

# Gaia A. Sanchez Santos

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## Work Experience

### UNOcrearmas, NYC, NY - *Marketing and photography internship*

September 2024 - PRESENT

- **Research:** Conducted in-depth research on influential and iconic brands that champion women empowerment and sustainability, particularly within the context of Latin American heritage and culture. Analyzed branding strategies, visual aesthetics, and market positioning to draw actionable insights for UNOcrearmas.
- **Develop:** Designed a cohesive brand identity by integrating cultural storytelling and sustainability-focused messaging. Strategically developed mood boards, style guides, and visual concepts that reflected the brand's ethos and resonated with its target audience.
- **Create:** Directed and executed high-quality photoshoots for the brand's Instagram and website, utilizing advanced photography and styling techniques. Produced visually compelling content that elevated engagement, expanded audience reach, and strengthened UNOcrearmas' digital presence.

### EMA architects, Geneva, Switzerland — *architectural design internship*

June 2022

- **Research:** Conducted detailed analysis of chair design models, examining ergonomics, material choices, and aesthetic trends to inform the design process. Reviewed industry standards to ensure the functionality and innovation of the final product.
- **Develop:** Shadowed a lead architect on the comprehensive remodel of three public high schools in Geneva. Contributed to improving the aesthetics and functionality of the school spaces by assisting with design refinements, reviewing architectural plans, and ensuring alignment with the client's vision. Gained hands-on experience in balancing creativity with practical considerations in a private architecture firm focused on impactful public projects.
- **Create:** Used architectural software to produce detailed blueprints for chair models based on research findings. Translated designs into physical prototypes, showcasing precision and attention to detail while meeting design specifications.

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## Field specific Experience

### ECO art, Geneva, Switzerland - *certification for art curation*

september 2022 - june 2023

- **Research:** Enhanced art analytical skills through seminar-style courses in art history, focusing on key movements, techniques, and critical frameworks. Conducted in-depth research on a chosen artist's work, themes, and biography, gaining a comprehensive understanding of their practice.
- **Develop:** Participated in private tours of various art galleries to study curatorial techniques and gallery management practices. Applied this knowledge to design and conceptualize a group exhibition, collaborating with artists and curators to align the display with artistic and thematic goals.
- **Create:** Successfully organized and curated a group exhibition, including selecting and arranging works, preparing supporting materials, and coordinating with the chosen artist. Demonstrated organizational, creative, and communication skills, culminating in earning a certification in art curation.

## EDUCATION

### International school of Geneva LGB, Switzerland — Bilingual *International Baccalaureate and high school diploma*

May 2024

- **Research:** Authored a 4,000-word Extended Essay exploring Jean Baudrillard's theory of *Simulation and Simulacra* in relation to contemporary media's influence on perceptions of beauty. Integrated insights from philosophy, art, fashion, and media studies. Conducted an additional research paper for mathematics on patterns in the auctioning of jewelry, fine watches, and art across different regions and cultures, analyzing market behaviors and cultural influences.
- **Develop:** Investigated complex interdisciplinary themes, demonstrating critical thinking and synthesis of diverse fields. Applied academic frameworks to explore connections between art, aesthetics, and global trends.
- **Create:** Produced a series of artworks for Higher Level Visual Arts under the personal theme "*Roses Bloom in Chaos*," reflecting resilience through turbulence. Curated and exhibited these pieces, showcasing both technical skill and conceptual depth in a public display.

### Parsons school of design, NYC, NY — BA in *Communication design, minor in Philosophy*

AUG 2024 - May 2028

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## Skills

### Technical Skills:

- Proficient in Microsoft Office Suite (Excel, Word, PowerPoint)
- Proficient in Adobe Creative Cloud (InDesign, Photoshop, Premiere Pro, Procreate, etc.)

### Creative Skills:

- Graphic Design and Product Design
- Photography and Filmmaking
- Drawing and Illustration
- Exceptional creative vision and aesthetic sensitivity
- Research and Writing

## LANGUAGES

- English: Fluent
- French: Fluent (native-level proficiency, raised in Geneva)
- Spanish: Fluent (heritage language)
- Italian: Advanced