

Cosme Cruz

Creative
California, USA

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I practice design as a method of investigation, analysis, and situational alignment. I identify opportunities and convert information into structured insight through strategies informed by non-disciplinary models, conceptual systems, and systemic frameworks. Outputs emerge through ongoing iteration shaped by conditions and constraints.

EXPERIENCE **Independent Practice**
Los Angeles, CA, USA
23/01 – 25/~

Collaborating with artists, galleries, brands, and organizations on spatial, UX, apparel, and visual projects—designing briefs, developing concepts, and executing across cultural and commercial contexts.

Designmatters
Santiago, Chile
22/09

Assistant faculty on a research trip with COANIQUEM, a pediatric burn clinic and NGO in Latin America. Supported teams, facilitating project context and translating between families, medical staff, and collaborators.

INSEAD Online Programme
Remote
20/02 – 22/07

Design coach for international business executives. Led weekly sessions translating creative strategies into actionable design methodologies across organizational contexts. Cohorts averaged a dozen participants over six-week cycles.

PROJECTS **Casa Jarquin**
Atzompa, OAX, MX
19/10 – 19/12

Research and documentation of Oaxacan craft production, examining its positioning in local economies and global markets through apprenticeship-based fieldwork with a textile artisan, analyzing processes and cultural context within contemporary fabrication systems.

EDUCATION **ArtCenter**
BS Product Design
Pasadena, CA, USA
18/01 – 22/07

A design program integrating research methodologies, business strategy, global trends, and sustainable practices. Builds proficiency through applied coursework, case studies, and experimentation with emerging technologies and socially responsive design. Bachelor of Science in Product Design with minors in Business and Social Innovation.

INSEAD
Exchange Program
Singapore, SG
20/01 – 20/04

Accelerated MBA-level program exploring the strategic role of digital product management through a real-world startup challenge. Project-based learning is structured around boot camps and competitions focused on the UN Sustainable Development Goals, startup innovation, and venture strategy.

CERTIFICATES **Inside LVMH**
LVMH
24/07

30-hour online program by LVMH with HEC Paris, Central Saint Martins, and Harvard, covering luxury industry pillars including brand creation, customer experience, and cultural impact, featuring insights from industry experts.

Human Subject Research
Citi Program Online
22/03 – 25/03

Collaborative Institutional Training Initiative program, Human Subjects Research – Basic training in ethical research with human participants.

SKILLS **Design**

Creative strategy, Concept development, Ux systems, Omnichannel Experience Design, Artisan fabrication, Art direction, Sustainable practices

Software

Adobe Creative Suite, Figma, HTML, Rhino, MadMapper

Interest

UNSDG, Design futures, Ecological systems, Open innovation

Language

English – fluent, Spanish – elementary