

Santiago Valencia Vera

Chief of Consumer Experience · Distrihogar



Designer with twenty years across identity, wayfinding, and retail experience, now building the internal software behind them. I read unfamiliar operations quickly and find where they actually break, usually several steps behind the deliverable I was asked for. Asked to design garment labels, I traced the failure to unstructured data and undocumented standards, then built the system that generates them: about thirty minutes per label down to about one, six daily users, three departments aligned on a standard I wrote without authority over any of them. Currently Chief of Consumer Experience at Distrihogar, shipping production systems in TypeScript, Next.js, Postgres, n8n, and LLM pipelines.

BASED IN

New York, USA / Medellín, Colombia

CONTACT

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WEB

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PRACTICING SINCE

2005

LINKEDIN

/in/santiagovalenciavera

LANGUAGES

Spanish · English (B2)

EXPERIENCE

2023–Present

Chief of Consumer Experience

Distrihogar · Medellín, Colombia

- Garment label system: rebuilt the data and standards behind the artwork. About thirty minutes per label down to about one, six daily users, three departments on a written standard.
- Internal software the team runs on: launch planning, headless publishing, catalog image production, product information management.
- Centro de Experiencias: a small-format store built as an experiment. It matched the sales of larger traditional stores with less floor space, and recovered customers who never migrated to e-commerce.

2013–2023

Senior Art Director

Independent practice & studio engagements · Medellín, Colombia

- Wayfinding for Ruta N Medellín, Dream Plaza Panama, Viva Centros Comerciales.
- Brand strategy and corporate identity work for institutional clients.

2005–2013

Wayfinding lead

Universidad de Antioquia · Medellín, Colombia

- Single visual identity system adapted to four building typologies.
- Edificio de Extensión, Posgrados, IPS León XIII, Sede Oriente.
- Designed governance that scaled to future buildings without author intervention.

SELECTED WORK

- Garment label generation system at Distrihogar. A backlog of several hundred labels replaced in a single export.
- Ruta N Medellín wayfinding. One system across a 65,000 m² innovation district.
- IPS León XIII bilingual clinical signage. 29 rooms, 87 patient-care signs.

- Sede Oriente botanical wayfinding. Yarumo, Roble, Nogal, Chagualo, Caunce, Candelo.

DISCIPLINES

Brand strategy	Wayfinding systems	Phygital retail	Corporate identity	Art direction
Consumer experience	Internal software	Data standards		

STACK

TypeScript	Next.js	Postgres	n8n	LLM pipelines
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EDUCATION

BFA

Graphic Design
Universidad Pontificia Bolivariana