

Escuela Superior Politécnica del Litoral

RESUME

PERSONAL INFORMATION

LAST NAME:	González Lema
NAME:	Carlos Eduardo
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Web link: (opcional)	

RESUME SUMMARY

He began his career in 2005, working at an advertising agency. In 2008, he co-founded Encájalo, a company specializing in luxury packaging design. That same year, he traveled to Spain to pursue his first master's degree. During this period, he gained practical experience in the marketing department of the airline Vueling. After returning to Ecuador in September 2013, he joined ESPOL as a faculty member in the Graphic Design program, where he currently focuses on packaging graphic design, contributing to the development of the next generation of designers. In addition to his passion for packaging design, he is also interested in Design Thinking, Neuromarketing, and Branding. These interests motivated him to pursue two additional master's degrees, which he completed in 2018. These disciplines have allowed him to integrate a more holistic approach to his teaching, combining creativity and strategy to offer innovative and effective solutions in the field of Graphic Design and Visual Communication.

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	Visual and Performing Arts	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	Professor	01/03/2013	Present	Full-Time

Superior Politécnica del Litoral				
Escuela Superior Politécnica del Litoral	Professor	10/10/2011	01/03/2013	Full-Time
Escuela Superior Politécnica del Litoral	Vice Principal	19/06/2017	07/07/2017	Full-Time
Escuela Superior Politécnica del Litoral	Vice Principal	05/06/2017	11/06/2017	Full-Time
Escuela Superior Politécnica del Litoral	Vice Principal	10/04/2017	16/05/2017	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	Jr Art Director Professional Practice	Marketing and advertisement	14/10/2009	13/04/2010
McCann Erickson Ecuador	Jr Art Director	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 horas	Banco de Desarrollo deAmerica Latina
Design Thinking	workshop	Attendance	11/04/2016	15/04/2016	40 hours	ESPOL
Latin American Design Academy:	workshop	Attendance	11/02/2016	11/02/2016	8 hours	TRIDIMAGE

How to design packaging that sell						
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 by audiovisual content exposed in digital media in society	Facultad de Arte, Diseño y Comunicación Audiovisual (FADCOM)	02/01/2019	18/12/2020	Ecuador
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	EDCOM - ESPOL	06/01/2014	10/03/2014	Ecuador

Transport of the city of Guayaquil				
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HONORS AND AWARDS

PROJECT TITLE	INSTITUTION	DATE	COUNTRY
Reconnaissance: “LaRueda” 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: Muralcommemorating 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 the academy-community relationship	Scientific article Seminar-Congress	2017	CoAutor

