Catalina Vásquez

Senior brand designer & art director

kathiuska.com
kathiuska.com/contact

10+ years in illustration and animation.
My work spans brand identities, campaigns and editorial projects across print and digital.

Experience

Reserve
Sept 2025-Oct 2026

Senior Brand Designer

Created brand visuals, illustration and animation for product launches and digital campaigns. Contributed to the Reserve.org redesign, working with the design team. Participated in research and user interviews to inform creative decisions.

Confusion Capital
Feb-Aug 2025

Creative Consultant

Led art direction, visual identity, illustration and motion design for an event focused on monetary stability. Developed the identity across print, editorial layouts, signage, stage graphics and animation.

UGLYCASH
Mar 2023-Mar 2025

Brand Illustrator & Animator

Helped build the brand's visual language as part of the design team. Designed its original character, defining its initial visual concept and personality, and created illustration and animation for marketing, social media and campaigns.

Reserve
Mar 2021-Mar 2023

Illustrator & Instagram Lead, Latin America

Created illustration, web visuals and merchandise for regional brand communications. Led Instagram content and community initiatives as the account grew from 9K to 70K+ followers; produced 150+ illustrations and brand assets.

Domestika
2021-2026

Course Instructor

Teach frame-by-frame animation through a best-selling online course with 11,000+ students, 99% positive reviews and audio in six languages.

Snap Inc.
2018-2020

Freelance Animator and Illustrator

Led creative direction, illustration and cel animation for Snapchat across Latin America, including filters and stickers.

Kathiuska (my own practice)
2014-2026

Visual Artist and Art Director

Independent practice across illustration, apparel, printed editions and visual narratives.

Capabilities & tools

Conceptual skills

Brand and visual systems, concept development, art direction, campaign strategy, visual storytelling, research and user interviews.

Craft skills

Editorial design & layout, illustration, character design, motion design, frame-by-frame animation, cut-out animation, storyboarding, merchandise, print production, signage & stage graphics.

Editorial commissions

Süddeutsche Zeitung
The Odyssey: A Complicated Man
Editorial illustration for print and digital.

Internazionale Kids
Pride issue, May 2022
Cover illustration for a young audience.

Design and motion

Figma, Framer, Claude Design, Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Procreate.

AI tools

Midjourney, RunwayML, Google AI Studio, Claude/Claude Code, ChatGPT/Codex.

Languages

Spanish (native) · English (professional proficiency)

Recognition & independent practice

Recognition

2023 · **Graphic Design Trends 2023**
GraphicMama · Reserve homepage

2023 · **Clio Bronze, Design Craft: Illustration**
Awarded to the Upwork Wake+Make campaign

2022 · **ADC Silver Cube, The One Club**
Upwork Wake+Make campaign

2021 · **Best of Behance**
Reserve homepage illustrations

2020 · **Best of Behance**
A estória do sol e do rinoceronte, illustrated book

2020 · **Movements and Moments grant, Goethe-Institut**
Geraldine, with Alejandra Pérez Torres, one of 16 stories from 14 countries

2019 · **Latin American Ilustración 8**
American Illustration-American Photography · Ulises

2017 · **MinTIC and BAM grant, Marketing & Sales for Animation Studios**
Bogotá Audiovisual Market · Canada

2017 · **Film Development Fund (FDC)**
Proimágenes Colombia · for Niebla, as producer

2016 · **Film Development Fund (FDC)**
Proimágenes Colombia · for Cárcel

Education

2026-2028 · **Certificate in Sociopolitical Thought**
The New Centre for Research & Practice · in progress

2026 · **Master's in Latin American Cultural Studies**
Pontificia Universidad Javeriana · thesis with honourable mention

2014 · **BA, Audiovisual and Multimedia Communication**
Universidad de Antioquia

2014 · **Diploma in Journalism and Historical Memory**
Universidad de Antioquia

2014 · **Diploma in Audiovisual Dramaturgy**
Universidad de Antioquia

Certifications

2026 · **AI Fluency: Framework & Foundations**
Anthropic

Filmography

2020 · **Niebla**
Executive producer and producer
Poulain de Bronze, Fantasia 2022.

2018 · **Cárcel**
Script and direction
World premiere, DOK Leipzig international competition.

2014 · **Islas**
Script and direction
Short Film Corner, Cannes, 2015.

2010 · **Reciclando recuerdos**
Script and direction
India Catalina Award, Best Documentary Video, New Creators, FICCI 2011.

Illustrated books

2021 · **Los animales del cielo**
Text by Germán Puerta Restrepo · Editorial Planeta

2020 · **A estória do sol e do rinoceronte**
Text by Ondjaki · Alfaguara, Portugal · editions in Brazil, the UK and Germany

2018 · **México cuenta**
Tragaluz Editores

2017 · **Las aventuras de Ulises**
Colombia's Ministry of Culture

2015 · **Manual para cazar una idea**
With José Andrés Gómez · Tragaluz Editores

Residencies and exhibitions

2019 · **Group exhibition of Maison des Auteurs residents**
46th Festival de la Bande Dessinée, Angoulême, France

2018 · **Graphic novel residency, Maison des Auteurs**
Angoulême, France · granted by Colombia's Ministry of Culture

2016 · **Animation Production Lab**
Bridging The Gap, Valencia, Spain

2014 · **Filming in Colombia with Abbas Kiarostami**
Proimágenes Colombia