

Catalina Vásquez Salazar

Art director and senior brand designer

Colombia · GMT-5 · kathiuska.com

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More than ten years in illustration, animation and art direction, most recently for Reserve, UGLYCASH and Confusion Capital.

Experience

Reserve · Aug 2025-2026

Senior Brand Designer

Contributed illustration, animation and launch assets for CMC20 and AI-sector DTFs, and to the Reserve.org redesign. Worked with design, marketing, product and strategy teams; took part in research pods, user interviews and market research.

Confusion Capital · Feb-Aug 2025

Creative Consultant

Led art direction, illustration and motion for Monetarium 2025 in Washington, D.C. Connected the city's institutional architecture with symbols of exchange and modular finance across the event identity, print and motion.

UGLYCASH · Mar 2023-Mar 2025

Brand Illustrator & Animator

Part of the design team that built UGLYCASH's brand. Designed the original Uglyman character and its initial visual concept and personality; created illustration, animation and assets for marketing, social and campaign launches.

Reserve · Mar 2021-Mar 2023

Illustrator & Community Lead, Latin America

Illustration, regional brand communication and Instagram content and community initiatives. Grew the account from 9K to 70K+ followers; created 150+ illustrations and brand assets, the homepage illustrations and merchandise for Devcon Bogotá 2022.

Domestika · 2021-2026

Course Instructor

A best-selling course on frame-by-frame animation, with more than 11,000 students.

Snap Inc. · Freelance

Animator and Illustrator

Mass Snaps, filters and stickers for national holidays across Latin America, with creative direction on the Mexico and Central America edition.

Kathiuska Studio · 2014-2026

Visual Artist and Art Director

Designs and produces apparel and printed editions, and directs the campaigns, shoots, styling and casting that launch them.

Recognition

2023 · Graphic Design Trends 2023

GraphicMama · Reserve homepage

2022 · ADC Silver Cube, The One Club

Upwork Wake+Make campaign, credited as bag illustrator

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 Illustration 6

American Illustration-American Photography, New York

2017 · MinTIC and BAM grant, Marketing & Sales for Animation Studios

Bogotá Audiovisual Market · Canada

2016 · Film Development Fund (FDC)

Proimágenes Colombia · for Cárcel

Education

2026 · Master's in Latin American Cultural Studies

Pontificia Universidad Javeriana · thesis with honorable 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

Niebla · 2020 · Executive producer and producer

Directed by Leonardo Romero Zarza. The film won the Poulain de Bronze, Fantasia 2022.

Cárcel · 2018 · Script and direction

World premiere, DOK Leipzig international competition; Best Animated Short, Popayán.

Islas · 2014 · Script and direction

Short Film Corner, Cannes, 2015.

Reciclando recuerdos · 2010 · Script and direction

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

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

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

Skills and tools

Conceptual skills

Art direction, concept development, visual storytelling, brand and visual systems, campaign strategy, research and user interviews, creative direction of shoots.

Craft skills

Illustration, character design, frame-by-frame animation, cut-out animation, motion design, storyboarding, editorial layout, merch and print production.

Languages

Spanish, native · English, professional proficiency

Design and motion

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

AI tools

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