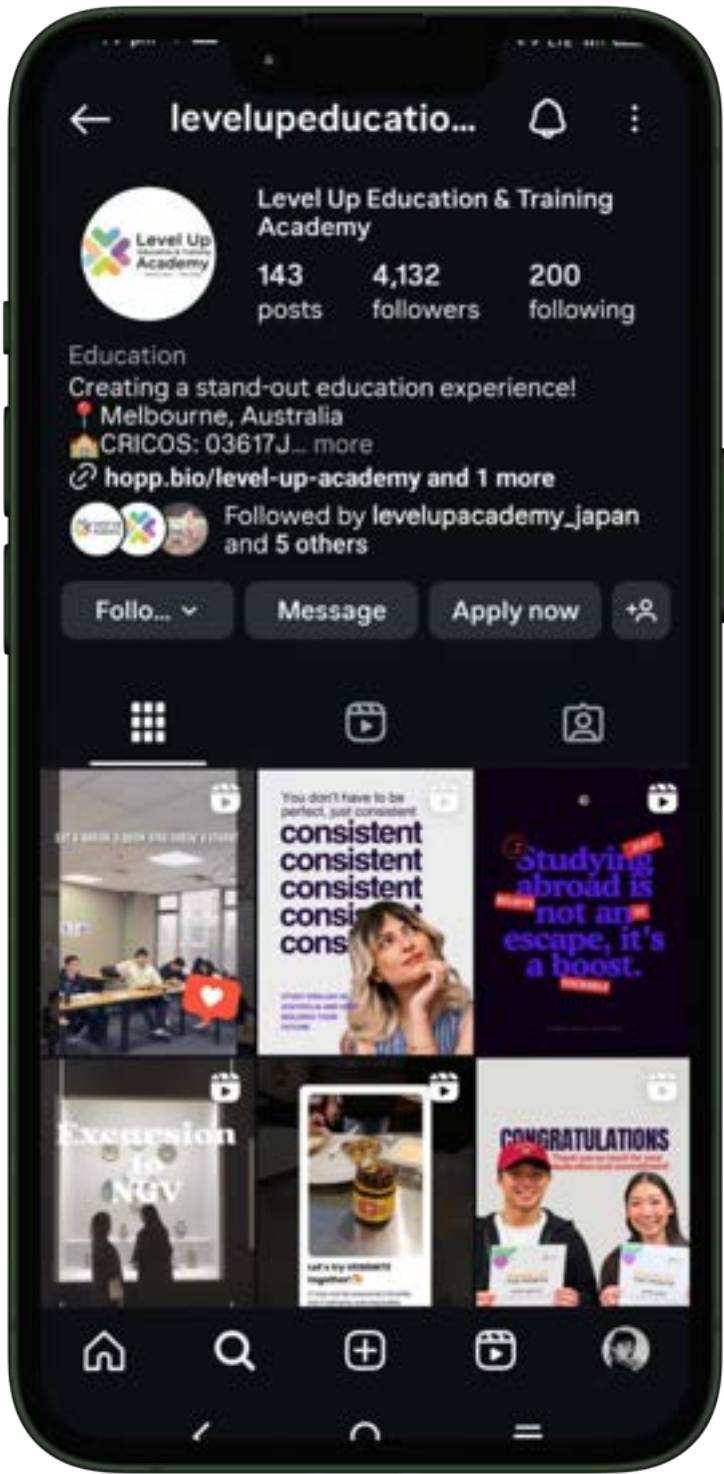


SOCIAL MEDIA

Level Up Education and Training Academy

- Planning and execution of:
- Strategy
  - Content Creation
  - Design
  - Scheduling
  - Posting

POSTS

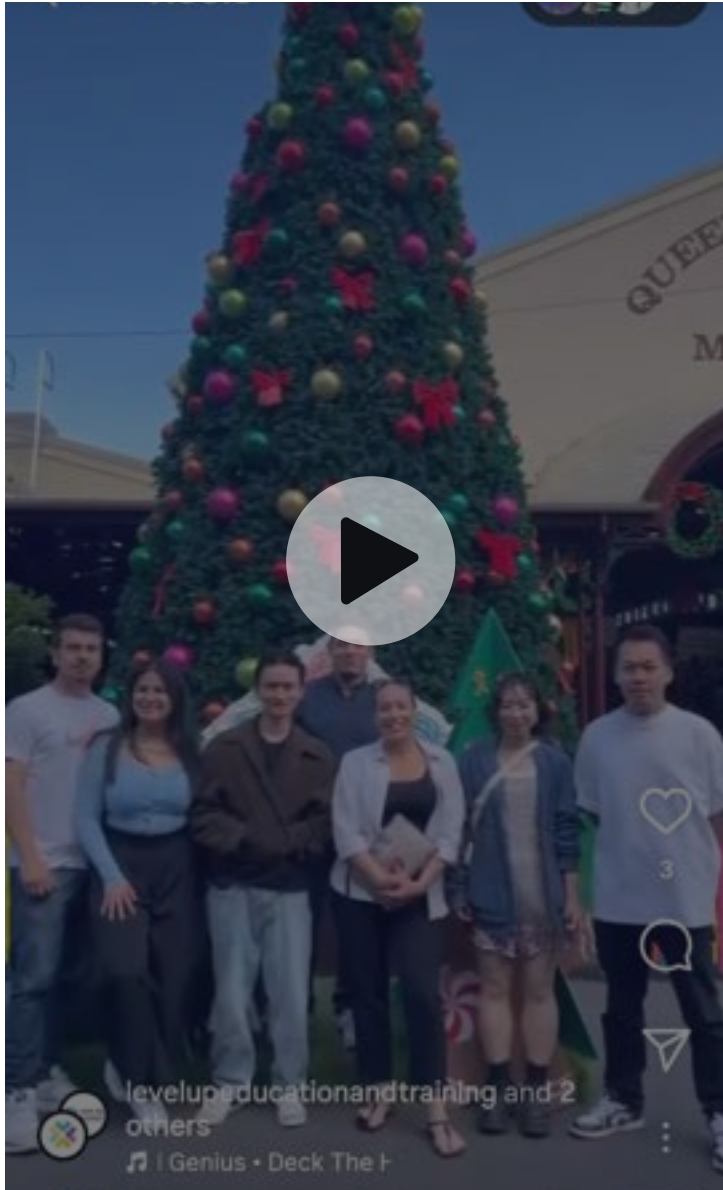
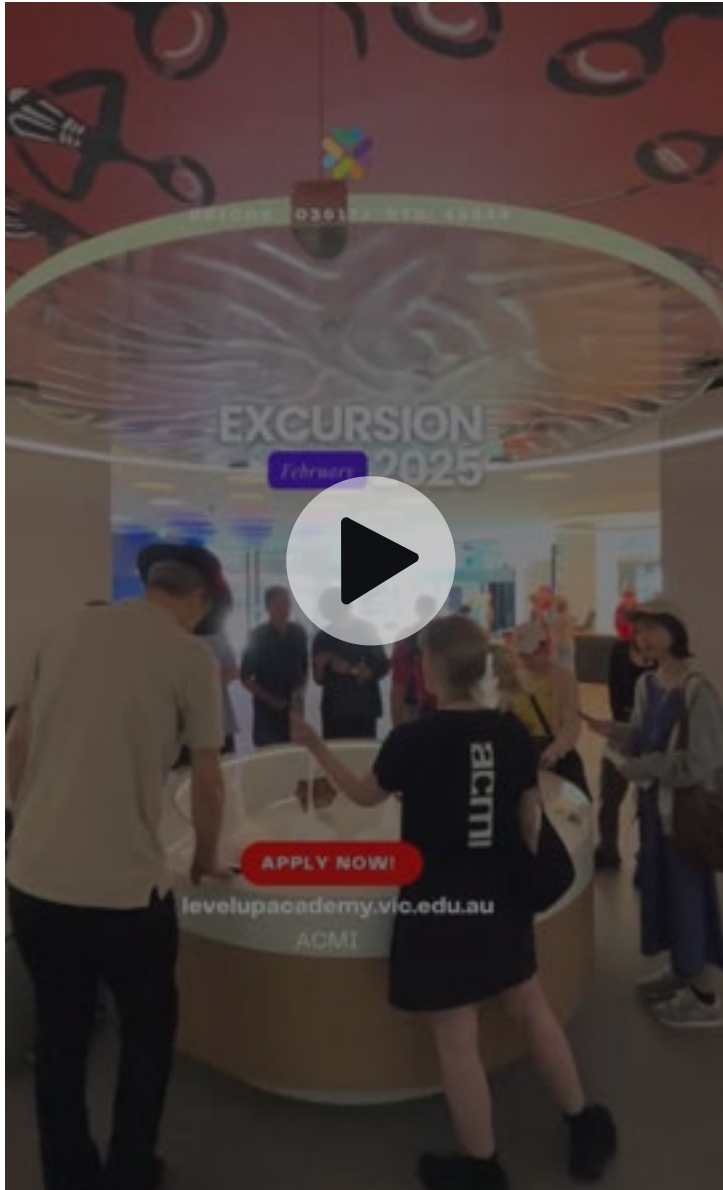
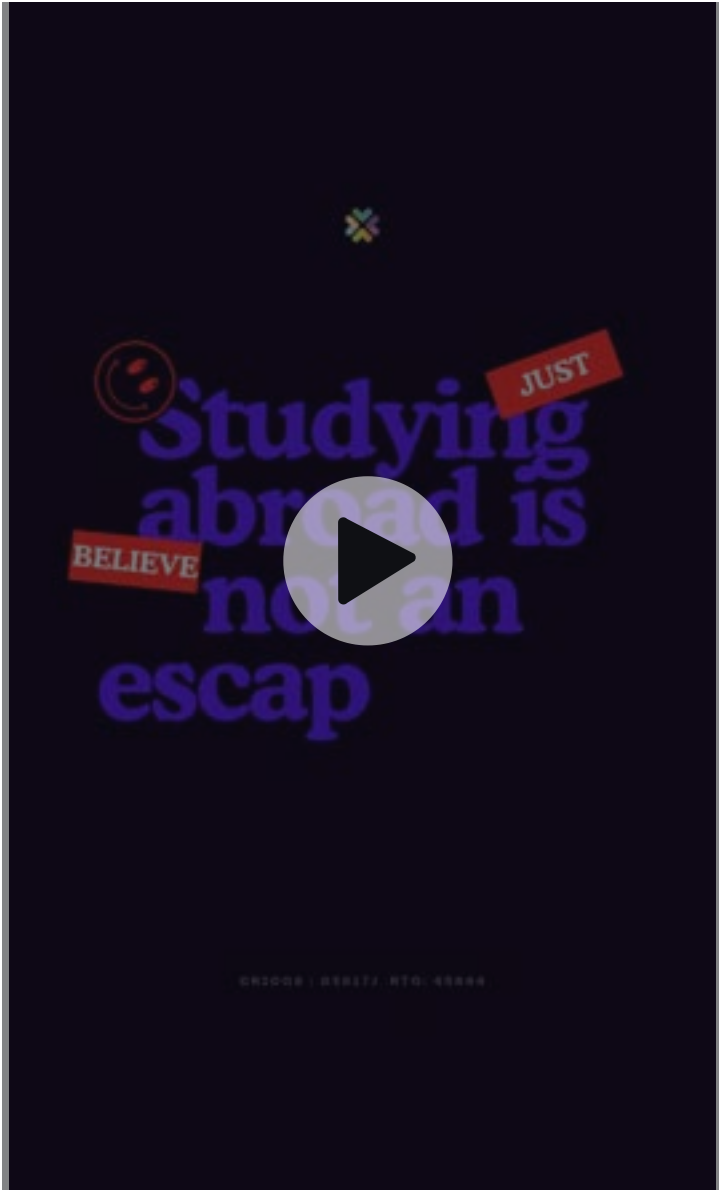




SOCIAL  
MEDIA

Level Up Education  
and Training  
Academy

VIDEO

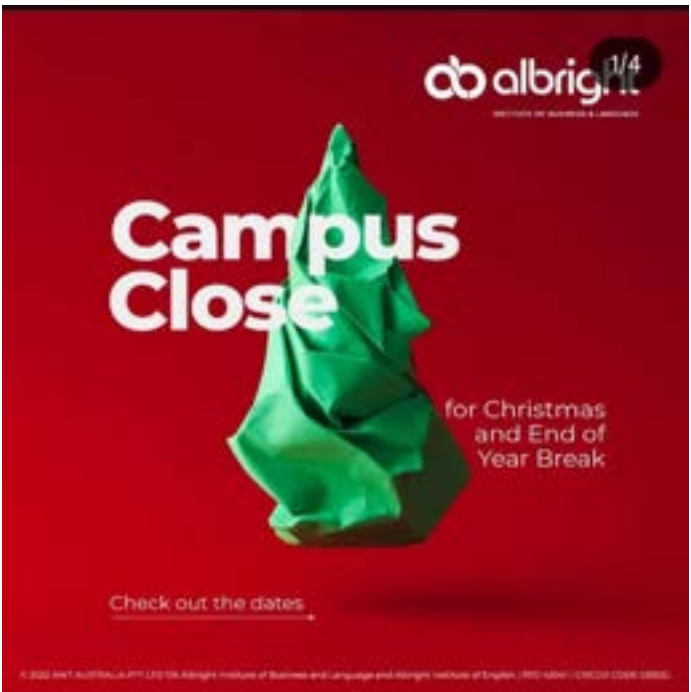
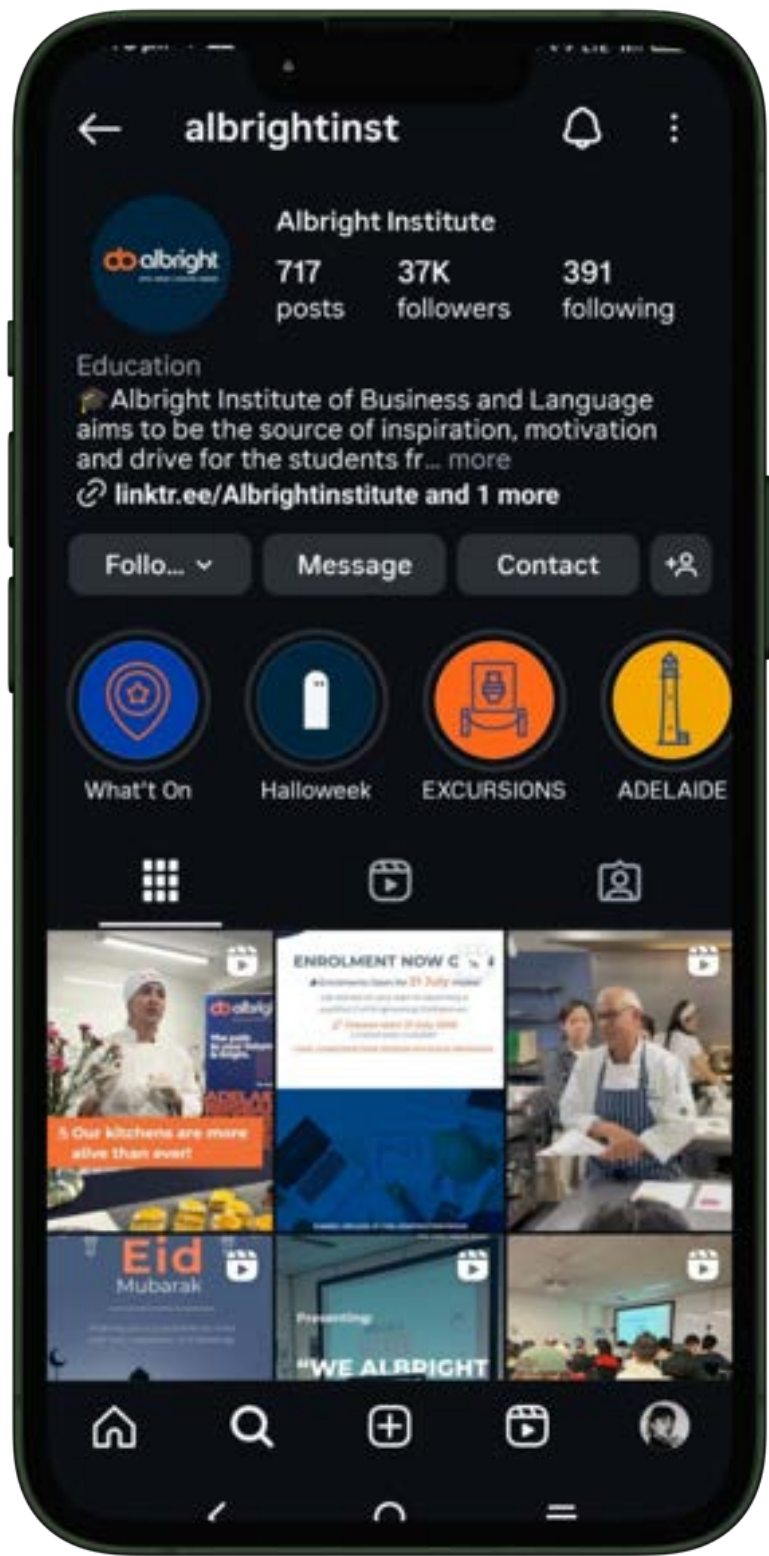


SOCIAL  
MEDIA

Albright Institute

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

POSTS

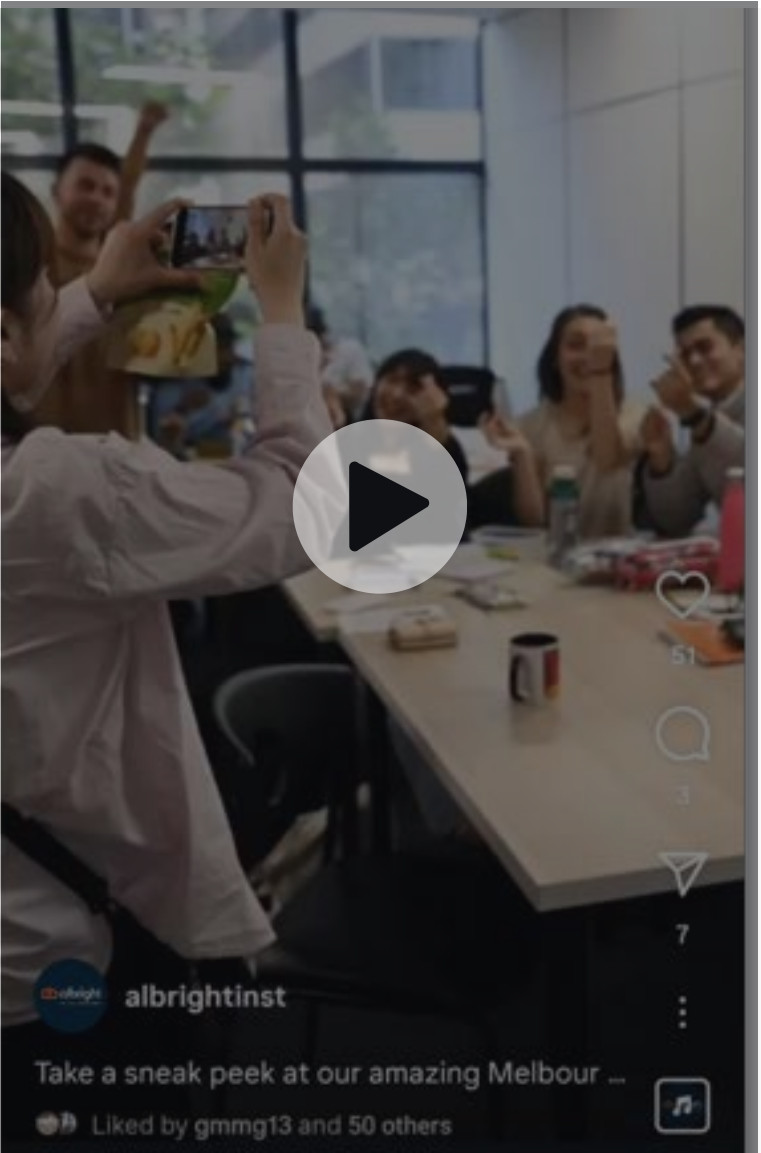
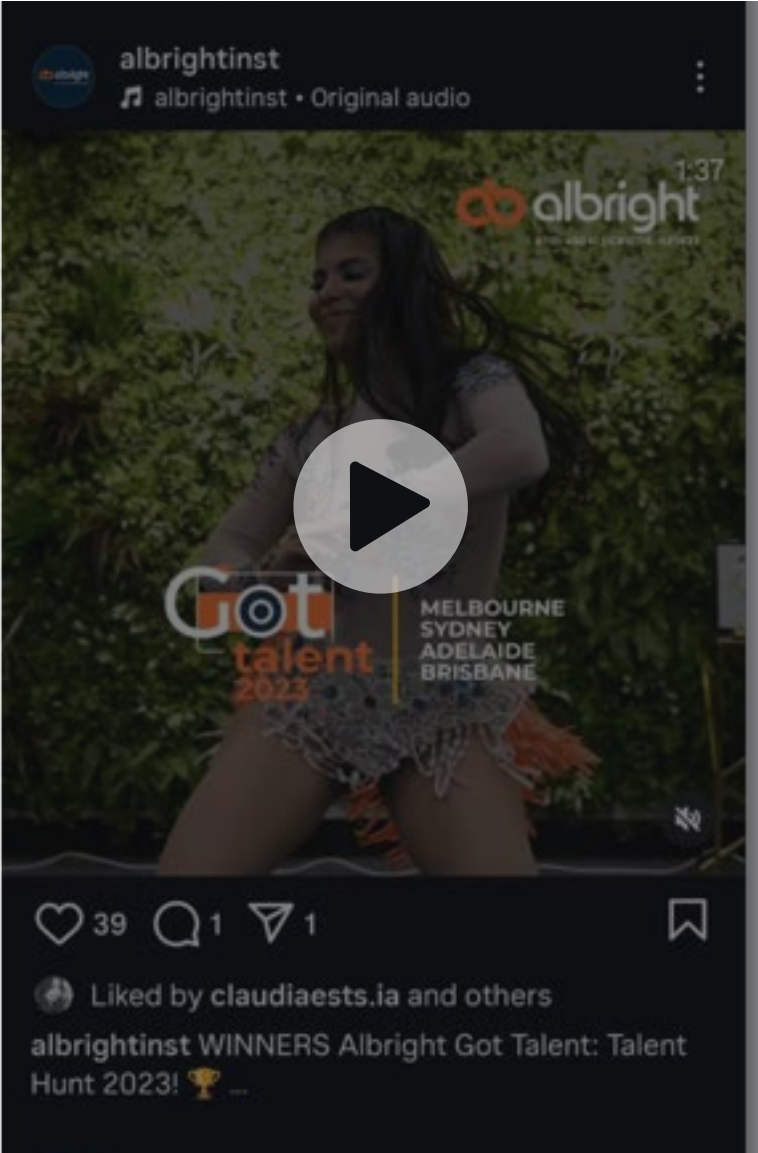
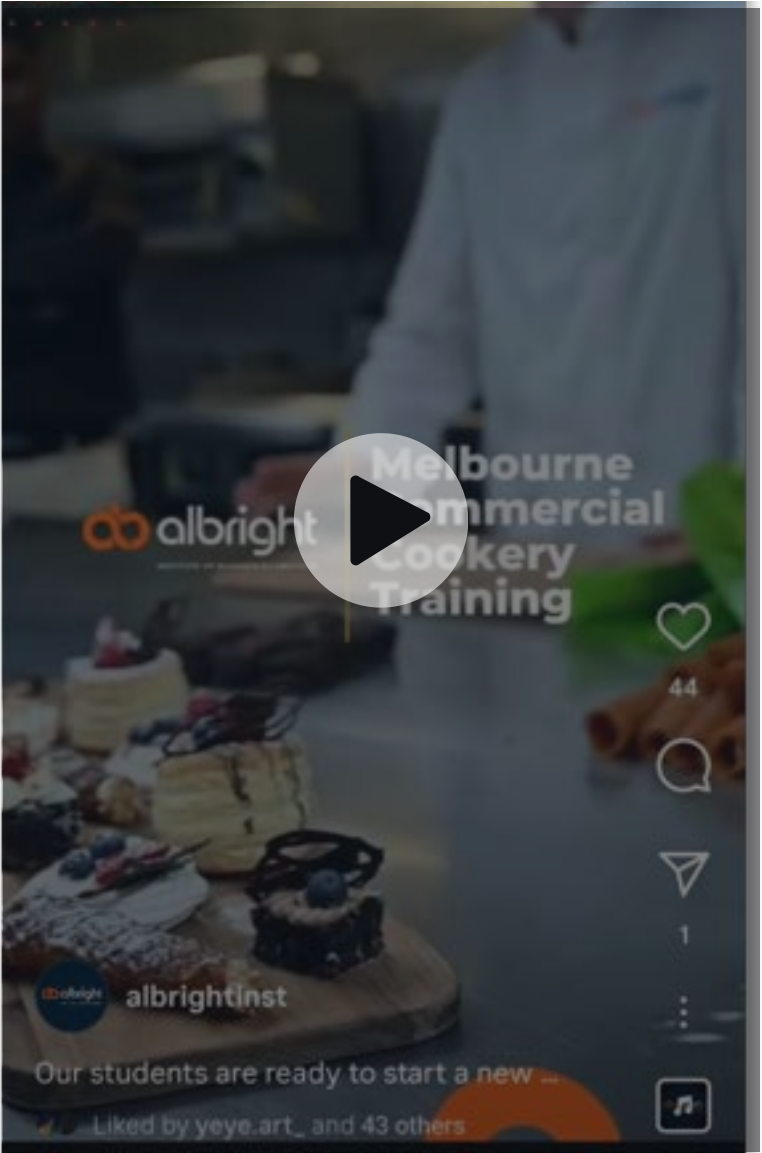




SOCIAL  
MEDIA

Albright Institute

VIDEO





# DIGITAL PRODUCTS

Kassani  
Diseño:

EBOOK

Ai

Id





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.



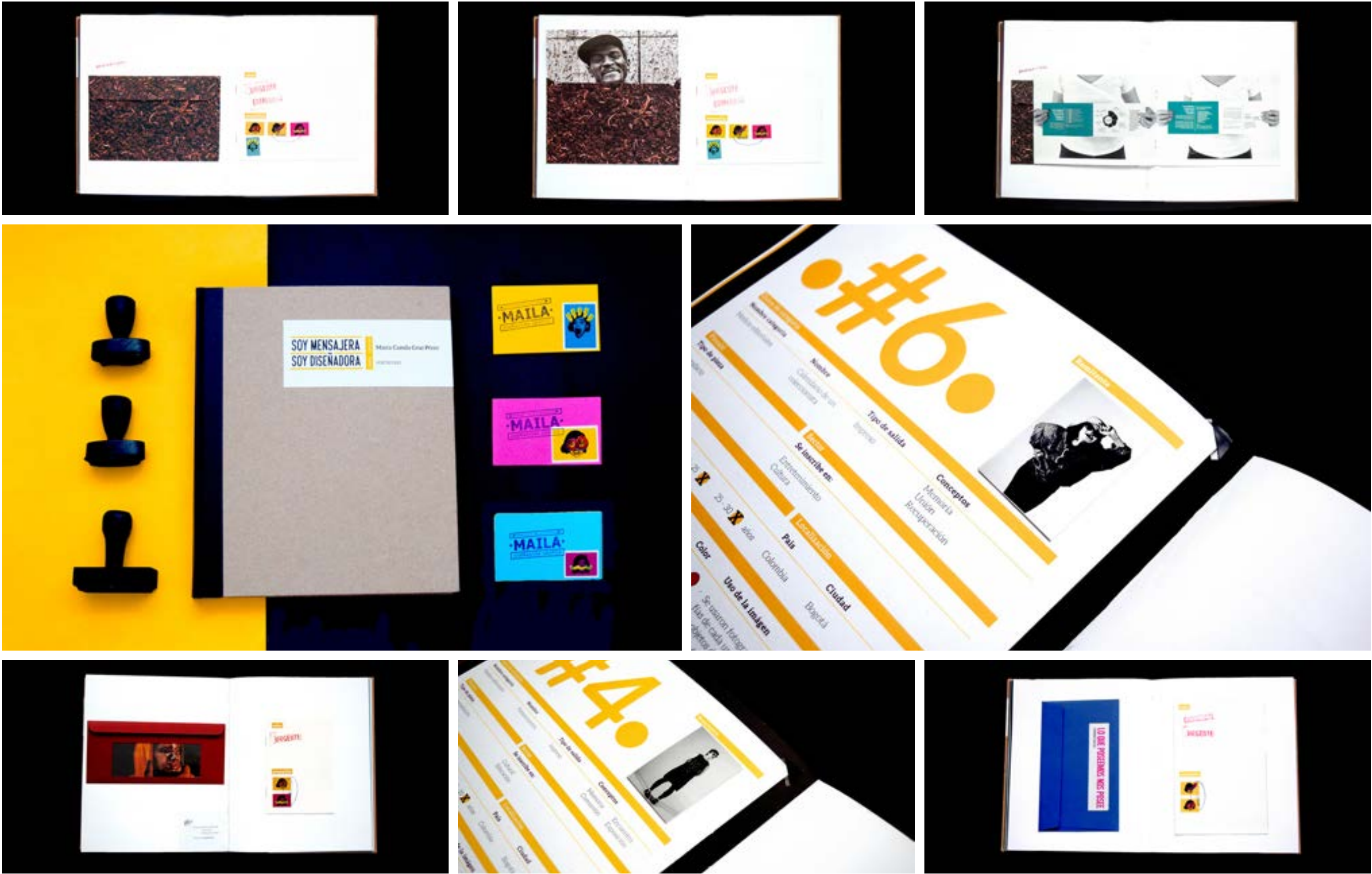


BOOK-OBJECT

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





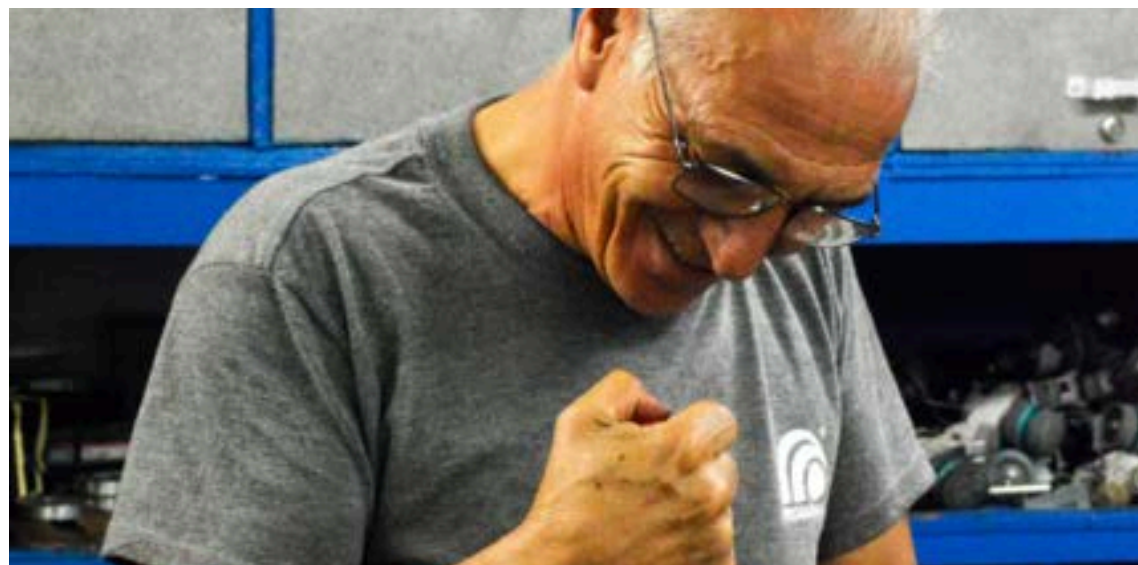
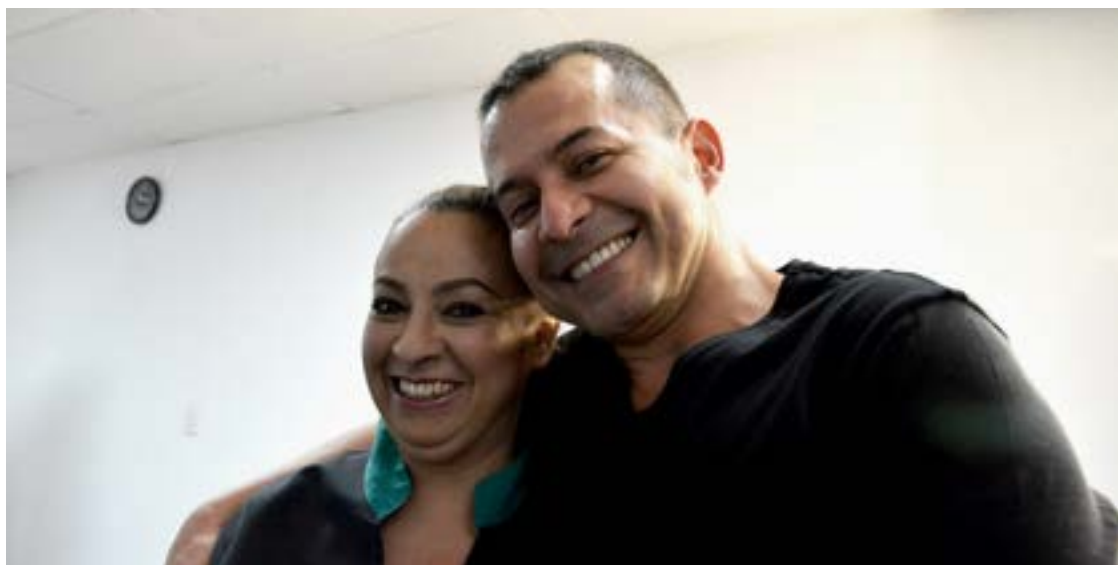


PHOTOGRAPHY

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



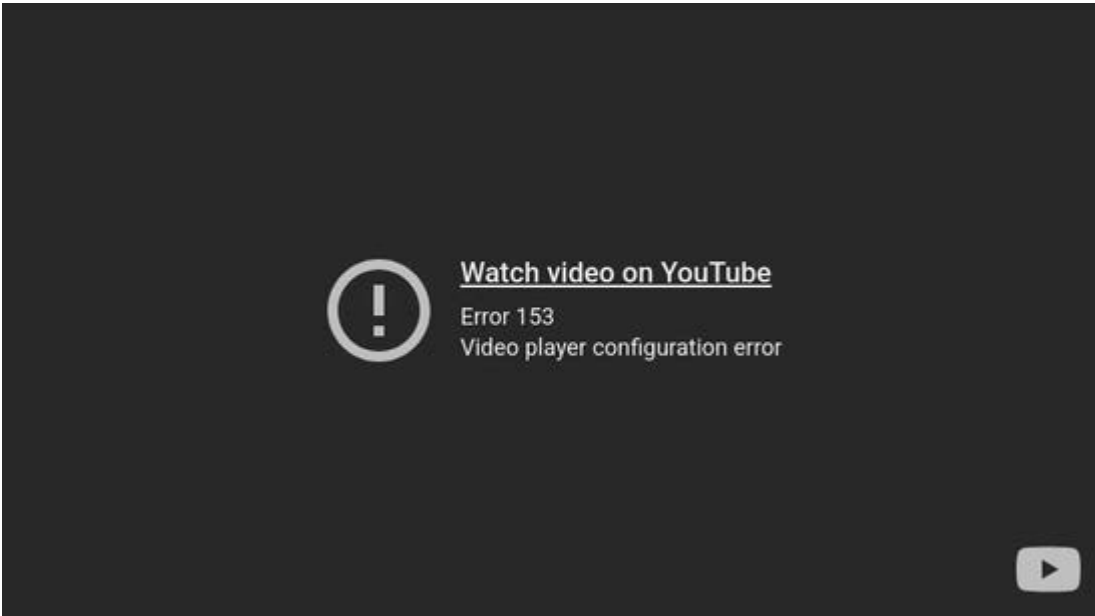
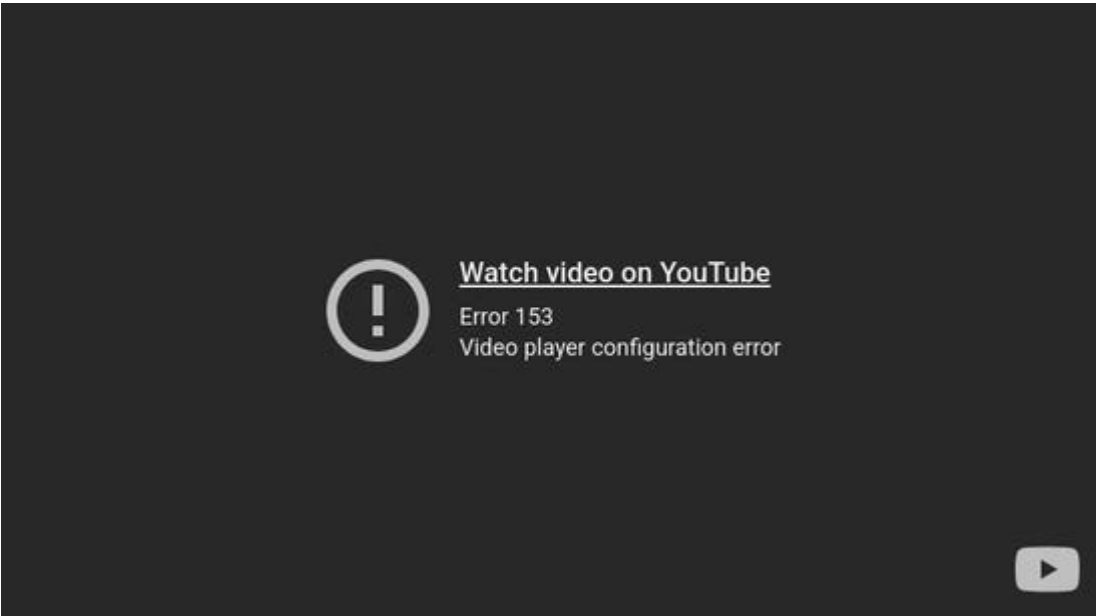
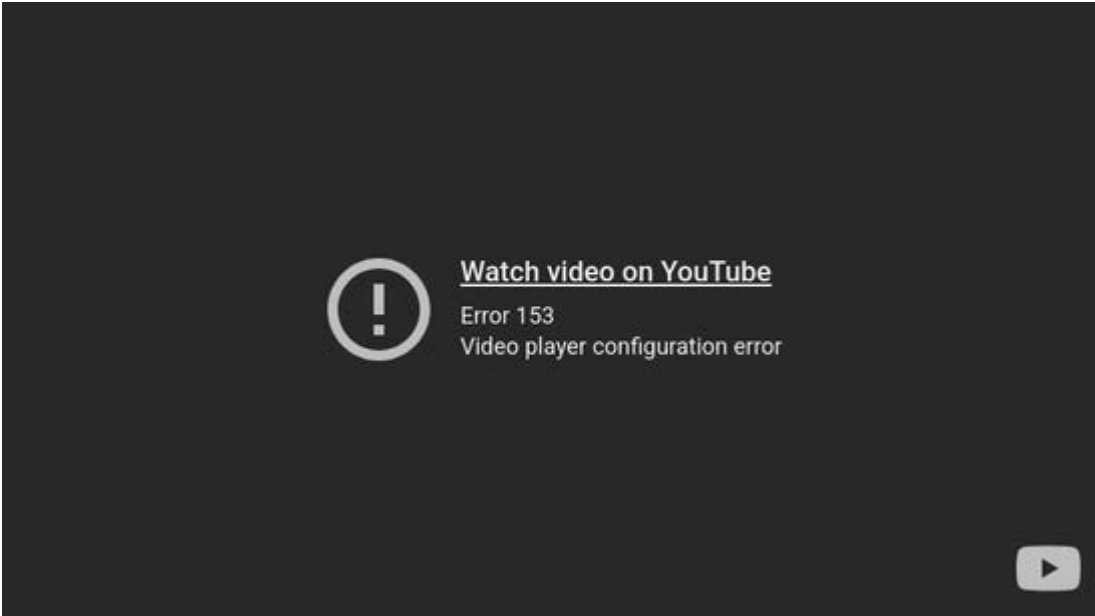
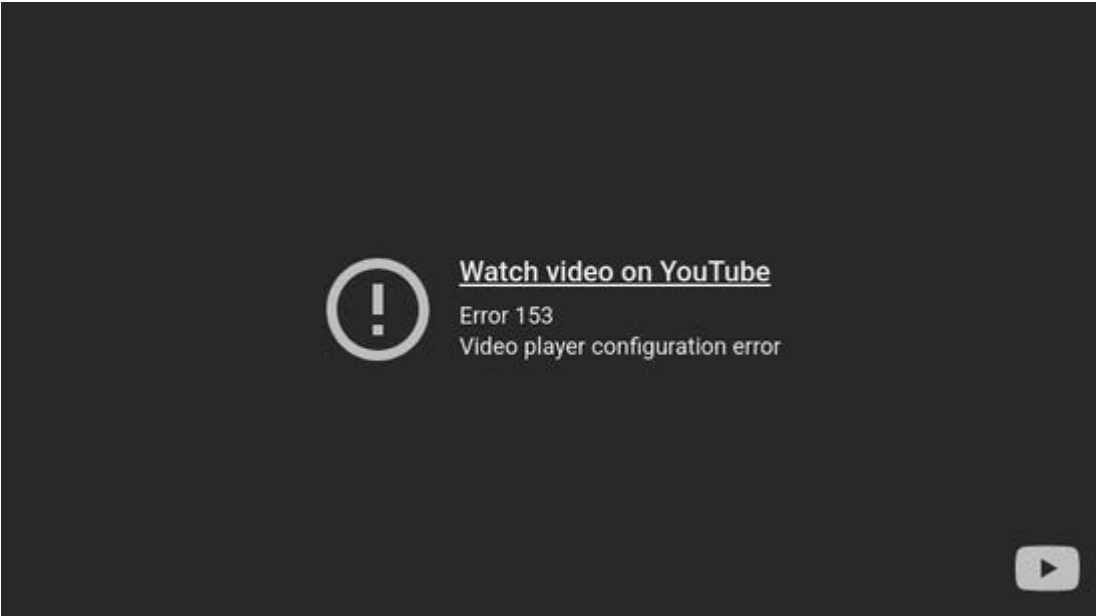


# INFLUENCER CAMPAINGS

**Kassani Diseño:**  
*Digital campain*

Planning and execution:

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



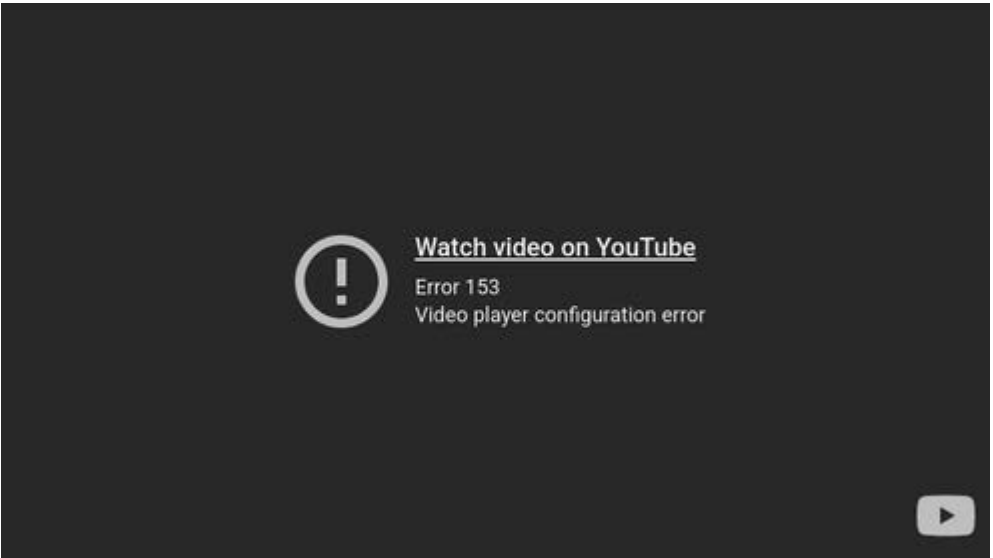
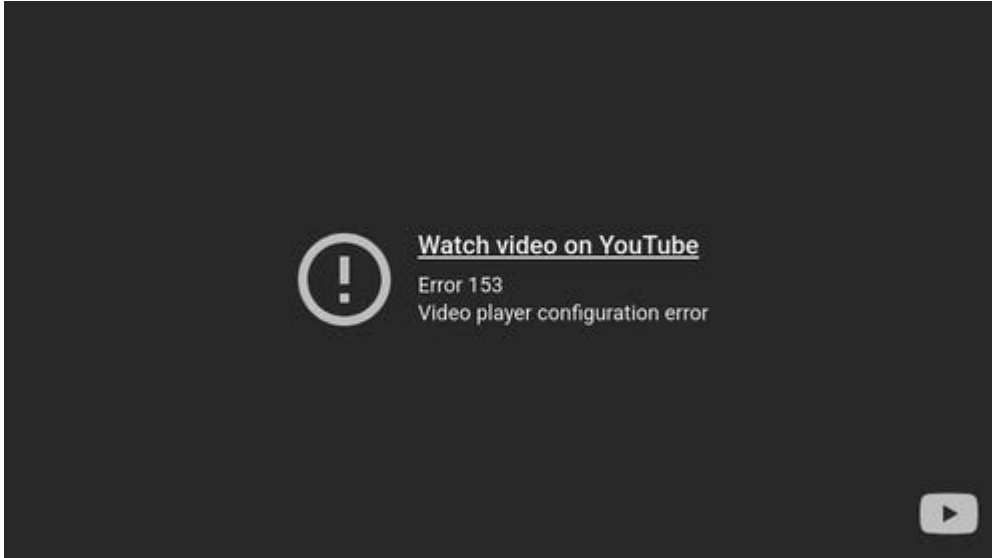
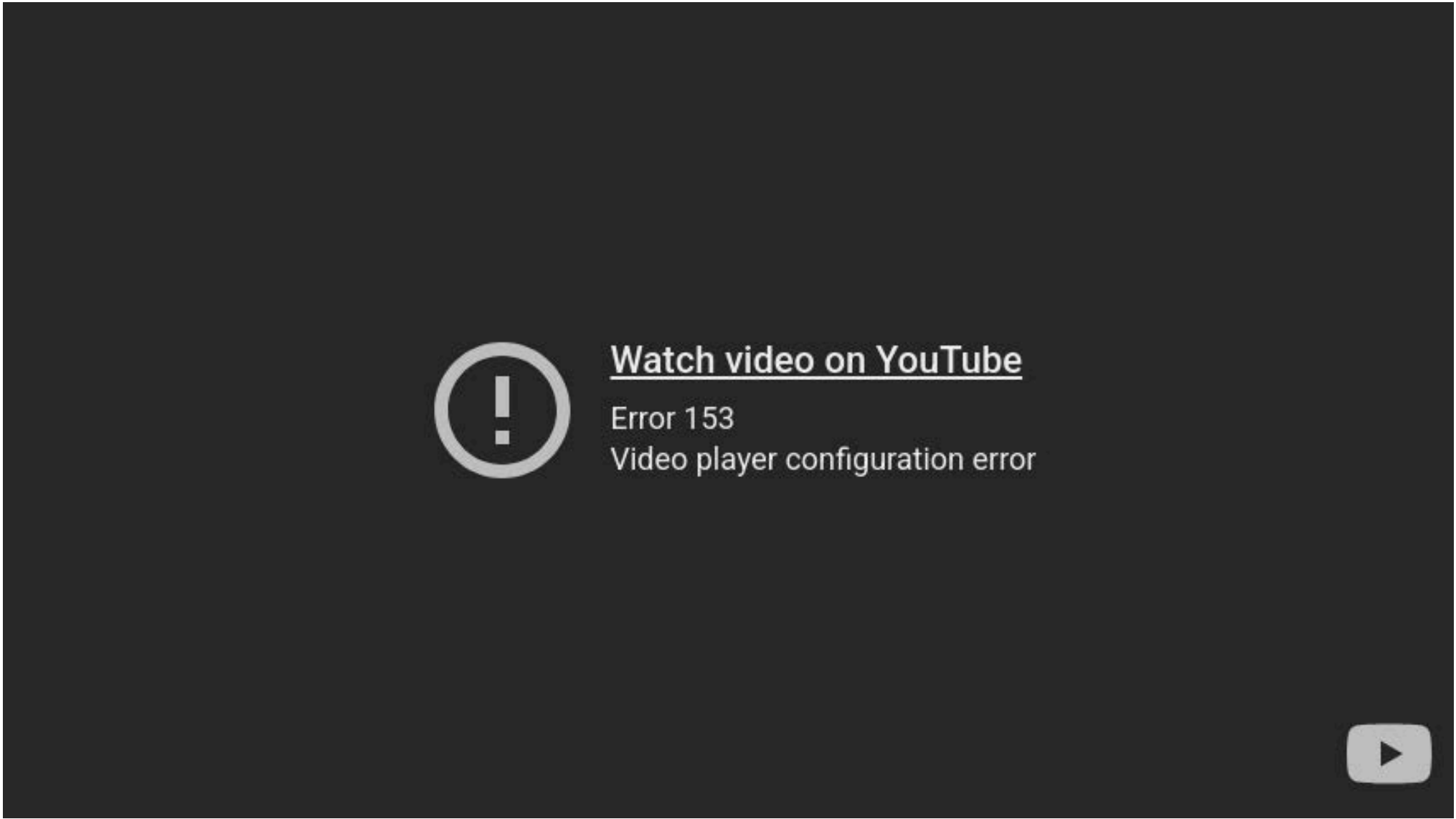
# WEBINARS

**Kassani Diseño:**

*Digital events*

Planning and execution:

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



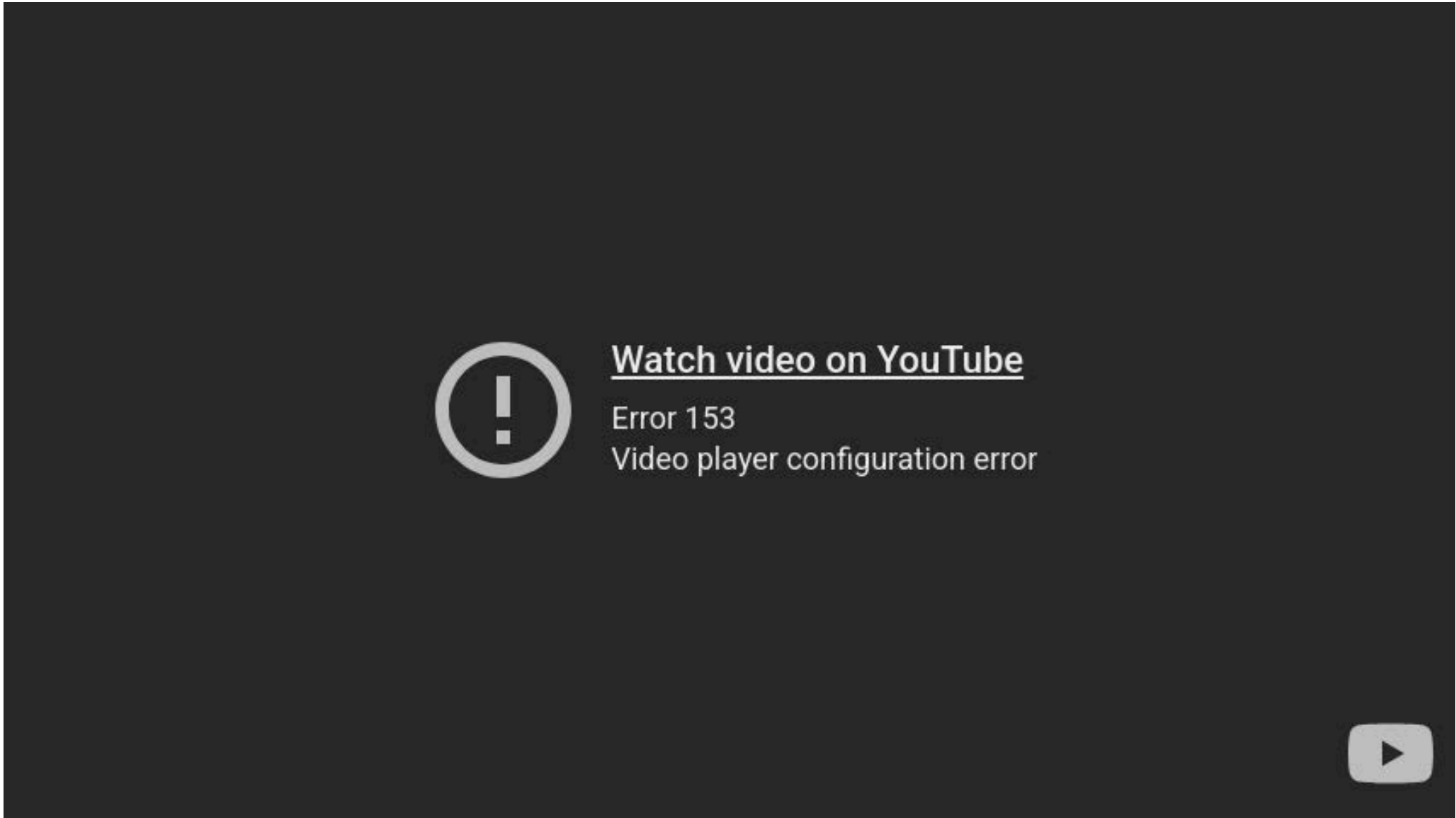
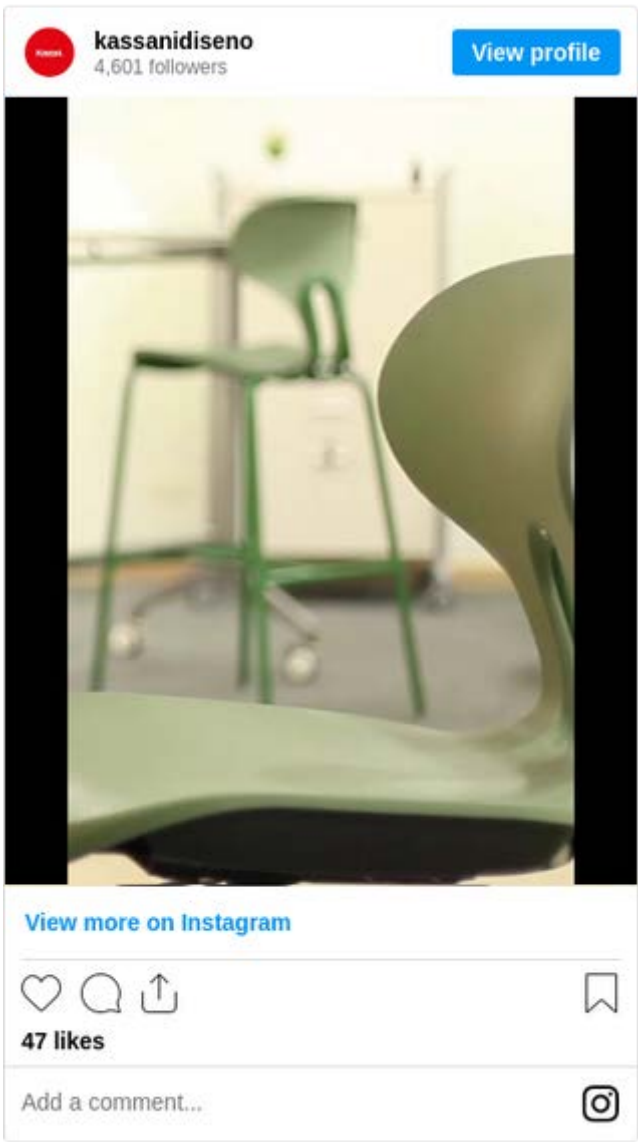


# PRODUCT LAUNCH

**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**

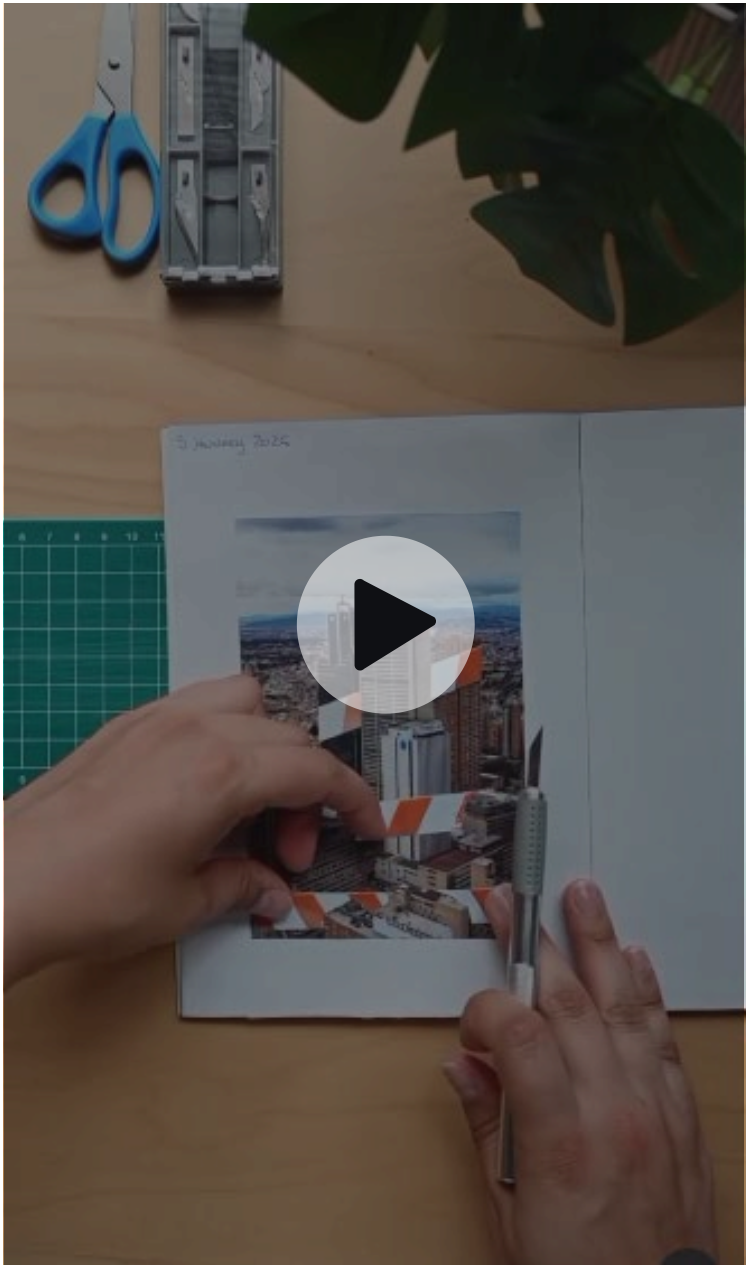
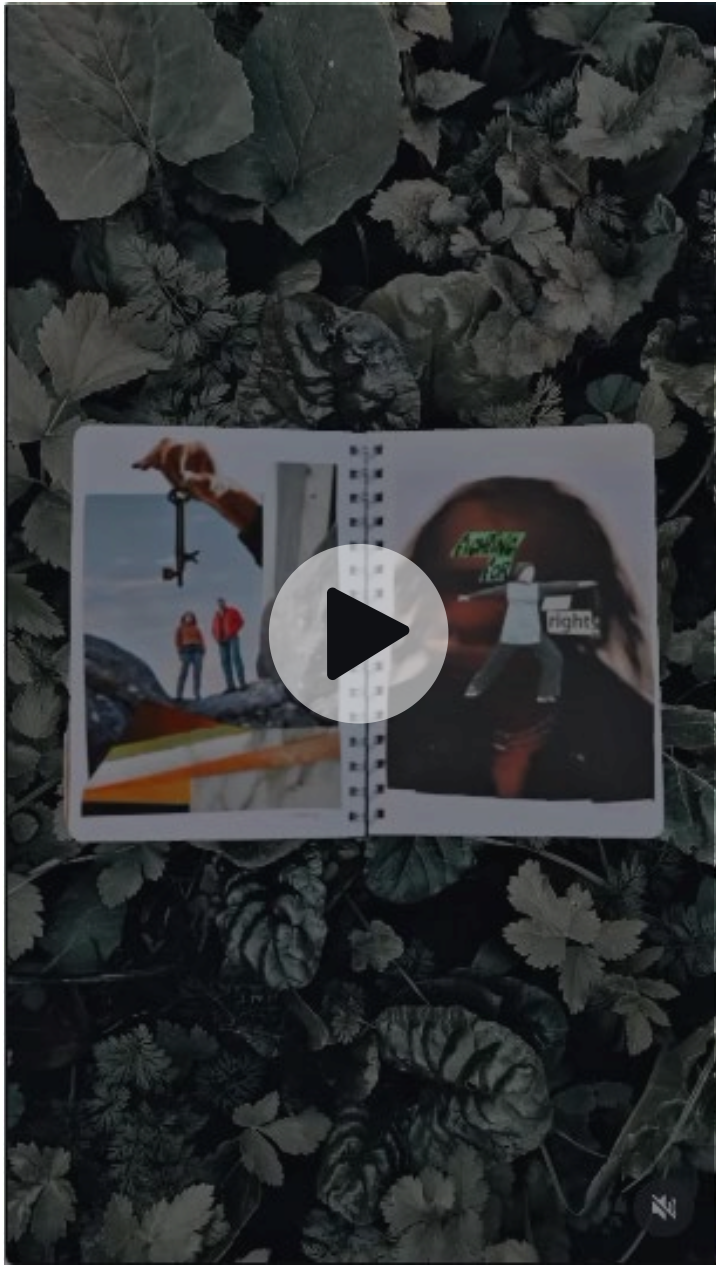
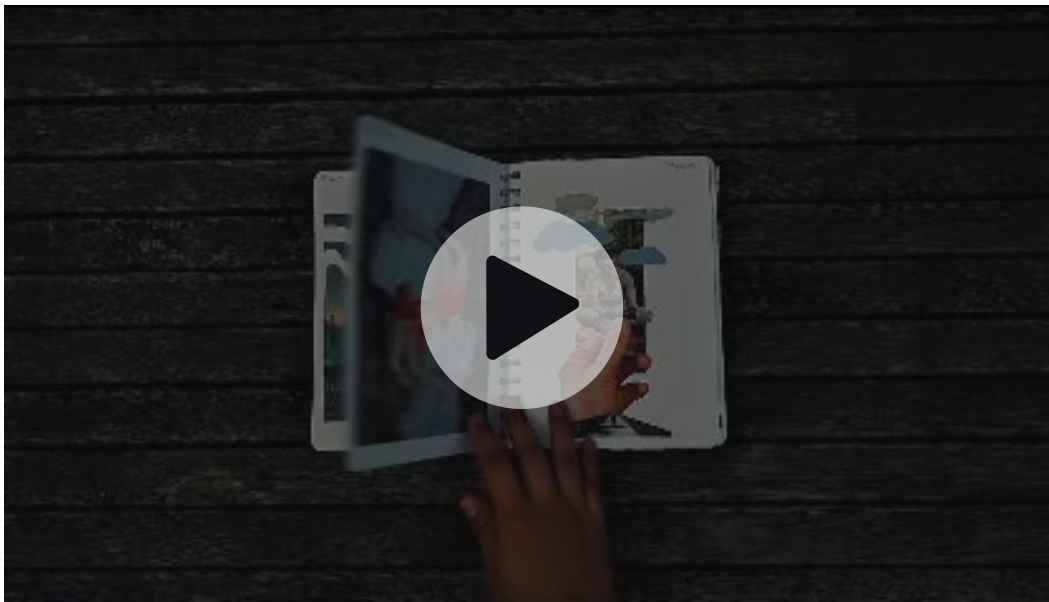
*Multimedia Design  
and Communications  
Strategy*

# 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](mailto:mariaccp2022@gmail.com)

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

(+61) 415 345 356