

Escuela Superior Politécnica del Litoral

RESUME

PERSONAL INFORMATION

LAST NAME:	González Lema
NAME:	Carlos Eduardo
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RESUME SUMMARY

Since 2001, Carlos Eduardo González Lema has built a solid career in graphic design, beginning at McCann Ecuador, where he received some advertising awards, notably a prize for a year-end campaign for Pilsener beer. In 2008, he co-founded Encájalo, a company specialized in luxury packaging design, collaborating with prominent brands such as Unilever, Banco de Guayaquil, Cervecería Nacional, and Yatchay. His international education at ELISAVA, complemented by master's degrees in Neuromarketing and Branding, along with his marketing experience at Vueling, have given him a strategic perspective, prioritizing message clarity over aesthetics. Currently, he is Vice Dean at the Faculty of Art, Design, and Audiovisual Communication at ESPOL, incorporating Design Thinking, Neuromarketing, and Branding into his teaching. Carlos is known for his empathetic style, dialogue skills, and innovative vision, focusing on integrating neuroscience and graphic design to create impactful solutions in packaging design.

EDUCATION

DEGREE	LEVEL	INSTITUTION	FIELD OF STUDY	COUNTRY
Master in Branding and Design	Postgraduate Degree	Escuela Superior Politécnica del Litoral	Arts and Humanities	Ecuador
Master in Neuromarketing	Postgraduate Degree	Universidad de la Rioja	Arts and Humanities	Spain
Master in Design and Art Direction	Postgraduate Degree	ELISAVA: Universitat Pompeu Fabra	Arts and Humanities	Spain
Bachelor of Arts in Graphic Design	Bachelor's Degree	Universidad de Especialidades Espíritu Santo	Arts and Humanities	Ecuador

ACADEMIC EXPERIENCE

INSTITUTION	EXPERIENCE	START DATE	END DATE	EMPLOYMENT TYPE
Escuela Superior Politécnica del Litoral - FADCOM	Vice Dean	14/11/2022	Present	Full-Time
Escuela Superior Politécnica del Litoral - FADCOM	Professor	10/10/2012	11/11/2022	Full-Time
Universidad Católica Santiago de Guayaquil	Professor	01/05/2011	31/05/2013	Part-Time



RELATED PROFESSIONAL EXPERIENCE

LOCATION	POSITION	AREA	START DATE	END DATE
Encájaló Ecuador	Brand Manager / Owner	Graphic Design y Packaging	01/09/2010	Present
Vueling Airlines S.A Spain	Graphic Design Professional Practice	Marketing and advertisement	14/10/2009	13/04/2010
Freelance	Professional Services	Graphic Design	05/04/2010	01/05/2011
McCann Ecuador	Art Director Jr	Creative Department	08/10/2001	29/12/2006

ACADEMIC EVENTS / PROFESSIONAL DEVELOPMENT

EVENT	TYPE	INVOLVEMENT	START DATE	END DATE	TIME SPAN	CERTIFIED BY
The Space of ideas	Conference	Attendance	18/09/2019	20/09/2019	21 hours	Lions Edit / El Universo
Design Thinking for professors. From the 1st up to 6th.	workshop	Instructor	12/05/2015	15/09/2018	40 hours each	ESPOL / i3Lab
Método para el Desarrollo Acelerado de Patentes	Workshop	Attendance	25/09/2017	29/09/2017	40 hours	Banco de Desarrollo de America Latina
Design Thinking	workshop	Attendance	11/04/2016	15/04/2016	40 hours	ESPOL
Latin American Design Academy: How to design packaging that sell	workshop	Attendance	11/02/2016	11/02/2016	8 hours	TRIDIMAGE
Design Thinking and innovation workshop	workshop	Attendance	20/02/2015	21/02/2015	20 hours	ESPOL / IAP-ESPAE
IX Latin American Design Meeting	Congress	Attendance	29/07/2014	01/08/2014	32 hours	Universidad de Palermo
How Design Live	Conference	Attendance	22/06/2013	26/06/2014	40 hours	How Design

PROJECT EXPERIENCE

PROJECT TITLE	INSTITUTION	START DATE	END DATE	COUNTRY
Study of the influence exerted	Facultad de Arte, Diseño y	02/01/2019	18/12/2020	Ecuador



by audiovisual content exposed in digital media in society	Comunicación Audiovisual (FADCOM)			
Usability Playful MIDI games adapted in mobile applications for children of the millennium (MIDI-AM) Exploratory study focused on children of pre-basic and first grade of basic	Centro de Tecnologías de la información (CTI), FADCOM, Facultad de Ingeniería en Electricidad (FIEC)	02/05/2018	31/05/2019	Ecuador
Conferences "La Rueda" 2013-2014-2015-2016	EDCOM - ESPOL	01/04/2013	28/02/2017	Ecuador
Project Sexual Harassment in the Public Transport of the city of Guayaquil	EDCOM - ESPOL	06/01/2014	10/03/2014	Ecuador

HONORS AND AWARDS

PROJECT TITLE	INSTITUTION	DATE	COUNTRY
Reconnaissance: "La Rueda" 2013 for outstanding work	EDCOM - ESPOL	15/12/2013	Ecuador
Reconnaissance: Logo and poster design contest carnival Guayaquil 2009	M.I Municipalidad de Guayaquil	22/10/2008	Ecuador
Best advertisement award 2003 end year edition	Newspaper El Universo	12/01/2004	Ecuador
Reconnaissance: Mural commemorating 100 years Guayaquil Firefighters	Benemérito Cuerpo de Bomberos de Guayaquil	15/12/2000	Ecuador

PUBLICATIONS / PRESENTATIONS / EXHIBITIONS AND CREATIVE WORKS

TITLE	TYPE	YEAR	TYPE OF INVOLVEMENT
Mobile applications for the development of basic skills of children in the first grade of basic general education.	Article	2019	CoAutor
Design thinking as a methodology for solving problems: Contributions from academia to society	Scientific article Seminar-Congress	2017	CoAutor
Design Thinking: A new perspective in	Scientific article Seminar-Congress	2017	CoAutor



the academy- community relationship			
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