

HARBY ANDRÉS TRUJILLO VARGAS

Project Director | Social Innovation | Digital Transformation | Strategic Communications

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PROFESSIONAL PROFILE

Anthropologist and Software Analysis and Development Technologist with more than five years of experience leading public health, youth participation, social innovation, communications and capacity-building projects. Skilled at connecting international organisations, educational communities, health services and multidisciplinary teams, and at turning research, data and user needs into strategies, communication products and digital solutions. Currently leads B2B projects and digital transformation at Huellas Litográficas.

CORE COMPETENCIES

- Project management and stakeholder engagement
- Strategic communications, advocacy and data storytelling
- Monitoring, reporting, terms of reference and systematisation
- Design thinking, social innovation and user research
- Training, facilitation and capacity building
- Digital transformation, automation and applied artificial intelligence
- B2B business development and graphic production

PROFESSIONAL EXPERIENCE

HUELLAS LITOGRAFICAS S.A.S. - Bogotá, Colombia

2024 - Present

B2B Project Director and Digital Transformation Lead

Progressed from a technology internship in software analysis and development.

- Lead commercial and production projects for printing, packaging, labels, point-of-sale materials, signage, large-format graphics, editorial design, merchandise and institutional communications.
- Design quoting, follow-up and operational workflows with Python, Django, low-code automation and artificial intelligence, connecting requirements, costs, production and client service.
- Coordinate B2B prospecting, supplier-portal registration, procurement opportunities, the commercial portfolio and proposals for institutional clients.
- Drive continuous improvement, process documentation, quality communications, and occupational health and safety actions.

FUNDACIÓN PLAN / ASTRAZENECA - Youth Health Programme - Bogotá, Colombia

2020 - Feb 2026

Specialised Project Professional (promoted from Project Analyst)

- Coordinated communications, capacity building and international engagement with PLAN UK and AstraZeneca for noncommunicable disease prevention and healthy lifestyles.
- Contributed to reaching 68,017 young people (107% of target), 554 peer educators, 2,286 community stakeholders, 548 health professionals, 1,885 education staff and 2,146 caregivers across 20 schools and 2 higher-education institutions.
- Created and coordinated more than 70 digital and physical products, campaigns, guides and educational kits; developed the programme microsite and co-produced the documentary "Voces que Inspiran".
- Applied design thinking, social innovation, peer education, gender equality, sexual and reproductive health and rights, emotional well-being, safeguarding and transformative masculinities.
- Prepared bilingual reports, terms of reference, results narratives and advocacy content to strengthen youth-friendly health services and healthier learning environments.

PROFESSIONAL EXPERIENCE

PIJAO EL VERGEL INDIGENOUS COMMUNITY

2020 - 2021

Community Rights Advocate

- Supported territorial and cultural rights processes, the systematisation of ancestral knowledge and the strengthening of community identity.

FUNDACIÓN CÍRCULO DE EXCELENCIA ACADÉMICA (CEA)

Mar 2015 - Dec 2019

Teacher and Co-researcher

- Designed and delivered classes in citizenship skills, critical reading, philosophy, English, social sciences and Spanish for secondary and pre-university learners.
- Supported research lines in science, technology, society and the environment, including articles and projects, research-group coordination and records management.

EDUCATION

Technologist Diploma in Software Analysis and Development - SENA | 2026

Degree in Anthropology - Universidad Externado de Colombia | 2019

MisiónTIC 2022 Diploma - Web Application Development, 800 hours - Universidad Nacional de Colombia / MinTIC | 2021

Django for Everybody Specialization - University of Michigan / Coursera | 2024

SELECTED CERTIFICATIONS

- Critical Thinking for Using Artificial Intelligence - Platzi, 2026
- Low-Code Automations with n8n - Platzi, 2025
- Editorial Design Fundamentals - Platzi, 2024
- Prompt Engineering - Platzi, 2025
- Project Management Fundamentals - Platzi, 2024
- Gender Equality - Platzi, 2023

SELECTED PROJECTS

Youth Health Microsite: Narrative, visual and functional coordination of the programme’s official website.

“Voces que Inspiran” Documentary: Co-production and script development to showcase youth leadership in health.

Huellas Quoting and Operations System: Prototyping tools with Python, Django, automation and AI.

harbytrujillo.com: Professional portfolio and digital-solutions laboratory.

TOOLS AND METHODS

Project management · Design thinking · Social innovation · UX research · Facilitation · Advocacy · Safeguarding · Monitoring and evaluation · Python · Django · JavaScript · HTML/CSS · SQL · Git/GitHub · n8n · WordPress · Figma · Generative AI

LANGUAGES

Spanish: native · English: B2 · French: B2 · German: A2 (CEFR)

PUBLICATIONS AND MEDIA

“Barranquilla 2132: Literary Ethnography” (Academia.edu) · “Citizenship Skills: An Experiment in Hope” (PoliTeknik International) · “Formas de Salvar el Mundo” podcast (Radiónica)