DANIEL ECHEVERRI

Yuen Long, New Territories,
Hong Kong S.A.R

mobile +852 9322 9253
email   me@danielecheverri.co
portfolio www.danielecheverri.co

Profile

I have 14 years of professional experience in the field of Graphic Design in areas that include branding, editorial design, digital illustration, photography production and art direction. Along with a BFA in Graphic Design from Colegiatura Colombiana and a Master of Fine Arts in Visual Communication Design from Kent State University, I hold diplomas in Art Direction from Aula Creativa in Madrid (Spain), Photography and Journalism from Asian Academy of Film and Television in New Delhi (India). I have wide experience in working across multiple fields of the creative practice: from Art Directing teams of designers and creatives, to the development of concepts and ideas for new and prospective projects. I am comfortable managing groups of designers, assigning tasks and overlooking the development of an idea. I love becoming involved –and getting my hands dirty– in the different steps of design; from ideation to execution, and from making mistakes to finding the right solutions. I believe design is not just making something but providing strategies, developing systems, and using iterative tools in a creative way as part of problem solving.

I also have 13 years of teaching experience; as adjunct at the departments of Fashion Design, Graphic Design and Advertising at Colegiatura Colombiana in Medellin (Colombia), as graduate assistant and adjunct in the Visual Communication Design program at Kent State University in Kent, Ohio (US) as assistant professor in the programs of Graphic Design, Multimedia Design and Visual Arts at the College of Arts and Creative Enterprises of Zayed University in Dubai (UAE) and now as Tutor and Teaching Assistant in the Interactive Media program of the School of Design at Hong Kong Polytechnic university.

I am a creative thinker, a problem solver, and a team working Designer. My interests cover concept development, new technologies and interaction design, with particular passion for digital and physical storytelling. I am currently a PhD candidate in the doctoral program in Design from the School of Design at the Hong Kong Polytechnic University with a research that explores ways in which tangible manipulation and play-mechanics can support and foster narrative immersion in interactive storytelling.

Education

Ph.D. in Design (Candidate) - Hong Kong Polytechnic University - 2017 - Present *(Thesis submission 07/2020)*
Master of Fine Arts in Visual Communication Design - Kent State University - 2012 - 2014
Diploma in Still Photography and Journalism - Asian Academy of Film and Television - 2010
Diploma in Art Direction - Aula Creactiva, Madrid Spain - 2008
Bachelor of Fine Arts in Graphic Design Colegiatura Colombiana, Medellin Colombia - 2002 - 2006

Teaching Experience

Interactive Media Design, School of Design, The Hong Kong Polytechnic University -   Hong Kong (2017 – 2020/1) Tutor / Teaching Assistant

SD4761 **Studio I – Information and Communication** *(Studio tutorial)***.**

SD4762 **Studio II – Networks and Communities** *(Studio tutorial)***.**

SD3766 **Design for Interactive Entertainment** *(as teaching assistant).*

SD1103 **Communication Basics for Designers** *(Studio tutorial)*.

Graphic Design Program, College of Arts and Create Enterprises, Zayed University - Dubai, UAE. (2014 - 2017). Assistant Professor

ART201 **Principles of Design** *(Studio)***.**

ART340 **Photography 1** *(Studio)***.**

ART341 **Photography 2** *(Studio)***.**

ART351 **Graphic Design 1** *(Studio)*.

ART352 **Graphic Design 2** *(Studio)*.

ART451 **Graphic Design 3** *(Studio)*.

ART359 **Information Design** *(Studio and Lecture)*.

ART425 **History of Graphic Design** *(Lecture)*.

ART452 **Packaging Design** *(Studio)*.

ART 490 **Internship** *(Advising)*.

ART496 **Senior Project** *(Studio and Advising)*

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

VCD13001 **Intro to Visual Communication Design Studio.** *(Studio)*

VCD 20010 **Intro to Design Research.** *(Lecture)*

VCD13000 **Intro to Visual Communication Design.** *(Lecture)*

VCD-37000 **Visual Design Media Advanced** *(Studio)*

VCD-43001 **Advanced Kinetic and Sequential Graphic Design** *(as teaching assistant)*

VCD-14001 **Visual Design Literacy** *(Lecture)*.

Graphic Design, Fashion Design and Advertisement Programs, Colegiatura Colombiana - Medellin Colombia. (2006 - 2012). Part Time Adjunct

DG0019 **Art Direction.** *(Studio)*

DG6302 **Screen Printing and Textile Processes for Graphic Designers.** *(Studio)*

DM6305 **Bidimensional Design Software** *(Tutorial)*

DM6305 **Fashion Photography** *(Studio)*

DM7303 **Digital Production** *(Tutorial)*

8056A **Senior Portfolio Production** *(Studio)*

DM32302 **Digital Expression** *(Tutorial)*

PB23201A **Digital Expression I** *(Tutorial)*

Professional Experience

Assistant Professor, Zayed University Dubai, UAE 2014 - 2017
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/Part Time Adjunct, *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 and Photo Producer, *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 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.

Part Time Adjunct, *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.

Head 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 where 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 - 2020

A wide range of projects were developed for 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.

Published work - Academic Papers and Presentations

Echeverri, D. (2020). **Sincerely Yours: Orchestrating Tangible Interactive Narrative Experiences** (Forthcoming). Cubic Journal, 1(4), 4. Echeverri, D., & Wei, H. (2019, September).

Echeverri, D. (2019). **An Empirical Exploration of Agency, Engagement, and Transportation in the Context of Playable Stories.** Conference Presentation presented at the 9th PhD Colloquium on Design Research, Guangzhou, China.

Echeverri, D., & Wei, H. (2019). **Hear, See, Do: Empirical Insights of Interactive Storytelling and Metamodality.** Presented at the 4th Bremen Conference on Multimodality BreMM19, Bremen, Germany. Retrieved from https://www.mm2014.uni-bremen.de

Echeverri, D., & Wei, H. (2019). **27 Letters: Trajectories and Multimodality in Interactive Storytelling.** 2019 Conference Proceedings, 28–33. Wellington, New Zealand: Rutledge, Focal Press.

Echeverri, D., & Wei, H. (2019). **Down the Rabbit Hole: Five Hedonic and Pragmatic Facets of Audience Engagement in Playable Stories.** In U. Kokil & T. Ota (Eds.), The Twelfth International Conference on Advances in Computer-Human Interactions (pp. 32–38). Athens, Greece: IARIA XPS Press.

Echeverri, D. (2018). **Phenomenological Approach to Design Research.** Proceedings of International Design Research Symposium, Insight 2018, 8. Ahmedabad, India: NID.

Echeverri, D. (2018). **Transactive Episodes: Exploring Interaction, Memory and Narrative.** Proceedings of British HCI 2018, 7. Belfast, UK: BCS Learning and Development Ltd.

Echeverri, D. (2017). **Crafting Digital Strategies: Empathy, Technology and Design Education.** The Asian Conference on Technology in the Classroom, Kobe, Japan.

Echeverri, D. (2016). **An Ambidextrous World: A Hand-Centric Design Grid.** ISA2016 Interaction South America, Santiago de Chile, Chile: IxDA Santiago Chapter.

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., 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. (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. (2013, April). *NFP Enhancing the Healthcare Experience.*   AIGA Design For Good, Cleveland, United States of America.

Awarded Research Grants

Echeverri, D and Conard, S. **Surface: An Interactive, Augmented and Immersive interface for co-creative environments**, Principal Investigator, Zayed University. 2015-2017 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 - 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 Edición 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 20, 2015 International Symposium of Electronic Arts ISEA2014.

Creative Intervention Specialization 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

BreMM19 (2019). Bremen, Germany. Demo and exhibition of the practical component of my Ph.D research. The exhibition was held at the Geisteswissenschaften 2 building of the Linguistics and Literary Studies department.

ShowCACE (2016). Abu Dhabi, United Arab Emirates. Faculty exhibition that collects the best artistic works of faculty form 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.

Galeria 4Oojos (2008). Medellin, Colombia. *4troojoos* 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.

Consulting

Taller de Edicion, Digital Projects and New Media, (2012 - 2019) 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.

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

Honors and Awards

The Hong Kong Doctoral Fellowship, 2017-2020, *The Hong Kong Polytechnic University*

Best Colloquium Presentation, 2019, 9th Doctoral Colloquium on Design Research, *Guangdong University of Technology.*

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

Winner of Cultura E: 5th Contest of Business Plans for Entrepreneurs, Alcaldia de Medellin, 2006

Software Skills

Highly proficient in the Adobe Creative Suite: InDesign, Illustrator, Photoshop, and Premiere.
Highly Proficient in Microsoft Word, Power Point and Excel as well as in Pages and Keynote.
Proficient in After Effects, and Arduino IDE.

Language skills

Fluent in English and Spanish

References

Ken Visocky O'Grady

Professor Professor and Graduate Coordinator

School of Visual Communication Design

Kent State University

kogrady@kent.edu

Phone +1 (330-672-1353

Kent, OH, USA

Thorsten Lomker

Dean of Research and Outreach

College of Arts and Creative Enterprises

Zayed University

thorsten.lomker@zu.ac.ae

Phone +971 (4) 402 1544

Dubai, UAE

Huaxin Wei

Associate Professor

School of Design

The Hong Kong Polytechnic University

huaxin.wei@polyu.edu.hk

Phone +852 5428 8619

Kowloon, Hong Kong