



NICOLÁS OCHOA

Born in Medellín, Colombia in 1980. Passionate about Design, Creativity, Strategy, Innovation, and the impact those topics have on people's life and the industry in general I've been working on the Industry of Design for about 15+ years Inside companies like MUMA, Curve Id (New York) and Corona.

During my time in New York, I helped bringing products to life for big brands like OXO, Colgate, Perkin Elmer, John Deere, among others.

Over the past 5 years, I've been leading the transformation of the Corona's portfolio strategy and Design capabilities, I've consolidated a high performance multidisciplinary team of creatives, who have brought to reality a great number of products, all of them designed through a rigorous design process based on people's needs, and the emotional connections between users and objects.

The work that I've led has been granted 11 International recognitions from the most prestigious International Awards such as "Red Dot design award", "IF Design Award", "A Design award" and "Good Design award".

Product Design Engineer from EAFIT University, Medellín Colombia 2000-2007
Certified in CAD-CAM systems from EAFIT University Medellín, Colombia 2003
Attendant to a Design Thinking certification at Universidad de los Andes Bogotá, Colombia 2014
UX Foundation training Berlín, Germany 2019

Designer at Industrias X - trasuelas de Colombia. Medellín, Colombia 2003-2005
Designer at Muma . Medellín, Colombia 2005-2009
Adjunct Professor at EAFIT University. Medellín, Colombia 2009
Adjunct Professor Instituto Tecnológico Metropolitano ITM. Medellín Colombia 2009
Senior Designer at Curve ID. Manhattan, New York 2009-2014
Pan-american Design Director at Corona, Bogotá, Colombia 2014 to present
Partner at Medellín Design Week

Speaker at Medellín Design Week 2017
Speaker at the 5 edition of the Creative Industries from El Bosque University. Bogotá 2017
Speaker at International congress of Furniture Design, +MOB Sena, Medellín 2018
Speaker at Medellín Design Week 2018
Speaker at La Feria de Diseño 2019
Speaker at Dsgn Fest Veritas 2019, San José Costa Rica

A "Design Award Gold 2017, Corno Italy, Aluvia Faucet collection.
IF Design Award 2019. Munich, Germany. Aluvia Faucet collection.
Red Dot Design Award 2018. Essen Germany. Liquidwashbasin collection.
Good Design Award 2018. Chicago, USA. Vanquish Toilet for Mansfield Plumbing.
Good Design Award 2018. Chicago, USA. Cascadewashbasin collection.
Good Design Award 2018. Chicago, USA. Liquid washbasin collection.
Good Design Award 2018. Chicago, USA. Manantial washbasin.
Red Dot DesignAward 2019. Essen Germany. Liquid Faucet and accessories collection.
A"Design Award Gold 2019. Corno, Italy. Cascade Faucet and accessories collection.

I'm committed on elevating the role of Design in Latin America... because as someone said: "Design creates culture. Culture shapes values. Values determine the future" Robert. L. Peters.