



# DIEGO CARRASCO

Crafts Designer

## Purpose

Contribute to the preservation of ancestral trades and work, allow people to meet people, places and experiences that connect them to artisan products as a convenient alternative for conservation and balance with nature.

Apply the design to the craft in a respectful and natural way on a scale appropriate to the medium and each case, allowing it to contribute to its appreciation and care. Know better techniques and technologies that help build a modern and competitive artisan environment.

## Objectives

Encourage the insertion of Design in crafts and local Creative Industries, through processes for innovation, where people are the axis.

Articulate different multidisciplinary actors around crafts, design, innovation, ICTs, markets, fairs, tourism.

Introduce the concept of Creative Industries, through visibility at events, congresses, seminars, conferences, specialized fairs.

## Ratings

Industrial Designer specialized in Product Development.

Craft Development Expert.

Teacher – Lecturer – Cultural Promoter.

Project Management.

Producer of Fairs and promotion of Creative Industry

Facilitator in experimentation processes.

Full mastery of web marketing tools.

20 years of experience in Fair Trade and EPS.

Interpreter and facilitator of workshops on trends and craft innovation..

Cycling

Paint

Draw

Read

Travel

Ceramic

Cooking

Museums

Photography

HOBBIES

# TRAJECTORY

## IADB Junior Consultant

*Handicrafts*

Design and development product  
Technical assistance  
Fair Trade connect  
Europe commercial mission and fairs  
Process survey and documentation

1998

Design Teacher

Learning Trips

Crafts Design methodologies

Trends interpretation exchange

## IADB Senior Consultant

*Handicrafts and foods*

E-commerce platform project  
Design and development product  
Europe design exchange and fairs  
Creation of commercial material

2003

Design Teacher

Artisanal specialization

International consultant

## Quito Municipality Consultant

*Handicrafts and design*

Artisanal Project Manager  
Fairs curator and producer  
Link tourism and heritage  
Artisans specialized training

2008

Crafter Days

Creative Industries market LA

Professional crafts design fair

## Handicrafts Fair independent producer

*Handicrafts and design*

Fair founder (EXPOARTESANÍA)  
Concept, curation, organization

2018

Circular Economy and Handicrafts

National Crafts jury

## Quito Municipality Consultant

*Fair trade*

International Fair Trade towns  
conference

2022

Conference creative director

Event producer

## Independent consultant

*Handicrafts and design*

Artisanal development services  
Design specialized training

2023

Product design and development

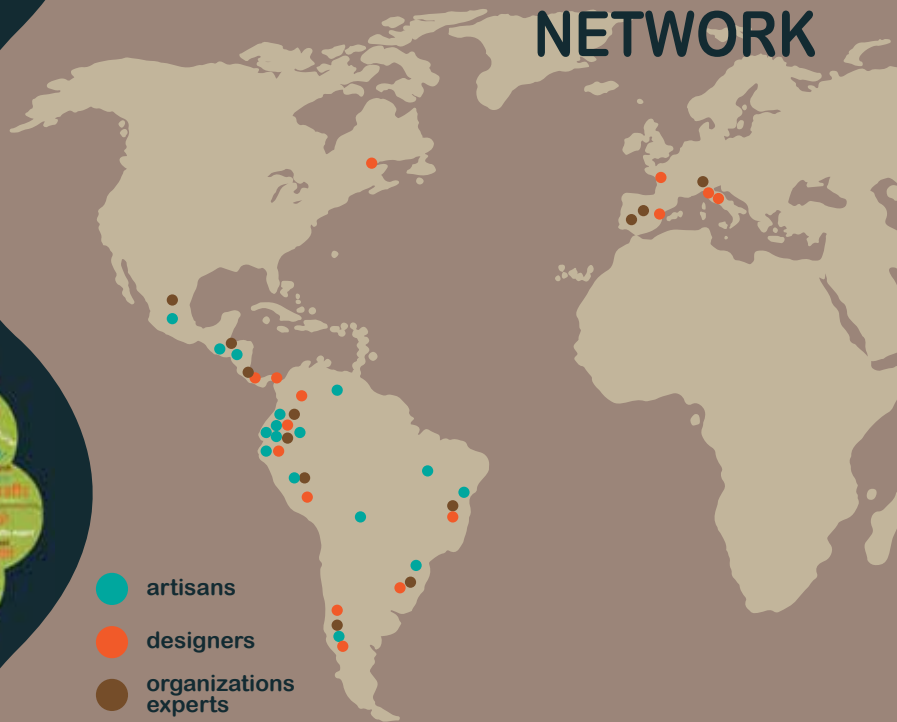


Technical sheets  
Quality control  
Photography  
Work Shops  
Prototypes  
Brands  
Packaging

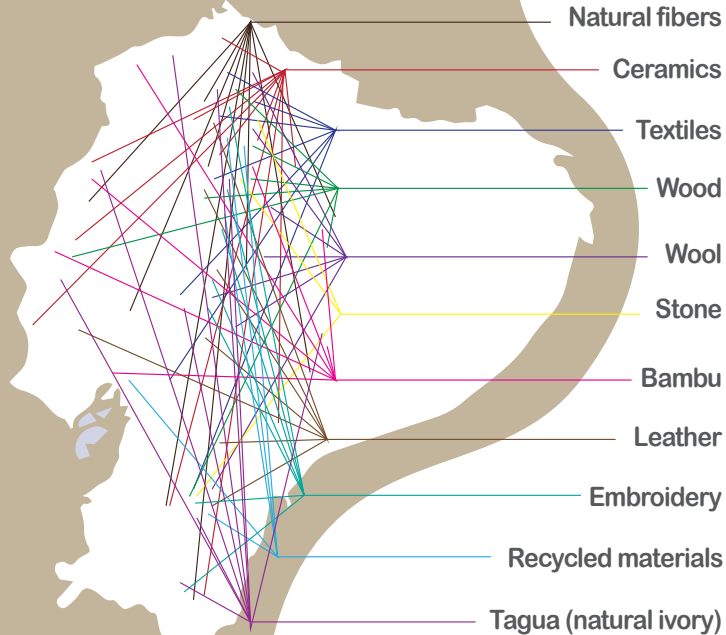


# SKILLS

# NETWORK



# LOCAL NETWORK



Contemporary Crafts  
Traditional arts&crafts  
Souvenir  
Annuity decorative



Cultural identity  
Design  
Brand and packaging  
Craft coefficient  
Story Telling



**400** Artisans  
**10** Communities  
**25** Techniques  
**20** Materials

Cycling

Paint

Draw

Read

Travel

Ceramic

Cooking

Museums

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HOBBIES