

D.O.B.
June, 1984
San José, Costa Rica

Diana Zuleta is a designer, interactive art director and entrepreneur based in Costa Rica. Her work focuses on designing and leading the execution of interdisciplinary projects in the realms of experiential communication.

Expertise
Interaction design
Interactive art
Creative leadership
Executive direction

For 16 years, she has worked with the vision of crafting of experiences by developing and streamlining points of mixed reality interaction with audiences, maintaining a humanity-focused, emotional-driven approach. Her belief is that a good designer excels in the art of making the best possible decisions under a specific context.

She is the founder of Pulse, interaction design studio celebrated for their daring and innovative works. Diana has led the interdisciplinary design and technology teams, and she has served as the company CEO.

At Pulse, she has completed more than 200 projects in Costa Rica and internationally in Central America, the Caribbean, South America, Asia and the Middle East. Their clients include both public-governmental and private organizations, as well as initiatives of international cooperation. As a boutique design studio, works by Pulse range from commercial communication goals to arts and culture, social and educational interests, as well as public spaces and entertainment.

She currently practices as consultant designer and creative. Projects under her creativity and leadership have been locally and internationally awarded. She is regularly invited to participate in speaking engagements, events, interviews and media coverage.

Education
Interactive Art Direction
Graphic Design
Business development
Inner development
Social projects

EDUCATION

Degrees

Interactive Art Direction — now Creative Lead
Hyper Island Stockholm, Sweden. 2013.

BFA Graphic Design

Universidad Nacional de Colombia, Bogotá, Colombia. 2009.

Spoken languages
Native Spanish
Fluent English
Basic French
Survival Swedish

Courses and further education

Yo Me Uno —Development for social projects. BAC Credomatic, 2023.

Inner Development Goals —Transformational skills for sustainable development. The IDG Foundation, 2023.

Business Development —Latin American Center for Innovation and Entrepreneurship, Universidad Latina de Costa Rica, 2022.

Mujer Acelera —Training for female founded businesses. Bac Credomatic, 2021.

The Happy Startups School —The Happy Startups, 2014.

Photography —Parsons The New School for Design, Summer intensive studies, 2007.

EXPERIENCE

Consultant designer and creative. 2020-present

Founder and Lead. Pulse — www.somospulse.com

2009-2024

President. Volcán Creative Awards— www.festivalvolcan.cr

2020-2024

Volcán awards the best creativity in the region. Organized by Comunidad —Cost Rican Communication Companies Association— Volcán is currently the longest standing and most relevant Creative Festival in Central America.

During her time at Volcán, Diana has led the Festival vision and the organization of the annual Volcán awards, funding and sponsorships, and event production.

Board Member. Comunidad— www.comunidad.cr

Periods 2020-2022 and 2022-2024

Comunidad is Costa Ricas Association for Communication Companies, working to ensure the validity, ethics and work conditions of the local industry. Diana served as Board Member by election since 2020, leading Volcán Awards and participating in gender equality efforts.

Board Member. Magical Trees Foundation— www.arbolesmagicos.org

2017-2024

Magical Trees celebrates trees in bloom as a regenerative bridge for individual and collective well being.

Diana led the NGO communication and experiential projects. From 2022 she also led the corporate and civil volunteering projects, alliances, and product development.

Teacher. Masters in Interaction Design, Universidad Veritas

2014-2016.

Learning facilitator for the introductory Design Bootcamp, the Interaction Design course, and the Design Entrepreneurship course.

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about.me/dianazuleta



Diana Zuleta is a designer and interactive art director, based in Costa Rica, working internationally.

She is founder and lead at Pulse —interaction design studio celebrated for their daring and innovative projects. Her favorite work develops when communication, arts, public spaces and design meet, strategically mixing in technology as invisibly as possible. Works by Pulse have traveled internationally and she has participated in multiple speaking engagements, events, media coverage and as teacher and facilitator beyond Costa Rica.

She currently works as a consultant designer and dedicates time to volunteering and leading initiatives at organizations with environmental and social focus.

Diana has two dogs. She enjoys writing and illustration, and she trains Brazilian jiu jitsu and encourages everyone to do so!