

Escuela Superior Politécnica del Litoral

RESUME

PERSONAL INFORMATION

LAST NAME:	MONCAYO MONCAYO
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RESUME SUMMARY

In the field of professional practice experienced in advertising graphic design and editorial design, with over 25 years of experience in branding, corporate image, art direction. In the field of teaching practice, since 1997 teaching classes mainly in the most recognized universities in the city of Guayaquil, coordinator of graduate programs and community service practices.

EDUCATION

DEGREE	LEVEL	INSTITUTION	FIELD OF STUDY	COUNTRY
CIVIL ENGINEER	Third level	UNIVERSIDAD LAICA VICENTE ROCAFUERTE GUAYAQUIL	Engineering, industry and construction.	ECUADOR
SUPERIOR DIPLOMA IN PUBLIC COMMUNICATION OF SCIENCE	Fourth level	ESCUELA SUPERIOR POLITÉCNICA DEL LITORAL	Social sciences, journalism and information.	ECUADOR
MASTER'S DEGREE IN PUBLIC COMMUNICATION OF SCIENCE AND TECHNOLOGY	Fourth level	ESCUELA SUPERIOR POLITÉCNICA DEL LITORAL	Information and communication technologies.	ECUADOR
MASTER'S DEGREE IN BRAND DESIGN AND MANAGEMENT	Fourth level	ESCUELA SUPERIOR POLITÉCNICA DEL LITORAL		ECUADOR



ACADEMIC EXPERIENCE

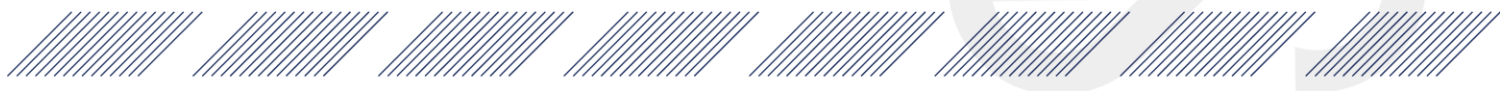
INSTITUTION	EXPERIENCE	START DATE	END DATE	EMPLOYMENT TYPE
UNIVERSIDAD DE ESPECIALIDADES ESPIRITU SANTO	COMMUNICATION SCIENCES TEACHER	06/09/2006	30/04/2013	Part-time
UNIVERSIDAD CATOLICA DE SANTIAGO DE GUAYAQUIL	ADVERTISING GRAPHIC MANAGEMENT OCCASIONAL TEACHER	15/10/2012	30/04/2015	Part-time
ESCUELA SUPERIOR POLITECNICA DEL LITORAL	OCCASIONAL NON-TENURED PROFESSOR	13/05/2013	31/12/2022	Full Time

RELATED PROFESSIONAL EXPERIENCE

LOCATION	POSITION	AREA	START DATE	END DATE
PUBLICIDAD TORRES Y ASOCIADOS	Art Finalist	Art Department	01/09/1990	30/09/1990
PUBLICITAS S.A. AGENCIA DE PUBLICIDAD	Art Finalist	Art Department	01/10/1990	30/11/1990
Véritas Publicitaria	ART DIRECTOR	Art Department	01/01/1991	30/06/1999
Filancard S:A	Graphic Designer	MARKETING	01/03/2000	31/10/2001
BANCO GUAYAQUIL	MARKETING OFFICER	MARKETING	01/10/2001	10/05/2013

ACADEMIC EVENTS / PROFESSIONAL DEVELOPMENT

EVENT	TYPE	INVOLVEMENT	START DATE	END DATE	TIME SPAN	CERTIFIED BY
GRAPHIC DESIGN SOFTWARE OPERATOR	Course	Participant	08-11-2002	08-11-2002	160	ESCUELA SUPERIOR POLITECNICA DEL LITORAL
OBJECT-ORIENTED ANALYSIS AND DESIGN	Course	Participant	01-03-2003	01-03-2003	12	ESCUELA SUPERIOR POLITECNICA DEL LITORAL
INTERNET APPLICATION DEVELOPMENT	Course	Participant	01-04-2003	01-04-2003	32	ESCUELA SUPERIOR POLITECNICA DEL LITORAL
BASIC FLASH	Seminar	Participant	21-04-2003	19-05-2003	40	ESCUELA SUPERIOR POLITECNICA DEL LITORAL
MICROTEACHING	Workshop	Participant	14-05-2004	16-05-2004	40	ESCUELA SUPERIOR



						POLITECNICA DEL LITORAL
AUTOCAD 2D	Course	Participant	20-09- 2004	07-10- 2004	42	ESCUELA SUPERIOR POLITECNICA DEL LITORAL
INTRODUCTION TO THE ISO 9001:2000 STANDARD	Workshop	Participant	22-06- 2006	22-06- 2006	4	ESCUELA SUPERIOR POLITECNICA DEL LITORAL
XXV WORKSHOP "USE OF THE SIDWEB LEARNING ENVIRONMENT".	Workshop	Participant	26-09- 2007	26-09- 2007	10	ESCUELA SUPERIOR POLITECNICA DEL LITORAL
RETAIL MARKETING & MERCHANDISING	Seminar	Participant	13-05- 2010	13-10- 2010	8	TBL THE BOTTOM LINE
FOROALFA FA2010	Conference	Participant	22-10- 2010	23-10- 2010	15	FOROALFA
VISUAL COMMUNICATION USING ADOBE PHOTOSHOP CS4	Course	Participant	16-03- 2011	16-03- 2011	8	ADOBE SYSTEMS INCORPORATED
CREATIVE PROCESSES WITH PHOTOSHOP AND INDESIGN	Workshop	Participant	14-07- 2011	14-07- 2011	8	AULA CREATIVIDAD
COLOR CORRECTION IN PHOTOSHOP	Workshop	Participant	16-07- 2011	16-07- 2011	8	AULA CREATIVIDAD
ADOBE CREATIVE SUITE CS5.5	Course	Participant	05-08- 2011	06-08- 2011	13	CAMARA DE LA INDUSTRIA
DIGITAL PUBLISHING WITH INDESIGN	Seminar	Participant	25-11- 2011	26-11- 2011	12	AULA CREATIVIDAD
DIGITAL PUBLISHING WITH INDESIGN CS5	Course	Participant	14-04- 2012	14-04- 2012	7	AULA CREATIVIDAD
PEDAGOGICAL USE OF NEW TECHNOLOGIES	Course	Participant	10-05- 2013	12-05- 2013	16	ESCUELA SUPERIOR POLITECNICA DEL LITORAL
INTERNATIONAL SEMINAR "DIGITAL PUBLISHING...".	Seminar	Attendance	28-09- 2013	28-09- 2013	8	
V LATIN AMERICAN CONGRESS OF DESIGN EDUCATION	Congress	Ponencia	28-07- 2014	30-07- 2014		UNIVERSIDAD DE PALERMO
NEW DESIGN AND PRODUCTION WORKFLOWS WITH ADOBE CREATIVE CLOUD	Seminar	Attendance	29-11- 2014	29-11- 2014	8	



FIRST INTERNATIONAL SCIENTIFIC CONGRESS ON DESIGN	Congress	Attendance	11-11-2015	13-11-2015	12	UNIVERSIDAD DE PALERMO
RESEARCH METHODOLOGIES AND QUALITATIVE DATA ANALYSIS APPLIED TO SOCIAL COMMUNICATION AND SOCIAL SCIENCES	Seminar-Workshop	Attendance	26-09-2017	30-09-2017	20	EDCOM -ESPOL
IV INTERNATIONAL CONFERENCE ON DESIGN AND COMMUNICATION 1ST INTERNATIONAL DESIGN CONGRESS	Course	Attendance	22-01-2020	24-01-2020	34	UNIVERSIDAD SAN GREGORIO DE PORTOVIEJO
ORGANIZATION OF EVENTS AND PROTOCOL	Seminar	Attendance	07/02/2020	07/02/2020	8	ESCUELA SUPERIOR POLITECNICA DEL LITORAL
THE TEACHING ROLE IN A VIRTUAL CLASSROOM AND THE USE OF ZOOM, TEAMS, WEBEX TOOLS	Course	Participant	04/05/2020	12/05/2020	14	ESCUELA SUPERIOR POLITECNICA DEL LITORAL
INTRODUCTION TO THE VIRTUAL CLASSROOM PLATFORM	Workshop	Participant	18-05-2021	18-05-2021	2	ESCUELA SUPERIOR POLITECNICA DEL LITORAL
CONFIGURATION OF COURSES THROUGH TEMPLATES IN VIRTUAL CLASSROOM	Webinar	Participant	23-09-2021	23-09-2021	1	ESCUELA SUPERIOR POLITECNICA DEL LITORAL
DIPLOMA IN E-LEARNING	Diploma	Participant	28-05-2021	7-10-2021	72	ESCUELA SUPERIOR POLITECNICA DEL LITORAL
FUNDAMENTALS OF LEARNING AND CURRICULUM	Course	Participant	30-07-2021	12-11-2021	30	ESCUELA SUPERIOR POLITECNICA DEL LITORAL
Competency development, learning goals and quality and quality assurance	Course	Participant	22-07-22	16-09-22	50	ESCUELA SUPERIOR POLITECNICA DEL LITORAL



XVIII Latin American Design Meeting	Congress	Exhibitor	17-07-23	4-08-23	4	UNIVERSIDAD DE PALERMO
I Congress on Cultural and Creative Tourism	Congress	Exhibitor	28-11-23	29-11-23	4	MAAC - TES
Management and budgeting using Excel as a tool	Course	Participant	12-04-23	5-05-23	30	ESCUELA SUPERIOR POLITECNICA DEL LITORAL
Muralism and Basic Sculpture Workshop	Workshop	Participant	08-11-2024	14-11-2024	35	ESCUELA SUPERIOR POLITECNICA DEL LITORAL

HONORS AND AWARDS

PROJECT TITLE	INSTITUTION	DATE	COUNTRY
DIPLOMA OF HONOR FOR TEACHING MERIT	ESCUELA SUPERIOR POLITECNICA DEL LITORAL ESPOL	01-10-2004	ECUADOR
FOR YOUR COMMITMENT TO PUTTING OUR MISSION INTO ACTION	GRUPO FINANCIERO BANCO DE GUAYAQUIL	05-12-2009	ECUADOR
RECONOCIMIENTO RUEDA 2013	EDCOM - ESPOL	13-11-2013	ECUADOR
RECONOCIMIENTO EN LA RUEDA 2015	EDCOM - ESPOL	13-11-2015	ECUADOR
DIPLOMA FOR TEACHING DISTINCTION	ESCUELA SUPERIOR POLITECNICA DEL LITORAL ESPOL	29-10-2015	ECUADOR
OFFICIAL SELECTION, BEST EDITORIAL DESIGN	PREMIOS CLAP, PREMIO INTERNACIONAL DE DISEÑO, 11 EDICIÓN	24-10-2024	ESPAÑA
JURY IN THE FIRST EVALUATION ROUND OF THE EFFIE AWARDS ECUADOR 2024	VALORA	22-08-2024	ECUADOR

PUBLICATIONS / PRESENTATIONS / EXHIBITIONS AND CREATIVE WORKS

TITLE	TYPE	YEAR	TYPE OF INVOLVEMENT
Brand management and construction. An experience with crabs in Guayaquil.	Article	2023	Author

