

# DANIEL ECHEVERRI

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## Profile

I have 10 years of experience as a Graphic Designer and 9 years of teaching experience, first in the departments of Fashion Design, Graphic Design and Advertising at Colegiatura Colombiana design school in Medellin, Colombia and later in the Visual Communication Design program at Kent State University in Ohio. I am currently Assistant Professor at the College of Arts and Creative Enterprises of Zayed University in Dubai in the undergraduate program of Graphic Design. I earned a BFA in Graphic Design, a 5-year degree from *Colegiatura Colombiana* in 2006 (Colombia). I was awarded the 2005 "Cultura E" award a program organised by the city of Medellin government that promotes entrepreneurship among young students; from that, the brand DeConstructo was created as a clothing label in Colombia with sales in the main cities of Colombia. I also studied Art Direction in *Aula Creativa* in Madrid (Spain) in 2008 and Photography and Journalism at the Asian Academy of Film and Television in New Delhi (India) in 2010. Since 2008 until the present day, I have been involved with Taller de Edicion; a publishing company from Colombia, first as full Art Director and Photography Producer for 4 years and later as an External Research and Development Consultant. I started the Master of Fine Arts program in Visual Communication Design at Kent State University in the second semester of 2012. Kent State is ranked among the 100 best public universities of the US and the MFA program has been accredited by National Association of Schools of Art and Design and ranked among the top 4% best design schools in the US. The 2-year MFA program was completed in the summer of 2014 with the presentation and publication of a full-length thesis entitled *Application of the Deconstructive Discourse as a Generative Thinking Framework*.

## Education

Kent State University - 2012 - 2014 **MFA in Visual Communication Design**

Asian Academy of Film and Television - 2010 **Diploma in Still Photography and Journalism**

Aula Creativa, Madrid Spain - 2008 **Diploma in Art Direction**

Colegiatura Colombiana, Medellin Colombia - **2002 - 2006 BFA Graphic Design**

La Salle, Envigado Colombia - 1995 - 2000 **High School**

Colegio Nuryana Middle School La Laguna, Spain 1991 - 1994

## Teaching Experience

**Graphic Design Program, Zayed University** - Dubai, UAE. (2014 - Present)

Assistant Professor

**ART201 Principles of Design** 3 Credits. This is an introductory course to the basic visual concepts of two-dimensional and three-dimensional design. The aim of this course is to teach the student how to develop an understanding of the fundamentals of the visual language used in art and design, and how to use this vocabulary to effectively communicate and convey visual ideas

**ART340 Photography 1** 3 Credits. Students learn the skills and methods necessary to operate a digital camera, and print their own photographs. In addition to technique, students explore their own aesthetics and develop an artistic voice through the medium of photography.

ART341 **Photography 2** 3 Credits. Students continue the development of technical skills (studio shooting, lighting, etc.) with advanced digital processing and printing. Students are encouraged to explore their own individual styles and develop a meaningful body of work.

ART351 **Graphic Design 1** 3 Credits. This course provides the basic understanding of Graphic Design roles and responsibilities. It explores the visual language and relationship, of typography and imagery, graphic design history, and introduces students to critical topics that affect the graphic design industry today.

ART352 **Graphic Design 2** 3 Credits. This course explores visual language and relationships, including the interaction of typography and imagery (bitmap and vector graphics), graphic design history, sustainable design, and social responsibility. Students solve design problems and learn how to present to an audience.

ART359 **Information Design** 3 Credits. This course investigates visual systems, which communicate complicated information through the combination of notational, visual, and structural forms such as diagrams, graphs, and charts. Aesthetics and strong visual communication criteria are used in analyzing and creating.

ART425 **History of Graphic Design** 3 Credits. This course reviews the history of Graphic Design to the contemporary era through an examination of professional practices, technical applications, and theoretical issues. Students explore the relationship of new media and processes to the practice of print and digital design.

ART451 **Graphic Design 3** 3 Credits. Students explore and learn a concept of sustainable brand system including naming, logo development, stationery, signage, promotional material, small-scale campaign with poster, and social networking for event announcement. They refine their design process: research, collaboration, conceptualization, applications, production, interaction with public, presentation, and expanding their understanding of context sensibility and social responsibility.

ART 490 **Internship** 3 Credits. In this course students gain practical experience of the workplace relevant to their major with employers in the public or private sectors while advised by faculty. Internships are intended to match the academic background and strengths of students, their interests and future career ambitions.

ART496 **Senior Project** 3 Credits. In this course students apply their skills and knowledge gained in their chosen specialization to complete a final project, which reflects rigorous research, process, and professional practice within their chosen discipline. In addition to the visual component, students also write a research paper directly related to their project.

**Visual Communication Design Program, Kent State University** - Kent, USA. August (2012-2014)  
Graduate Assistant/Adjunct

VCD13001 **Intro to VCD Studio** 3 Credits (2014/1, 2014/Summer) Introduction to basic design processes using research, writing conceptual problem solving and format organization of two dimensional space using type and imagery

VCD 20010 **Intro to Design Research 3** Credits (2013/2) Introduction to research methods used in the professional practice of visual communication design. Students are exposed to strategies, tactics and frameworks used in the creation of design artifacts.

VCD13000 **Intro to VCD 3** Credits (2013/2). Introduction to the fields of design and illustration as well as the related professional practices. Focus on historical overview, industry standards, ethics, employment opportunities, creative design processes and skills.

VCD-37000 **Visual Design Media Advanced 2** Credits (2013/Summer) A lab course in which students apply design concepts to computer-generated communication pieces using a layout software program.

VCD-43001 **Advanced Kinetic And Sequential Graphic Design 3** Credits (2012/2) Graduate Assistant. The exploration of the use of the computer in kinetic and sequential graphic design, sound, mobile applications and interactive design.

VCD-14001 **Visual Design Literacy 2** Credits (2013/1, 2014/Summer). Examines the topics visual communication design theory, two-dimensional graphic design, environmental graphic design, typography, illustration, photographic illustration, and interactive media. Introduction to how and why professionals in the field of visual communication design create meaning and context through their work.

**Graphic Design Program, Colegiatura Colombiana - Medellin Colombia. (2006 - 2012)**

Adjunct

DG0019 **Art Direction** (Direccion de Arte) 2 Credits (2011/1 - 2012/2) Placed emphasis on the transformation of ideas into full developed design projects, and effective communication that occurs when an idea produces a product or a service. It promoted multidisciplinary solutions to the students projects by fostering collaborations between students.

DG6302 **Textile Processes** (Estampacion y Procesos Textiles) 3 Credits (2008/2-2012/1)An introduction to basic screen printing techniques with a focus on silkscreen and photo emulsion techniques. Students developed an in-depth technical understanding and basic mastery of these processes, while simultaneously exploring and expanding upon their own conceptual ideas.

DM6305 **Bidimensional Design Software** (Software de Diseño Bidimensional) 3 Credits (2008/1) Introduction of design software for Graphic Designers which included creation of layout and manipulation of vector and raster graphics.

**Fashion Design Program, Colegiatura Colombiana - Medellin Colombia. (2007 - 2012)**

Adjunct

DM6305 **Fashion Photography** (Fotografia para Moda) 3 Credits (2011/1 - 2012/1) Basic camera techniques that provided a better understanding of photography as a creative skill in Fashion Design and related areas.

DM7303 **Production** (Producción) 2 Credits (2007/1-2009/1,2010/1 ) Advanced class for Sophomore students of design software for Fashion Designers illustrations, pattern making, and photographic retouching.

8056A **Senior Portfolio Production** (Producción) 2 Credits (2007/1 - 2007/2) Advanced class for Senior students of major design software for Fashion Designers illustrations, pattern making, and photographic retouching.

DM32302 **Digital Expression** (Expresión Digital I) 3 Credits (2006/2 - 2007/2) Introduction of design software for Fashion Designers. This class covered technical illustrations for fashion, pattern making and vector and raster graphics.

**Advertisement Program, Colegiatura Colombiana** - Medellin Colombia. (2007-2008)

Adjunct

PB23201A **Digital Expression I** (Expresión Digital I) 3 Credits (2007/1 - 2008/1) Introduction of major design software for Advertisement student focusing on creation of animations, for web as well as vector and raster graphics

### Professional Experience

**Assistant Professor, Zayed University** Dubai, UAE 2014 - Present.

Teaching lower and upper level design courses among other tasks such as engaging in student advising, participating in collaborative curriculum development and contribute to other program activities. Other duties include participating in committee work; and engage both departmental and university governance activities.

**Graduate Assistant/Adjunct Faculty, Kent State University** Kent, Ohio August 2012 - 2014

Teaching in the undergraduate program of Visual Communication Design in the areas of Advanced Kinetics for senior students, Visual Design Literacy for junior and sophomore students, Design Research and Foundation classes for freshmen students of the College Communication and Information.

**Art Director, Taller de Edición** Medellin, Colombia, August 2008 - July 2012

The main objective for this position was to guide an editorial design team on several projects from beginning to end; conceptualize and prepare material to be developed, do research for new trends and products to be offered to our current and new clients, work in new platforms like Digital Publishing, Social Media, and Smartphone applications, manage the production and photography team before, during and after a photo shoot for several magazines. Clients included Colombia's top 10 brands like Nutresa, Grupo Exito, Protección, UNE Telecomunicaciones, VivaColombia airlines, Bancolombia, Avianca airlines, Argos, CocaCola among others.

**Advertising, Graphic and Fashion Design Adjunct Faculty, Colegiatura Colombiana** Medellin, Colombia, August 2006 - July 2012

Taught the classes of Fashion Photography and Senior Project at the Fashion department and Silkscreening and Textiles Processes, Advanced Image Manipulation and Art Direction at the Graphic

Design department and Advanced Image Manipulation and Web Design at the Advertisement Department of Colegiatura Colombiana.

**Designer, DeConstructo** Medellin, Colombia 2006 - 2008

After winning the 5th Business Plan contest "Cultura E", a clothing brand was created and opened a flagship store in Medellin. Designing and developing the clothing line were the main tasks. Three collections were showcased and sold. This project got awarded the nomination as one of the "New Upcoming Designers" in Colombia in 2006.

**Design Intern, Apartment Clothing Ltda** Medellin, Colombia August 2005 - October 2005

Developed graphic ideas for new collections, assisted the main designer and surveyed day-to-day issues related to production, sewing, silkscreening and design.

**Freelance Graphic Designer** Medellin, Colombia 2003 - 2005

A wide range of projects were developed during 3 years; from way finding systems and signage to corporate and web design, package and product design for several companies top in Colombia including Distrihogar, Andino Elevators, Proexport Colombia among others.

### Consulting

**Taller de Edicion, Digital Projects and New Media, (2012 - Present)** Advised the New Media and New Projects departments as well as generating trend reports for new products and services. This consulting position covers a wide range of Digital Design projects including apps, websites, video content, data analytics and strategic planning.

**Neighbourhood Family Practice, (2013)** Neighborhood Family Practice Digital Signage

### Awarded Research Grants

Echeverri, D and Conard, S. **Surface: An Interactive, Augmented and Immersive interface for co-creative environments**, Principal Investigator, Zayed University. 2015 Allocated funding: USD 17.969

Echeverri, D. **Use of a motion sensing input device to enhance card sorting methods**, Principal Investigator, Zayed University. 2014 Allocated funding: USD 550

### Published work - Academic Papers and Presentations

Echeverri, D. Sleiman, T (2015). **Designing by Heritage: Visual Narratives from Emirati Design Students**. In DesignEd Asia Conference Secretariat (Ed.) The DesignEd Asia Conference 2015, 1 (1), Hong Kong: HongKong Polytechnic University, 23-32.

Echeverri, D. (2015). **An Immersive, Interactive and Augmented Classroom: A Proof-of-Concept**. In The International Academic Forum (Ed.) The Asian Conference on Technology in the Classroom, 1 (1), Naka Ward, Nagoya, Aichi: The International Academic Forum 2015, 85-95.

Echeverri, D. (2015). **Deconstruction as a structured ideation tool for Designers**. In Robin VandeZande, Erik Bohemia and Ingvild Digranes (Eds.) LearnXDesign the 3rd International

Conference for Design Education Researchers PreK-16 Education, 2, Aalto, Finland: Aalto University, 870-881.

Echeverri, D. (2014). **The Deconstructive Discourse as Generative Thinking Tool**. In University & College Designers Association (UCDA) (Eds.) UCDA Design Education Summit, 1 (7), Smyrna, TN: University & College Designers Association (UCDA).

Echeverri, D. (2013). **Education In Multidisciplinary Solutions of Design Projects**. In India Design Council (Ed.) Designing Design Education for India DDEI, 1 (60), Paldi, Ahmedabad: India Design Council.

Echeverri, D., King, L., Almusallam, B., & Wendorf, T. (2014, April). **Design for Good: Supporting great causes: from Education Enrichment to Water & Sanitation**. AIGA Design For Good, Cleveland, United States of America.

Echeverri, D., King, L., Almusallam, B., & Wendorf, T. (2013, April). **NFP Enhancing the Healthcare Experience**. AIGA Design For Good, Cleveland, United States of America.

#### Published work - Books and Magazines

**Un Jardín que se Vive**. Medellin, Colombia. Un Jardín que se Vive (2012). Book. Photographer and Art Director. Published by Taller de Edicion for Medellin Botanical Garden. 170 Pages. ISBN 978-958-57435-1-9

**Camino a Versalles**. Medellin, Colombia. Camino a Versalles (2011). Book. Photographer. Published by Taller de Edicion for Versalles. 172 pages. ISBN 978-958-57045-0-3

**Momentos Alrededor de la Mesa**. Medellin, Colombia. Momentos Alrededor de la Mesa (2009). Book. Art Director. Published by Taller de Edicion for IMUSA Ltda. 224 Pages. ISBN 978-958-98290-5-9

**Transformación de una Ciudad**. Medellin, Colombia. Transformación de una Ciudad (2009) Colombia. Book. Photo Editor. Published by Taller de Edicion for Medellin Mayor's Office. 220 pages ISBN 978-958-98290-4-2

#### Workshops and Lectures

**A is for Apples, B is for Balloons... D is for Deconstruction**. Chicago, US. June 20, 2015 LearnXDesign the 3rd International Conference for Design Education Researchers PreK-16 Education.

**A is for Apples, B is for Balloons... D is for Deconstruction**. Dubai, UAE. November XX, 2015 International Symposium of Electronic Arts ISEA2014.

**Creative Intervention Specialisation** Colegiatura Colombiana - Medellin, Colombia - March 24, 2012. Guest Lecturer: Backgrounds of Fashion Photography.

**Photographer's Day** Ideartes - Medellin, Colombia - April 24, 2012

Guest Lecturer: Editorial Photography: Documenting the Content.

**Newspaper Magazines and Supplements** El Colombiano Newspaper - Medellin, Colombia - September 20, 2009. Guest Lecturer.

### Exhibitions

**ShowCACE (2016).** Abu Dhabi, United Arab Emirates. Faculty exhibition that recollects the best artistic works of faculty from the College of Arts and Creative Enterprises. This exhibition was publicly displayed at the Al Fanoun Art gallery in Zayed University's Abu Dhabi Campus.

**Instashow (2015).** Philadelphia, United States of America. Exhibition that features the work of photographers in Instagram. I presented a group of 4 photographs that explored the urban landscape and geometry of 4 different cities visited during 2015.

**What's Real? Investigating Multimodality (2014).** Kent, United States of America. The "What's Real?" project involved five integrated teams of seven or eight students each, who were enrolled either in the "Packaging, Promotion and Retail Environments" or "Interaction Design: Spaces and Systems" courses in the School of Visual Communication Design (VCD) or the "Object Knowledge" course in SLIS. Participants conceptualized, designed, built and installed the exhibit in seven weeks.

**ISEA2014: Nomadic Dolls (2014).** Dubai, United Arab Emirates. Zayed University's College of Arts and Creative Enterprises (CACE) invited students, designers and artists to participate in the exhibition, held during the ISEA2014 event. The exhibition was meant to bring the students and community together to share and connect under the symposium event.

**Show Broken Park Medellin (2009).** Medellin, Colombia. Street Art event sponsored by 55DSL Diesel that encompassed Graffiti, Tattoo Art and Skateboarding. Each invited artist had to intervene a broken skate board and presented to a jury. It opened as a 2 day exhibition in the city of Medellin.

**Galeria 4Oojos (2008).** Medellin, Colombia. *4troojos* is an ephemeral event sponsored by the artists themselves with the interest of encouraging collective expression of art. In its first edition 28 November 2008 in the city of Medellín, different positions between art and creativity occurred in a house about to be demolished to make room for new construction. The exhibition questioned the idea of ephemeral architecture.

**Nueva Visual Urbana (2006).** Medellin, Colombia. Exhibition curated by Colecto.org that explored the impact of popular culture on traditional literature and the way it can be adapted into garments.

### Computer Skills

Expert knowledge in Adobe Creative Cloud Suite and design and photography related software such as Lightroom. Video editing software and expert user of Mac OS X and Windows.

### Honors and Awards

**Graduate Assistantship, 2012 - 2014, Kent State University**

**DEWA 2021 Street Art Competition**, Dubai Electricity and Water Authority. Mentor of Second Place Winning Team, 2015

**Best Graphic System in the Category of Annual Report and Business Rapporteur**, Taller de Edición. Awarded by the Colombian Association of the Communication and Graphic Industry - ANDIGRAF, 2012

**Special Mention to the Best of the Year in the Book Category**, Taller de Edición. Awarded by the Colombian Association of the Communication and Graphic Industry - ANDIGRAF, 2012

**Best Annual Report and Business Rapporteur, Taller de Edición**. Awarded by the Colombian Association of the Communication and Graphic Industry - ANDIGRAF, 2011

**Cultura E: 5 Concurso de Planes de Negocios**, Alcaldía de Medellín, 2006  
Best New Fashion Designer, Cromos Magazine, 2005

#### Language skills

Spanish as main language, fluent in English, TOEFL score 97 (2010), GRE test score 140/151 (2012)

#### References

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