

Escuela Superior Politécnica del Litoral

RESUME

PERSONAL INFORMATION

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RESUME SUMMARY

Brand consultant, advertiser and graphic designer, founder and director of Lúdica Studio Creativo. He has worked with Corporations, SMEs and NGOs in Ecuador and ventures in the US in areas of strategic design, identity systems and comprehensive brand communication. Master in Brand Design and Management, Graduate in Advertising, Electronics and Telecommunications Engineer.

University and Master's professor in areas of design, branding and marketing. He is currently a Professor, General Postgraduate Coordinator and Product Design Career Coordinator, at the Faculty of Arts, Design and Audiovisual Communication of ESPOL. Coordinator of editorial projects, author of articles on design and director of multiple master's thesis projects.

Trainer and speaker at events, seminars, courses and workshops in areas of branding, strategic design, design thinking and storytelling aimed at students, professionals and entrepreneurs. Speaker, exhibitor and jury in national and international design competitions and biennials.

EDUCATION

DEGREE	LEVEL	INSTITUTION	FIELD OF STUDY	COUNTRY
Bachelor in Advertising	Undergraduate Degree	Jefferson Univeristy	Arts and Humanities	Ecuador
Engineer in Electronics and Telecommunications	Undergraduate Degree	ESPOL	Engineering	Ecuador
Master in Design and Branding	Postgraduate Degree	ESPOL	Arts and Humanities	Ecuador

ACADEMIC EXPERIENCE

INSTITUTION	EXPERIENCE	START DATE	END DATE	EMPLOYMENT TYPE
Technological Espiritu Santo	Casual Lecturer	2005	2013	Part-time
UIDE	Casual Lecturer	2009	2011	Part-time
UEES	Casual Lecturer	2015	2016	Part-time



ESPOL	Teacher	2015	2023	Full-time
ESPOL Masters Degree	Master Coordinator of Branding and Design Program.	2017, 2019	2017, 2019	Part-time
ESPOL Masters Degree	General Master Programs Coordinator	01/2020	2022	Part-time
ESPOL Masters Degree	Professor	2016	2024	1 module per year
San Gregorio University Masters Degree	Professor	2018	2019	1 module per year
ECOTEC Universidad Masters Degree	Professor	2/03/2020	9/03/2020	1 module
ESPOL	General Coordinator of Product Design Program	11-2021	actualidad	Tiempo completo
ESPOL	Associate Professor	2023	actualidad	Tiempo completo

RELATED PROFESSIONAL EXPERIENCE

LOCATION	POSITION	AREA	START DATE	END DATE
CNC Lobby	Graphic Designer / Creative copywriter	Creative Department	2003	2004
Lúdica Studio	Creative director/ Owner	Design and Branding	2006	2020

ACADEMIC EVENTS / PROFESSIONAL DEVELOPMENT

EVENT	TYPE	INVOLVEMENT	START DATE	END DATE	TIME SPAN	CERTIFIED BY
Ecuador Poster Bienal	Biennial	Tutor -Participant	10/2016	10/2016	8 hours	UTE
Ibero-american Design Biennial	Biennial	Exhibitor - Participant	11/2016	11/2016	40 hours	BID - DIMAD
Country Brand 2016	Conference	Speaker	14/11/2016	14/11/2016	8 hours	Tourism Ministry
La Rueda	Conference	Speaker	9/11/2017	9/11/2017	8 hours	ESPOL
1 st International Congress of image and Narrative	Conference	Speaker	26/10/2017	27/10/2017	8 hours	ESPOCH
Conferencias de La Rueda	Congreso	Conferencista	9/11/2017	9/11/2017	8 hours	ESPOL
1st Encounter of	Conference	Speaker	25/04/2018	24/04/2018	8 hours	UARTES - Senecyt



artistic and cultural innovation						
La K-Leta	Conference	Speaker	3/08/2018	3/08/2018	8 hours	Guayaquil University
Design and Creativity Seminars	Conference	Speaker	23/11/2018	23/11/2018	8 hours	Ibarra Catholic University
Design and Creativity Seminars	Conference	Speaker	10/09/2019	10/09/2019	4 hours	Babahoyo University
La Kaleta	Conference	Speaker	26/05/2020	27/05/20	8 hours	Guayaquil University
Catalyzers Formation	Curso	Asistente	4/8/2020	6/10/2020	23	Agora Epico
I'm an Entrepreneur Program	Development program	Mentor	03-2021	09-2021	6 months	Épico – Government of Guayaquil
Voltio Program	Free public acceleration program for startups and businesses	Mentor	04-2021	04-2021	1 week	Épico – Municipalidad de Guayaquil
Crea+ Creative Business Industry	Profesional course	Trainer	11/10/2021	15/10/2021	8 hours	Technical Univeristy of Ambato
Ibero-american Design Biennial	Biennial	2 Conferences	22/11/2021	24/11/2021	3 days	BID - DIMAD
Media Training	Course	Participant	7/7/2022	14/7/2022	4 horas	ESPOL
Corporate Speaker Media Training	Course	Participant	5/8/2023	18/8/2023	10 horas	11 Comunicacion es
Creative Conceptualization or How to sell our ideas using word	Course	Participant	3/9/2024	16/9/2024	18 horas	Fadcom

Jornada de Media Training	Curso	Asistente	7/7/2022	14/7/2022	4 horas	ESPOL
Speaker Media Training Corporativo	Curso	Asistente	5/8/2023	18/8/2023	10 horas	11 Comunicacion es
Conceptualización Creativa o Cómo vender nuestras ideas a partir de palabras	Curso	Asistente	3/9/2024	16/9/2024	18 horas	Fadcom

PROJECT EXPERIENCE



NOMBRE DEL PROYECTO	INSTITUCIÓN	DESDE	HASTA	PAÍS
Food company advertising, design and strategies	Pronaca	2006	2012	Ecuador
Internal campaigns, Design of security manuals and brochures	Contecon- Guayaquil Port administration	2012	2014	Ecuador
City Branding	GADM Simón Bolívar	2014	2014	Ecuador
Food company advertising, design and strategies	Amerifoods	2008	2015	Ecuador
National advertising agency	BIC ECUADOR	2009	2013	Ecuador
Hospitals Brand design and strategies	APORFE	2007	2015	Ecuador
Brand design	Comandato	2015	2015	Ecuador
Lubricants Brand design and strategies	Lubrilaca	2005	2018	Ecuador
Motorcycles Brand design and strategies	Motoindustrias	2009	Present	Ecuador
RISE Branding	RISE Products	2015	Present	EEUU
Don Goyo Social Project	ESPOL	05/2018	08/2019	Ecuador
Prosperina Protected Forest Project	ESPOL	05/2020	10/2021	Ecuador
General Coordination of the academic magazine Brandon	Fadcom- ESPOL	05-2021	12-2021	Ecuador
UPJOY- Upcycled Food	Meraki Foods	2021	Present	EEUU
More than a Meal Branding	Feed Forward - ONG	2022	2022	EEUU
Global Healing Identidad de Marca	Global Healing ONG	2022	2024	EEUU
Direction of Master's Thesis Projects				
Emotional branding proposal focused on Espol alumni	Postgraduate ESPOL	2021	20/04/2022	Ecuador
Design of a collective brand for artisan chifles in the city of babahoyo	Postgraduate ESPOL	2020	24/11/2020	Ecuador
Brand and storytelling for the strategic positioning of the Choconar brand in the province of Guayas	Postgraduate ESPOL	2019	08/11/2019	Ecuador
Proposal of brand storytelling for the strategic positioning of the aprofes brand (pro-welfare association of	Postgraduate ESPOL	2019	08/11/2019	Ecuador



the ecuadorian family), in the city of guayaquil				
Brand storytelling: strategic design proposal for positioning through stories and experiences for the coco express brand in the city of Guayaquil	Postgraduate ESPOL	2019	08/11/2019	Ecuador
Brand storytelling proposal as Incentive of the use of a mobile application as an alternative to the Centers of Costummer Attention: case mi Claro app in the city of Guayaquil	Postgraduate ESPOL	2019	08/11/2019	Ecuador
Diesel lubricant product in key sectors of the coastal region of Ecuador, case: golden bear lubricants	Postgraduate ESPOL	2017	17/05/2018	Ecuador
Development of a collectible toy brand with pre-Columbian designs to promote Ecuadorian cultural identity in the city of Guayaquil	Postgraduate ESPOL	2018	18/09/2018	Ecuador

HONORS AND AWARDS

PROJECT TITLE	INSTITUTION	DATE	COUNTRY
Best teacher of the Faculty	ESPOL	2016	ECUADOR
Platinum Award for best Brand design in Ibero- american región 2014-2015. Project: Rise Brand	CLAP Awards	11/ 2015	ESPAÑA
Exposition en November- December 2017 in Guayaquil Contemporary Art Museum	BID- DIMAD	11/ 2017	ECUADOR
BID Selection 2016- Best Brand design selection. Rise BRand	BID- DIMAD	11/ 2016	SPAIN
CLAP Awards Jury	FOROALFA - VERDICTAS	09/2017	SPAIN



Ibero-americano Best Magazine Design selection. 2018. Nawi Magazine Design	CLAP Awards	November 2018	SPAIN
Selection for best logo or brand. Urban Monkey Coffee brand.	Anuaría Awards	July-2022	Colombia
Selected as associate Professor	ESPOL	May-2023	Ecuador

PUBLICATIONS / PRESENTATIONS / EXHIBITIONS AND CREATIVE WORKS

TITLE	TYPE	YEAR	TYPE OF INVOLVEMENT
BID Catalogue 2016	Ecuadorian representant of design	2016	BID Selection and Exhibitor
Nawi Scientific Magazine Design	Academic Magazine- ESPOL Nawi ISSN 2528-7966	2018 -2019 (editions)	Design
Article; Ibero-american Design Biennial Overview	Academic Magazine- ESPOL Nawi. ISSN 2528-7966	2017	Author
Article: The need for brands after COVID	Academic Magazine- ESPOL BRANDON ISSN: 2697-3219, E-ISSN: 2697-3227	Octubre 2020	Author
Flowering of Art in Botany – Book of Floral Morphology of La Prosperina Protective Forest	Book ISBN: 978-9942-922-21-2	Diciembre, 2021	Author
Visual tools for the strategic design of startup brands	Academic Magazine- University of Guadalajara, Mexico: Zincografía ISSN:2448-8437	Junio 15 de 2022	Author
Key factors for the design and communication of sustainable food brands	Academic Magazine- University of Guadalajara, Mexico: Zincografía ISSN:2448-8437	Junio 15 de 2022	Author
Ecuador loves life is the only brand that has been registered as a Country Brand	EL Universo – National Newspaper	7-02-2022	Interview
Technological and Sustainable Packaging	Vistazo Magazine	09-2022	Interview



