

valeria lasso

| profile |

Interior Designer and Head of Design with 12+ years of international experience in high-end residential, hospitality, and multifamily projects.

Proven expertise in leading cross-disciplinary teams, client relations, and integrating lighting design into architecture to enhance aesthetics and functionality..

| contact |

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[LinkedIn Profile](#)

| education |

MSc Light and Lighting
University College London (2016)

B.S. Interior Design
Texas Christian University (2012)

Minor in Lighting
Texas Christian University (2012)

| professional experience |

2020 - 2025

Londoño+

Head of Interior Design

Quito, EC June 2020 - present

Founded and built the Interior Design division of one of Ecuador's top architecture and construction firms, with 40+ years of experience delivering highly personalized, high-end residential and large-scale mixed-use projects.

- Established a dedicated design process and recruited a high-performing team from the ground up.
- Delivered 120+ high-end residential projects (\$500K–\$3M) and multifamily developments exceeding \$12M within five years.
- Lead a high-performing team of four, consistently managing 20+ projects annually.
- Provide fully integrated services—from material and finish selection to bespoke carpentry, décor, and styling.
- Integrated seamlessly with the firm's Architecture and Construction teams.
- Ensure a client-centered, highly personalized design experience down to the finest construction detail.

2018 - 2020

USFQ

Quito, EC August 2017 - May 2021

Interior Design Instructor

Educator in Interior Architecture & Design. Teaching studios and courses in furniture, lighting, corporate, universal design, and professional practice

- Design Studios: Led Universal Design and Corporate Design studios (2017–2019), guiding students in developing inclusive, sustainable, and brand-driven environments.
- Specialized Courses: Taught Furniture Design and Introduction to Lighting (2019–2021), focusing on material exploration, ergonomics, and the impact of light on spatial experience.
- Professional Development: Instructed Professional Practice (2020–2021), preparing students for client relations, contracts, ethics, and the business side of design.

Independent Designer

Quito, EC October 2019 - June 2020

Founded and led an independent design brand focused on creating engaging, elevated experiences through the interplay of light, color, and furniture, with the goal of enhancing everyday life.

- Specialized in retail lighting projects, combining technical expertise with a strong sense of atmosphere and storytelling.

Selina Hotels

Country Lead Designer

Quito, EC August 2019 - October 2019

Led and managed design teams and projects across all Selina locations in Ecuador, ensuring brand consistency while adapting to local culture and context.

- Oversaw the full design process from concept to execution, often working with highly constrained budgets while maintaining creativity and quality

StudioNOA

Project Director

Quito, EC February 2018 - July 2019

Led the design department of a high-end furniture studio that designs and builds bespoke pieces locally in Ecuador.

- Oversaw interior design projects with a focus on luxury residential and hospitality, while also styling model homes for major developers.
- Designed custom furniture collections, oversaw prototype development, and refined production quality.

2016 - 2018

Studio 29

Lighting Designer/Business Development Manager Quito, EC Jan. 2017 - Jan. 2018
Launched and led the Ecuador operations of a London-based lighting design consultancy, securing retail and restaurant projects while managing client acquisition, design, and execution end-to-end.

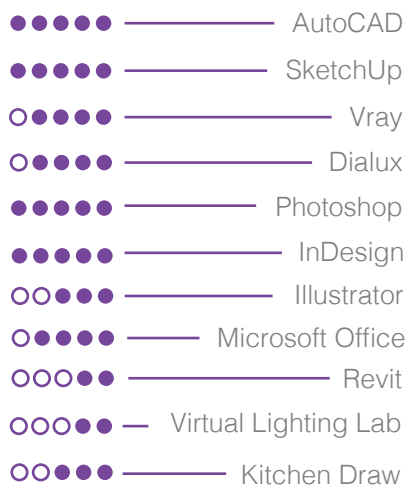
Lighting Designer

London, UK June 2016 - January 2017

Worked at an award-winning architectural lighting design consultancy known for collaborating with top architects and urban developers on high-profile projects across London and internationally.

- Developed lighting schemes, 3D simulations, photometric calculations, and layouts for projects including Kingly Street, St. James' Masterplan, Old Quebec Street, and St. James Pavilion. Designed the lighting concept for St. Martin's Courtyard, which was shortlisted for the Lux Award 2019.

| skills |



| earlier experience |

2014 - 2015

StudioNOA

Project Manager and Senior Designer Quito, EC Nov. 2014 - Aug. 2015

- Designed and managed the studio's interior design projects including luxury hotels in Ecuador. Developed new furniture for the showrooms leading the design development department. .

Madeval

Design Development Coordinator Quito, EC March - Oct. 2014

- Designed new lines of cabinetry for kitchen, bath and closets and managed the design team to create innovative furniture for the showrooms. Designed and installed the company's first CasaCor exhibition in Quito.

2013 - 2014

Mille Design

Interior Designer Quito, EC July 2013-Feb. 2014

- Design and worked on construction sets for retail spaces, showrooms, kiosks and stands for companies such as Movistar, Claro, HP, Samsung, LG, Mattel, among others.

2012 - 2013

CallisonRTKL

Design Associate at Global Retail Group Dallas, TX June 2012 - May 2013

- Spaced planned, fixtured planned, and master planned for about 150 JCP stores across the U.S. introducing new design concepts.
- Developed sets of construction documents and renders for Ann Taylor LOFT stores.
- Assisted with RFPs for James Avery, Sam Moon and Smoothie King.

| language |



| awards |

- MSc Light and Lighting completed with Distinction (Nov. 2016)
- Top Universities Government Scholarship (Sept. 2015 - 2016)
- Nominated for the Gensler Brinkmann Scholarship (March 2016)
- Dean's Honor List College of Fine Arts (Fall 2010)
- TCU Academic Achievement Scholarship (2008, 2009, 2012)
- TCU International Student Grant (Fall 2009 - 2012)

| interests |

hand drawing
illustration
photography

| professional memberships |

- ILP Member (Institution of Lighting Professionals) (Sept. 2015 -2016)
- SLL Member (Society of Light and Lighting) (Sept. 2015 -2016)
- IIDA Member (International Interior Design Association) (Nov 2011 -2013)

References available upon request.