

EDUARDO TEJEDOR

Summary

I am a hybrid designer focused on digital products and services (UX/UI) with wide experience in visual branding, graphic design, online marketing, illustration, textiles, and prints.

As a designer, my goal is to deliver holistic human-centered design solutions that enhance accessibility, usability, and sustainability. I derive satisfaction from crafting compelling visual narratives and interactive experiences that facilitate effective communication and positively impact users.

Experience

★ Current

- ★ Product designer **Goald challenges** 2023 June- (*remote*)
App development, user journeys, Ux/UI solutions, design strategy
- Product designer **Mesh firm** 2023 Jan-May (*remote*)
Website design (desk and mobile), Ux/UI, visual branding
- Product designer at **Designergatan oy** 2021-2022
Pharmacy software design, Ux/UI, digital services
- Product Designer at **Time-path** 2021/2022 (*remote*)
Web app design, storytelling tool, iconography, website content
- UX/UI designer 2021 and Graphic designer 2019
Kolibri Festivaali (Ninho Kulttuurikeskus Ry)
- Entrepreneur/designer **Tejedor Design** 2020-2022
Sustainable fashion with a Mexican flavor, locally printed goods
- Design teacher **Omnia School** 2019/2020 Espoo (*seasonal*)
Design fundamentals for products, media, crafts. (+50 students)
- Graphic designer **The Shortcut Org** 2019 Helsinki
Brand guidelines, marketing material, visual branding, merch
- Designer/illustrator **Lumi Accessories** 2018 Helsinki
2D animated character, visual branding, fashion product specs
- Design teacher **Stadin Ammattiopisto** 2016 Helsinki
Fundamentals of textile print design for products. (+50 students)
- Graphic Designer **Universidad de Guadalajara** 2016
Graphic design, marketing assets, editorial design, printed material
- Co-founder/entrepreneur **Healthy Bakery** 2014-2015
- Textile designer **Surtidor del tapicero** 2013-2014 Mexico

Participation

- **Marimekko Designathon** 2017 AR shopping experience
- **Design exhibition** 2017 Museo de la ciudad Guadalajara
- **Dash Hackathon** 2018 Circular economies: Upcycling
- **Feminist Futures Helsinki Hackathon** 2021 Fem. internet

Eduardo Solorzano Tejeda
Product design (Ux Ui), visual branding, illustration.

[Design portfolio](#)

[Linkedin profile](#)

Languages

English (full professional), **Finnish** (limited working),
Spanish (native), **Portuguese** (full professional)

Skills (hard)

Adobe CS: Illustrator, Photoshop, InDesign, Xd
Figma | Miro | Wireframes | Prototyping | Mockups
Design systems | Layout design | User research
Design thinking | Photography edition | Illustration
2D animation | Visual identity | iconography | icons

Skills (soft)

Flexible, empathetic, collaborative, brainstormer,
forward-thinker, problem solver, believer, resilient.

Education

- **UX design & research nano degree**; and **Product design course** Udacity 2020
- **Business lead** integration program
Hanken & SSE Executive Education 2018
- **Creative Business Program** 2018
Startup Refugees ry
- **Bachelor's degree** in industrial design
Universidad de Guadalajara, Mexico (2007-2012)
- **International Studies** program 2010 (semester)
Universidade Federal do Rio Grande do Sul, Brazil

Clients & collaborators

City of Helsinki, Caisa Kulttuurikeskus, African care,
JHL Trade Union, Ninho Kulttuurikeskus, Timepath,
Lumi accessories, Receptum, Oktopull, Mesh firm,
Startup refugees, Cinemaissí Latin Film Festival,
The shortcut org, Sunniva Brynnel, Designergatan,
Mexican Embassy in Finland, Goald challenges,
Biospirale, Peek motos, Finnish National museum...

Hobbies & interests

- Capoeira Angola: Afro-Brazilian art, culture, sport
- *Son jarocho* Mexican folk music: live music
- Textile art, handcrafted prints, painting, writing
- Cooking, baking, making the best tacos in town ;)

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