



Natalia Giraldo | www.nagiraldo.com
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Hi, I'm a strategy designer & digital art producer interested in innovation, new technologies & interaction design. I have experience prototyping digital products and services for web3 with a human centered approach as well as working in transdisciplinary environments remotely. I'm co-founder of the Ethereum Colombia community & the Web3 - Public goods project Cryptomurals.



Job experience

CRYPTOMURALS - <https://cryptomurals.xyz/>
Web3 & public goods project immortalizing street art in the Ethereum blockchain.

Co-founder, Product manager, Ecosystem Dev.

UX / UI and usability test.

Colombia + Remote, Nov. 2021 - currently.

SkyBoy - www.sky-boy.com

French startup who invented the Overlap Reality.

Product developer

- Content design and tests for 360° videos.

- Usability tests for the SkyBoy Creator app.

Paris, LVMH program. 2020 - 2021

BIÖKUPY urban furniture - IoT

Founder & product manager

Integration of technology to urban furniture

Colombia 2014 - 2017



Digital Art Projects

RITUALES NFT Exhibition at DEVCON VI

Curator of the exhibition and electronic arts performances featured in the Ethereum developers conference. Bogotá - 2022

NFTs - 2021

<https://rarible.com/0xnats>

DENDROS

Audiovisual interactive installation in MAX/Msp.

Pixel art - LED screen - WiiMotion Plus control.

Saint-Étienne, 2020

ARTBYSS - Mixed Reality experience for VR

Storyboard and Art direction - Developed in Unity.

Grenoble, 2019

MOODLOG - Emotions Concept

Installation for lighting show, also able for expositions.

Interactive show experience

Colombia, 2017



Hobbies

- Contemporary art · Gaming · NFTs
- Technology · Innovation · Synths
- Design · Liveshows & Lighting.



Skills

- Digital arts : MAX/Msp, Touch designer, Spark AR Studio.
- Methodology : Service design, UI/UX, User Centered Design.
- Prototyping : Figma, Sketch, Invision studio, Usability tests.
- Programming: HTML, CSS, Python. GitHub
- CMS : Wordpress. General Web3 tools.
- Audiovisual : Premiere Pro, After Effects, Illustrator, Photoshop, Ableton.
- Workflow: Notion, Basecamp, Slack / Windows, iOS



Languages

Spanish: Native

French: Current

English: Current



Studies

Digital Arts Producer. 2020

Jean Monnet Sain-Étienne University. France
Arts, Languages & Letters Department.

Audiovisual & Multimedia Communications. 2019

Grenoble Alpes University. France
Journalism & Communication Department.

Interaction Design & Design thinking. 2017

IHM, UX/UI, Prototyping,
Interaction Design Foundation. U.S.A

Strategy design and innovation. 2016

Pontificale Bolivarian University. Colombia.
Architecture et Design Department.

Industrial design. 2009

Jorge Tadeo Lozano University. Colombia.
Humans Sciences, Arts & Design Department.