

Escuela Superior Politécnica del Litoral

RESUME

PERSONAL INFORMATION

LAST NAME:	GARCÍA LEÓN
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RESUME SUMMARY

With over ten years of experience as an educator and more than seven years as the program coordinator of the Graphic Design program at the Faculty of Art, Design, and Audiovisual Communication (ESPOL), she has demonstrated leadership in academic management and the training of professionals in the field of design. She holds a Master's degree in Artistic Production with a specialization in Art and Technology from the Polytechnic University of Valencia (Spain) and a Bachelor's degree in Graphic and Advertising Design. Her career includes the publication of scientific articles and participation in national and international graphic design projects. As a graphic designer, she has worked on prominent UI/UX design projects to enhance user interaction and experience for mobile applications and websites for various companies.

EDUCATION

DEGREE	LEVEL	INSTITUTION	FIELD OF STUDY	COUNTRY
MASTER OF ART AND TECHNOLOGY IN ARTISTIC PRODUCTION	POSTGRADUATE DEGREE	UNIVERSIDAD POLITÉCNICA DE VALENCIA	Arts & Humanities	SPAIN
BACHELOR OF ARTS IN GRAPHIC AND ADVERTISING DESIGN	UNDERGRADUATE DEGREE	ESCUELA SUPERIOR POLITÉCNICA DEL LITORAL	Arts & Humanities	ECUADOR
TECHNICIAN IN GRAPHIC AND ADVERTISING DESIGN	UNDERGRADUATE DEGREE	ESCUELA SUPERIOR POLITÉCNICA DEL LITORAL	Arts & Humanities	ECUADOR

ACADEMIC EXPERIENCE

INSTITUTION	EXPERIENCE	START DATE	END DATE	EMPLOYMENT TYPE
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ESCUELA SUPERIOR POLITÉCNICA DEL LITORAL	Associate Professor Tenure position	01/08/2016	Present	Full Time
ESCUELA SUPERIOR POLITECNICA DEL LITORAL	Non-Associate Professor.	01/10/2014	31/07/2016	Full Time
UNIDAD DE EDUCACIÓN CONTINUA DE LA UNIVERSIDAD TECNOLÓGICA ECOTEC	Instructor (Software illustrator)	05/08/2017	05/08/2017	6 Hours
CENTRO DE EDUACIÓN CONTINUA (ESPOL)	Instructor (Software Illustrator)	04/06/2016	09/07/2016	32 Hours
CENTRO DE EDUACIÓN CONTINUA (ESPOL)	Instructor (Software Photoshop)	16/07/2016	20/08/2016	32 Hours
INSTITUTO TECNOLÓGICO UNIVERSITARIO DE FORMACIÓN ADMINISTRATIVA Y COMERCIAL	Professor - Graphic Design Major	15/03/2010	15/09/2011	Part times

RELATED PROFESSIONAL EXPERIENCE

LOCATION	POSITION	AREA	START DATE	END DATE
ESCUELA SUPERIOR POLITECNICA DEL LITORAL	Web Systems Graphic Designer	Graphic Design (Technology and information systems management)	15/02/2006	30/09/2014
VIDRIO SEGURO S.A.	Graphic Designer (Freelance)	Graphic Design	15/02/2008	30/06/2017
MAKRO HOGAR	Graphic Designer	Graphic Design	15/02/2005	10/01/2006

ACADEMIC EVENTS / PROFESSIONAL DEVELOPMENT

EVENT	TYPE	INVOLVEMENT	START DATE	END DATE	TIME SPAN	CERTIFIED BY
TALLER I-ART. CÁPSULAS INFORMATIVAS PARA INVESTIGADORES NOVEL	WORKSHOP	Attended	31/7/2023	3/8/2023	12 HOURS	Facultad de Arte, Diseño y Comunicación Audiovisual
LEARNING DESIGN RESEARCH	COURSE	Attended	23/7/2023	23/7/2023	2,9 HOURS	Linkedin Learning

ACADEMIC RESEARCH FOUNDATIONS: QUANTITATIVE	COURSE	Attended	23/7/2023	23/7/2023	1,4 HOURS	Linkedin Learning
INHOUSE TECH	CONGRESS	Attended	27/6/2023	27/6/2023	9 HOURS	ESPOL
MANEJO Y ELABORACIÓN PRESUPUESTO UTILIZANDO COMO HERRAMIENTA EXCEL	COURSE	Attended	12/4/2023	5/5/2023	30 HOURS	Centro de Educación Continua ESPOL
5S Y GUÍA OPERATIVA DE PRÁCTICA SEGURA	COURSE	Attended	31/1/2023	31/1/2023	4 HOURS	SILAB
DESARROLLO DE COMPETENCIAS, METAS DE APRENDIZAJE Y ASEGURAMIENTO DE LA CALIDAD	CURSO	Attended	22/7/2022	16/9/2022	50 HOURS	La Facultad de arte, diseño y comunicación audiovisual
COMPETENCIAS Y RESULTADOS DE APRENDIZAJE EN LA ENSEÑANZA DE LAS ARTES VISUALES	COURSE	Attended	01-08-2021	30-12-2021	30 HOURS	Facultad de Arte, Diseño y Comunicación Audiovisual
FUNDAMENTOS DEL APRENDIZAJE Y DEL CURRÍCULO	COURSE	Attended	30-07-2021	12-11-2021	30 HOURS	Facultad de Arte, Diseño y Comunicación Audiovisual
XLIV SEMINARIO VIRTUAL DE E-LEARNING PARA PROFESORES UNIVERSITARIOS	SEMINAR	Attended	14-06-2021	18-06-2021	7 HOURS	Universidad Católica Santa Teresa de Jesús de Ávila
INTRODUCCIÓN A LA PLATAFORMA AULA VIRTUAL	CERTIFICATION	Attended	18-05-2021	18-05-2021	2 HOURS	Facultad de Arte, Diseño y Comunicación Audiovisual
V JORNADAS INTERNACIONALES DE DISEÑO Y COMUNICACIÓN. ICONGRESO INTERNACIONAL DE DISEÑO.	CONGRESS	Attended	20-01-2020	24-01-2020	20 HOURS	Universidad San Gregorio De Portoviejo.
LIONS EDIT 2019	CONFERENCE	Attended	18-09-2019	19-09-2019	16 HOURS	Asociación Ecuatoriana De
EXCEL PARA DOCENTES	COURSE	Attended	02-05-2019	08-05-2019	20 HOURS	Escuela Superior Politécnica Del Litoral

LETTERING CON ELLIOT TUPAC	WORKSHOP	Attended	02-06-2017	02-06-2017	8 HOURS	BEA Design
ROTULACIÓN POPULAR CON ELLIOT TUPAC	WORKSHOP	Attended	03-06-2017	03-06-2017	8 HOURS	BEA Design
NEGOCIOS EN LA INDUSTRIA CREATIVA	WORKSHOP	Attended	15-06-2017	15-06-2017	8 HOURS	Facultad de Arquitectura y Diseño de la Universidad Católica Santiago de Guayaquil
LIONS EDIT 2016	CONFERENCE	Attended	14-09-2016	15-09-2016	22 HOURS	Asociación Ecuatoriana de Agencias de Publicidad
CICLO BÁSICO DE FORMACIÓN DOCENTE	COURSE	Attended	01-10-2015	20-05-2016	170 HOURS	Escuela Superior Politécnica del Litoral
NEUROMARKETING CON JÜRGEN KLARIC	CONFERENCE	Attended	14-05-2015	14-05-2015	4 HOURS	Alfamarketing
ÉTICA PÚBLICA Y PARTICIPACIÓN CIUDADANA	COURSE	Attended	29-07-2010	30-07-2010	16 HOURS	Contraloría General del Estado-Cge

PROJECT EXPERIENCE

PROJECT TITLE	INSTITUTION	START DATE	END DATE	COUNTRY
Website Plan de Vacunación	ESPOL National Government	02/03/2021	09/03/2021	ECUADOR
ONBOARD APP Graphic Designer (Freelance)	PACIFIC BANK	1/08/2018	01/01/2019	ECUADOR
Corporate Identity Graphic Designer (Freelance)	VLIR Network Ecuador – Red Universitaria	07/11/2013	01/03/2021	ECUADOR
Website Institucional de Guayaquil Turismo. Graphic Designer (Freelance - Mentas Colaborativas MENTCOL)	Empresa Pública Municipal de Turismo, Promoción Cívica y Relaciones Internacionales de Guayaquil, ep.	13/08/2016	13/09/2016	ECUADOR
Website Institucional del Consorcio Puerto Limpio Guayaquil. Graphic Designer (Freelance - Mentas Colaborativas MENTCOL)	Puerto Limpio Guayaquil	15/07/2011	01/09/2011	ECUADOR

GLOBAL PLAZA, SOCIAL STREAM AND VAAS- TELFÓNICA PROJECTS Graphic Designer	UNIVERDAD POLITÉCNICA DE MADRID (UPM) Engineering in Telematics Department (DIT)	15/02/2010	01/04/2011	SPAIN
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HONORS AND AWARDS

PROJECT TITLE	INSTITUTION	DATE	COUNTRY
BOOK PUBLICATION	UNIVERSIDAD POITÉCNICA DE VALENCIA	MARCH/2013	SPAIN
HONOR REGISTRATION IN THE 3D EXHIBITION PROJECTS COURSE	UNIVERSIDAD POLITÉCNICA DE VALENCIA	MARCH/2013	SPAIN

PUBLICATIONS / PRESENTATIONS / EXHIBITIONS AND CREATIVE WORKS

TITLE	TYPE	YEAR	TYPE OF INVOLVEMENT
THE TYPOGRAPHIC VISUAL AS A DESIGN RESOURCE IN JOURNALISTIC INFOGRAPHICS	RESEARCH PAPER (ISI WEB OF Knowledge)	2022	Co -Author
COVID-19: STUDY OF ONLINE TEACHING, AVAILABILITY AND USE OF TECHNOLOGICAL RESOURCES	RESEARCH PAPER (Scopus) Chapter book	2022	Co -Author
BRANDING DIGITAL IN HIGHER EDUCATION INSTITUTIONS: THEORETICAL CONTEXTS OF DIGITAL BRANDING IN UNIVERSITIES	RESEARCH PAPER (Scopus) Chapter book	2020	Co -Author
GRAPHIC DESIGN AND ITS INFLUENCE ON THE DEVELOPMENT OF WEB INTERFACES DESIGN	RESEARCH PAPER	2017	Author