

# Santiago Valencia Vera

Senior Art Director · Consumer Experience

BASED IN

Medellín, Colombia

CONTACT

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WEB

santiagovalenciavera.com

YEARS OF PRACTICE

15+

LINKEDIN

/in/santiagovalenciavera

LANGUAGES

Spanish · English (B2)

EXPERIENCE

2023–Present

## Chief of Consumer Experience

Distrihogar · XO Center · Medellín, Colombia

- Phygital retail concept. Strategy, identity, and in-store experience.
- Cross-functional work between merchandising, digital, and store ops.

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

- 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

EDUCATION

BFA

## Graphic Design

Universidad de Antioquia