

## Escuela Superior Politécnica del Litoral

### RESUME

#### PERSONAL INFORMATION

<b>LAST NAME:</b>	CASTELO TAY-HING
<b>NAME:</b>	DANIEL GUSTAVO
<b>EMAIL:</b>	dcastelo@espol.edu.ec
<b>WEB LINK:</b>	<a href="https://linktr.ee/dkstelo">https://linktr.ee/dkstelo</a>

#### SUMMARY

I am an experienced graphic designer and educator with a master's in design and brand management. I have worked as a graphic designer for several agencies and companies since 2007, contributing to training, consulting, advertising, and photography. I am currently an Assistant Professor at the Faculty of Art, Design, and Audiovisual Communication at ESPOL; with an extensive teaching career, I am committed to continuous learning and professional development. I have received recognition for his creative work and contributions to the field of visual arts, as well as academic and creative contributions through various publications.

#### EDUCATION

DEGREE	LEVEL	INSTITUTION	FIELD OF STUDY	COUNTRY
MASTER'S DEGREE IN DESIGN AND BRAND MANAGEMENT	Graduate (4th level)	ESPOL	Arts and Humanities	Ecuador
BACHELOR'S DEGREE IN AUDIOVISUAL DESIGN AND PRODUCTION	Undergraduate (3rd level)	ESPOL	Arts and Humanities	Ecuador
BACHELOR'S DEGREE IN ADVERTISING AND GRAPHIC DESIGN.	Undergraduate (3rd level)	ESPOL	Arts and Humanities	Ecuador

#### ACADEMIC EXPERIENCE

INSTITUTION	EXPERIENCE	START DATE	END DATE	DEDICATION
ESPOL - FADCOM	Assistant Professor 2.	01/June/2021	TO DATE	Full-time
ESPOL - FADCOM	Assistant Professor 1.	24/Feb/2019	31/Aug/2021	Full-time
ESPOL - FADCOM	Non-occasional Full-time Professor.	15/Feb/2013	14/Dec/2019	Full-time
UNIVERSITY OF FINDLAY	Visiting Professor.	15/Feb/2019	03/May/2019	Part-time
ESCUELA SUPERIOR POLITECNICA DEL LITORAL	Non-occasional Full-time Professor.	01/Aug/2013	14/Dec/2019	Full-time



**PROFESSIONAL EXPERIENCE**

COMPANY	POSITION	AREA	START DATE	END DATE
EASYWORK	Graphic Designer	Design, training and consulting	01/11/2010	To date
PUBLIGRATA AGENCY	Graphic Designer	Design and advertising	01/11/2007	29/02/2008
DESIGN STUDIO DPI WORKS	Graphic Designer	Design and photography	02/04/2007	31/10/2007
BTL AGENCY CNC LOBBY	Graphic Designer	Design and BTL	01/01/2007	30/03/2007

**ACADEMIC EVENTS / PROFESSIONAL DEVELOPMENT**

EVENT	TYPE	Participation	START DATE	END DATE	HRS	CERTIFIED BY
Brand Design Foundations	Course	Assistant	3/28/2024	3/28/2024	2,34 h	LinkedIn Learning
Industrial Design Foundations	Course	Assistant	08/10/2022	08/10/2022	1 h	LinkedIn Learning
Competency development, learning goals and quality assurance	Course	Assistant	22/7/2022	17/9/2022	50 h	FADCOM-ESPOL
Become a Portrait Photographer	Course	Assistant	8/7/2022	12/7/2022	15 h	LinkedIn Learning
Master Print Production	Course	Assistant	19/6/2022	24/6/2022	8 h	LinkedIn Learning
Inkjet Printing for Photographers	Course	Assistant	6/6/2022	6/6/2022	6 h	LinkedIn Learning
Market Research: Qualitative	Course	Assistant	12/5/2022	12/5/2022	1.2 h	LinkedIn Learning
Hybrid Learning Course	Course	Assistant	22/4/2022	6/5/2022	22 h	CISE
Illustrator 2021 Essentials	Course	Assistant	25/2/2022	25/3/2022	4 h	LinkedIn Learning
Adobe Photoshop Essential for Photographers	Course	Assistant	15/1/2022	16/1/2022	6.5 h	CUEVANA
Keys To Create a Professional Illustration Portfolio	Course	Assistant	14/1/2022	14/1/2022	2 h	DOMESTIKA
ToeFl Ibt Preparation Course	Course	Assistant	14/10/2021	3/12/2021	50 h	CELEX
Teaching Techniques: Blended Learning	Course	Assistant	08/10/2022	08/10/2022	1 h	LinkedIn Learning
Led-td3x: Leadership in The Digital Age	Course	Assistant	08/10/2022	08/10/2022	32 h	Tecnológico de Monterrey
Hybrid Learning Course	Course	Assistant	22/04/2022	06/5/2022	22 h	CISE - ENGLISH
Competencies and learning outcomes in visual arts education.	Course	Assistant	1/8/2021	30/12/2021	30 h	FADCOM-ESPOL



Fundamentals of learning and curriculum	Course	Assistant	30/7/2021	08/10/2021	30 h	FADCOM-ESPOL
Specialist in digital illustration	Course	Assistant	24/9/2021	20/10/2021	36 h	LinkedIn Learning
DESIGN THINKING WORKSHOP FOR TEACHERS	Course	Assistant	19/4/2021	14/5/2021	45 h	i3 Lab - ENGLISH
Organize your virtual teaching-learning environment in CANVAS	Course	Assistant	21/5/2021	21/5/2021	2 h	CISE - ENGLISH

### PROJECT EXPERIENCE

PROJECT TITLE	INSTITUTION	START DATE	END DATE	COUNTRY
USES OF DIGITAL AUDIOVISUAL TECHNOLOGY AND MULTIPLATFORM DISSEMINATION IN THE PRESERVATION AND RESIGNIFICATION OF THE COLLECTIVE AND INDIVIDUAL MEMORIES OF THE ECUADORIAN MONTUVIO.	COLLEGE OF ART, DESIGN AND AUDIOVISUAL COMMUNICATION - (FADCOM), GAD SALITRE, SENESCYT	6/5/2015	21/12/2015	ECUADOR

### HONORS AND AWARDS

PROJECT TITLE	INSTITUTION	DATE	COUNTRY
Kirtz/Van Nortwick Prize for Composition with Human Figure	Fava - Firelands Association for the Visual Arts	24/2/2019	U.S.A.

### PUBLICATIONS / PRESENTATIONS / EXHIBITIONS AND CREATIVE WORKS

TITLE	TYPE	YEAR	TYPE OF INVOLVEMENT
The relationship between design, art, technology and science and the creative capacity of interior space. An approach according to Francis D. K. Ching.	Article - Scientific	2024	Co-author
Serious games for children with autism and their relationship with user experience in Ecuador (2020-2022).	Article - Scientific	2023	Co-author
Addressing the boundaries between interface and user experience design in social networks. The evolution of Instagram and its design (2015-2019).	Article - Scientific	2023	Co-author



Participatory social documentary: the protagonist as the subject of history	Article - Scientific	2017	Compiler
Language you have defeated me. Anthology of Ecuadorian bilingual poetry.	Book design	2017	Co-author
Comunicación digital y reputación online.	Book Chapter: Comunicación e Imagen Corporativa. Editorial UTMATCH.	2017	Author
Fava - Firelands Association for the visual arts. 2019 Photo exhibition.	Art exhibition	2019	Exhibiting Artist

