

Santiago Valencia Vera

Chief of Consumer Experience · Distrihogar



Graphic designer and art director with twenty years of experience in visual identity, wayfinding and retail. My work connects brands with the places and services people use, from institutional environments to the Centro de Experiencias at Distrihogar. I combine creative direction with hands-on design and build tools that help teams put that work into practice.

BASED IN

New York, USA / Medellín, Colombia

CONTACT

santiagovalenciavera@gmail.com

WEB

santiagovalenciavera.com

PRACTICING SINCE

2005

LINKEDIN

/in/santiagovalenciavera

LANGUAGES

Spanish · English (B2)

EXPERIENCE

Jun 2022–Present

Chief of Consumer Experience

Distrihogar · La Estrella, 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.

Jan 2021–Jun 2022

Brand & Communications Lead

Distrihogar · Medellín, Colombia

- Brand communications and creative design at Distrihogar.

Feb 2018–Jun 2021

Graphic Designer / Textile

Distrihogar · Medellín, Colombia

- Graphic and textile design for home and apparel, informed by global trends.

Jul 2008–Jun 2022

Creative Director

Estrategia y Estructura de Marca · 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 designer · Client projects

Client: 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

Adobe Creative Cloud	Illustrator	Photoshop	InDesign	TypeScript	Next.js	Postgres
n8n	LLM pipelines					

EDUCATION

Sep 2021	Senior Management Program in Digital Sales ESIC Business & Marketing School
2010	Postgraduate studies in Corporate Identity Design and Application ELISAVA, Escola Superior de Disseny · Barcelona
2002–2006	Graphic Design Universidad Pontificia Bolivariana