

Eduardo Efraín Huanqui Cornejo

Product & UX/UI Designer • Strategy, Storytelling & Generative AI

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Work authorisation: valid German student visa including work permission



PROFILE

Designer moving into product and UX/UI from marketing communication, currently completing an **MA in Generative Design and AI** in Potsdam. My difference is where I start: with the **why** — the audience, the positioning, the story — and only then the interface. Four years co-running an electric-vehicle import business taught me to design against real customers, real budgets and real failure. I use generative AI as a working tool, not a novelty, to move from problem to tested prototype quickly.

SELECTED DESIGN PROJECTS

Immunify

CONCEPT

2025

Solo • Speculative AR + sonification system

- **Problem:** a patient starting a new biologic waits 8–12 weeks between blood tests, with no way to sense whether the treatment is working.
- Designed AR lenses that turn immune activity into waves, colour and sound — a readable state rather than clinical data.
- Built a full "wave system" visual language across four biological scales, plus a 12-week recovery visualisation; solo, over three months.

SonLab

CONCEPT • LIVE PROTOTYPE

2026

Solo • AI co-writer for songwriters • sonlab.vercel.app

- **Problem:** songwriters lose ideas scattered across notes and voice memos, with no thread between them.
- Designed an AI co-writer that organises and assists rather than generates — signature call: renaming "Start a song" to "Start an idea" to lower the barrier to capture.
- Informal user tests killed a structure-first onboarding; rebuilt capture-first, so a spark can be saved before it is shaped.

Body On Tune

CONCEPT • USER-TESTED

2026

Solo • Body-tracked musical instrument in the browser • live build + performance video

- **Problem:** motion-music tools let people trigger sounds but not actually compose a piece.
- Designed a system where body movement builds and performs a track; notes remap to a chosen scale so a non-musician cannot sound wrong.
- Tested with three non-musicians, then rebuilt every failing feature — the performance stage, recording feedback and note range all changed in response.

Terralia

CONCEPT

2026

Solo • AI system for local natural resources

- **Problem:** communities under-use the natural resources around them because the knowledge of what those resources can do is not accessible.
- Designed a system that ranks local resources against a stated goal, with three transparent scores (likelihood, effectiveness, ease of access) and where to find them; scoped to one Andean valley, prototyped with a mocked dataset.

Further work — AURA (sensor system reading meeting communication) and MindMatter (camera-based mental-state readout). Case studies available on request.

AUDIOVISUAL & GENERATIVE AI WORK

The Big Tree AI-GENERATED

add link

Personal audiovisual piece — a stream of personal digital activity retold as a medieval, apocalyptic fantasy battle; data as narrative.

U.S.N. AI-GENERATED SHOTS

Watch ↗

My first AI-assisted video piece — a music video for one of my own songs. Written, directed and edited by me; every shot generated with AI (MidJourney, Higgsfield).

EXPERIENCE

Co-founder — Marketing & Sales

Nov 2020 – Dec 2024

HC Vehículos Eléctricos · Arequipa, Peru

- Built the go-to-market from zero for an electric scooter and motorcycle business covering import, sales and repair; operational ownership shared with one partner, the demand side mine.
- Ran the market research that decided the product line we imported, its price positioning and the customer segment we sold to.
- Owned brand and campaign material and designed and built the company website — the channel where that positioning had to hold up.
- Ran the sales conversation for four years: objections, pricing, after-sales and the repair relationship that kept customers in contact.
- Closed the business in Dec 2024 following a third-party fraud.

Communication, Corporate Image & Press Intern

Apr 2018 – Dec 2019

Sociedad de Beneficencia Pública de Arequipa · Centro Cultural Umbral · Municipalidad Distrital de Yanahuara · Diario Exitosa

- Four consecutive placements in corporate image and communication teams across public, cultural and media organisations.
- Produced the visible output of each communication plan — campaign and channel material, social content, editorial copy and the photography behind it.
- Four institutions, four audiences, four registers: a charity's donors, a cultural centre's visitors, a district's residents, a newspaper's readers — message-to-audience fit learned where it gets tested.

Customer service — Electric Social (arcade restobar), Berlin

Nov 2025 – present

Direct customer contact at volume — unfiltered, in person, on what confuses people, what annoys them and what brings them back.

EDUCATION

MA Generative Design and Artificial Intelligence

Sep 2025 – Aug 2027 (expected)

University of Europe for Applied Sciences · Potsdam, Germany

MA Marketing Management and Commercial Direction

2022 – 2023

Universidad Internacional de Valencia · Spain (online)

BA Social Communication Sciences — Marketing Communication

2014 – 2019

Universidad Católica de Santa María · Arequipa, Peru · Licenciatura conferred 2022

SKILLS & TOOLS

Design	UX/UI design · product concept · design research · prototyping · information architecture · visual and brand design
Strategy	Positioning · audience and market research · narrative and storytelling · campaign and content strategy
Generative AI	AI-assisted prototyping · image and video generation · AI-supported research and synthesis
Audiovisual	AI-generated video and motion pieces · visual storytelling and direction · translating data and ideas into moving image
Tools	Figma (intermediate) · Claude · ChatGPT · MidJourney · Higgsfield · Obsidian

LANGUAGES

Spanish — native

English — B2 (IELTS Academic 6.5, 2024)

German — B1