

Lupe Garcia

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Profile

I've always had a keen interest in entrepreneurship. At a young age, I started a restaurant in Argentina from scratch that now feeds over 5,000 people per month. I studied at film school, worked as a producer and as an account manager in a graphic design agency for two years; storytelling, entrepreneurship and visual design are areas I have always been familiar with. I manage to push my team to make the quality and creativity of the projects we worked on even better. Daily inspirations, art exhibitions, music festivals and new designed spaces like bars and restaurants inspire me to integrate new elements into my creative process.

I choose working in projects that require imagination and professionalism, where I can develop spaces as movie sets, where every detail is a setting for a story to happen.

Experience

UX DESIGN

UX Design immersive course at General Assembly - 2014

I did two projects in GA, one for a fertility service company and other for Instagram where I did the following tasks; evaluate the current website/app, define the vision, map user flows, conduct interviews, create user flow, create personas, develop competitive analysis, design wireframes and create the best way to present the idea.

TELEVISION

Producer, Discovery Channel; Canada - 2010

Agency: Think! Argentina Boca Juniors Documentary
Producer, Amazing Interior Design; France – 2010
Agency: Think! Argentina Director: Thierry Bellaiche

I was the local producer of two TV shows produced in Canada and France and shot in Argentina. My role was to oversee every aspect of the production such as budget, locations, contracts and castings.

Producer, Glamorama, Cosmopolitan TV and Gourmet TV, Argentina - 2014

I have developed two TV shows in Argentina, participating in the creative process and also organising logistics, hiring the crew, developing the budget and getting physical needs of the shot.

VIDEO PRODUCTIONS

Producer and Director, Loop the Loop; Argentina – 2009-2011

Clients: Royal Class, TRF, La Panadería de Pablo, Viva Patagonia, Think Argentina, BBDO. I created my own Studio at 24 years old called LOOP THE LOOP where I directed and produced corporate videos as well as rock music videos for MTV.

REAL STATE PROJECT

Restaurant Venue - Partner- 2010

I've created, with a bunch of great professionals, La Defensa, La Panaderia de Pablo and Piso Tres, a real state project in San Telmo that have a restaurant and a private venue for events. This project had the distinction of becoming the headquarters of Casa Foa 2010, the most important Design Fair in Buenos Aires.

GRAPHIC DESIGN AGENCY

Account Manager, REMOLINO; Argentina – 2011-2013

Clients; TRF, OCASA, Disney Channel, Ampersand, Casa Cavia, Piso Tres, La Defensa, COTY, Royal Class, Foster&Partners. www.remolino.org

In Remolino as was an account manager I was in charge of sales, client follow up, developing the brief, explaining the brief to the designers, administrating time, and developing a budget for every account.

Education

- Bachelor Degree Majoring in Social Communication (1997-2001)
- Universidad del Cine (FUC) Dean: Manuel Antin. Degree: Film Director, (2002-2006)
- Documentary Making Course in EICTV, Cuba (2007)
- Filmmaking Course EICTV, Cuba (2007)
- Course of Action Video in Modern Tate Museum, London (2007)
- UX Design evening course at GA Los Angeles (2013)
- Digital Marketing evening course at GA Los Angeles (2013)
- UX immersive course at GA London (2014)

Languages

Native Spanish and Fluent English. Excellent oral and written skills.

Skills

Entrepreneurship, Digital Marketing, User Experience Design, Web Design, Events Planning, Video Production and Direction, Art Direction, Photography,