

## Escuela Superior Politécnica del Litoral

### RESUME

#### PERSONAL INFORMATION

|            |                       |
|------------|-----------------------|
| LAST NAME: | MONCAYO MONCAYO       |
| NAME:      | ANTONIO GREGORIO      |
| EMAIL:     | amoncayo@espol.edu.ec |

#### 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<br><br>TEACHER                    | 06/09/2006 | 30/04/2013 | Part-time       |
| UNIVERSIDAD CATOLICA DE SANTIAGO DE GUAYAQUIL | ADVERTISING GRAPHIC MANAGEMENT<br><br>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<br>"USE OF THE<br>SIDWEB<br>LEARNING<br>ENVIRONMENT".  | Workshop             | Participant | 26-09-2007 | 26-09-2007 | 10 | ESCUELA<br>SUPERIOR<br>POLITECNICA<br>DEL LITORAL |
| RETAIL<br>MARKETING &<br>MERCHANDISING  | Seminar              | Participant | 13-05-2010 | 13-10-2010 | 8  | TBL THE<br>BOTTOM LINE                            |
| FOROALFA<br>FA2010  | Conference           | Participant | 22-10-2010 | 23-10-2010 | 15 | FOROALFA  |
| VISUAL<br>COMMUNICATION<br>USING ADOBE<br>PHOTOSHOP CS4   | Course               | Participant | 16-03-2011 | 16-03-2011 | 8  | ADOBE<br>SYSTEMS<br>INCORPORATED                  |
| CREATIVE<br>PROCESSES<br>WITH<br>PHOTOSHOP AND<br>INDESIGN  | Workshop             | Participant | 14-07-2011 | 14-07-2011 | 8  | AULA<br>CREATIVIDAD                               |
| COLOR<br>CORRECTION IN<br>PHOTOSHOP   | Workshop             | Participant | 16-07-2011 | 16-07-2011 | 8  | AULA<br>CREATIVIDAD                               |
| ADOBE CREATIVE<br>SUITE CS5.5   | Course               | Participant | 05-08-2011 | 06-08-2011 | 13 | CAMARA DE LA<br>INDUSTRIA                         |
| DIGITAL<br>PUBLISHING<br>WITH INDESIGN  | Seminar              | Participant | 25-11-2011 | 26-11-2011 | 12 | AULA<br>CREATIVIDAD                               |
| DIGITAL<br>PUBLISHING<br>WITH INDESIGN<br>CS5   | Course               | Participant | 14-04-2012 | 14-04-2012 | 7  | AULA<br>CREATIVIDAD                               |
| PEDAGOGICAL<br>USE OF NEW<br>TECHNOLOGIES   | Course               | Participant | 10-05-2013 | 12-05-2013 | 16 | ESCUELA<br>SUPERIOR<br>POLITECNICA<br>DEL LITORAL |
| INTERNATIONAL<br>SEMINAR<br>"DIGITAL<br>PUBLISHING...".   | Seminar              | Attendance  | 28-09-2013 | 28-09-2013 | 8  |   |
| V LATIN<br>AMERICAN<br>CONGRESS OF<br>DESIGN<br>EDUCATION   | Congress             | Ponencia    | 28-07-2014 | 30-07-2014 |    | UNIVERSIDAD<br>DE PALERMO                         |
| NEW DESIGN AND<br>PRODUCTION<br>WORKFLOWS<br>WITH ADOBE<br>CREATIVE CLOUD   | Seminar              | Attendance  | 29-11-2014 | 29-11-2014 | 8  |   |
| FIRST<br>INTERNATIONAL<br>SCIENTIFIC<br>CONGRESS ON<br>DESIGN   | Congress             | Attendance  | 11-11-2015 | 13-11-2015 | 12 | UNIVERSIDAD<br>DE PALERMO                         |
| RESEARCH<br>METHODOLOGIES<br>AND<br>QUALITATIVE<br>DATA ANALYSIS<br>APPLIED TO<br>SOCIAL<br>COMMUNICATION<br>AND SOCIAL<br>SCIENCES | Seminar-<br>Workshop | Attendance  | 26-09-2017 | 30-09-2017 | 20 | EDCOM -ESPOL                                      |
| IV<br>INTERNATIONAL<br>CONFERENCE ON<br>DESIGN AND<br>COMMUNICATION<br>1ST<br>INTERNATIONAL<br>DESIGN<br>CONGRESS                   | Course               | Attendance  | 22-01-2020 | 24-01-2020 | 34 | UNIVERSIDAD<br>SAN GREGORIO<br>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 |

## HONORS AND AWARDS

| PROJECT TITLE                                       | INSTITUTION                                    | DATE       | COUNTRY |
|---|--|------------|---------|
| DIPLOMA DE HONOR AL MÉRITO DOCENTE                  | ESPOL  | 01-10-2004 | ECUADOR |
| POR SU COMPROMISO DE PONER NUESTRA MISIÓN EN ACCIÓN | 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 A LA DISTINCION DOCENTE                     | ESCUELA SUPERIOR POLITECNICA DEL LITORAL ESPOL | 29-10-2015 | 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              |