

CELESTE ROSE ORTEGA

EXPERIENTIAL DESIGNER

DETAILS

Phone
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Email
c.ortega.adie@gmail.com

Portfolio
CelesteRoseDesign.com

AWARDS

Google X BioDesign Challenge
New York City, Nov 2021

BioDesign Challenge
New York City, June 2020

Wanted Design: Design Under Pressure
Mexico City, Oct 2018

Maison & Objet
Paris, Sept 2018

IDSA Lighting Design
New York City, May 2017

SKILLS

Digital

- Adobe Creative Cloud
- Microsoft Suite
- Solidworks
- SketchUp
- Fusion 360
- Keyshot
- Vray

Physical

- Prototyping
- Sketching
- Technical drawing

LANGUAGES

English
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Spanish
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French
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ABOUT

A Spatial Experience Designer with a passion for crafting positive, memorable moments. With a background in Industrial Design, Store Design and Psychology, I combine aesthetics and function with a profound understanding of human behaviour. From conceptualisation to production, I demonstrate that spaces hold the power of shaping the human experience.

WORK EXPERIENCE

Global Manager, Retail Design, New York City
Ralph Lauren Fragrances, L'Oreal Luxe Apr 2022 - Present

- Develop innovative and customer-centric design guidelines for product launches and key holiday moments across the globe, including pop-ups, eventing podiums, merchandising displays and permanent installations.
- Lead projects from concept ideation, sketching, 3D modelling, rendering and technical drawing, to execution and installation.
- Incorporate innovative styles and technologies, and sustainable materials and practices.
- Tailor experiences to specific customers and products.
- Manage projects across different teams, countries and retailers.

Industrial Designer, New York City
Circular Economy Manufacturing June 2020 - Apr 2022

- Designed home goods made from recycled plastic and solar power.
- Led projects from conceptualisation, sketching and 3D modelling, to production.
- Managed a team of 10 direct reports, delegating assignments, reviewing work and providing feedback before going live or presenting to the CEO.

Lead Designer, New York City
ICEF June 2020 - Jan 2022

- Rebranded the company and developed its Brand Book.
- Redesigned the website, advertisements, publications, event spaces, event floorplans, course logos, and business cards.

Product and Packaging Design Intern, New York City
forceMAJEURE Design June - Aug 2019

- Designed innovative tabletop consumer products.
- Participated in the modelling and designing of installations for global brand campaigns.
- Designed and modelled packaging designs for Dove, Suave, Old Parr, Cîroc, and more.

Store Experience Design Intern, New York City
CHANEL June - Aug 2017

- Collaborated in the design, ideation, modelling, and prototyping of the Holiday experience across US flagships.
- Participated in the design of US flagships' displays for the launch of Gabrielle CHANEL.

EDUCATION

BFA Honours: Product Design Parsons School of Design &
BA Honours: Psychology & Neuroscience Eugene Lang College, The New School, NYC
Minor: Communication Design Jan 2016 - June 2020

BFA Product Design École National Supérieure des Arts Décoratifs, Paris
Exchange Program Jan - June 2018