

DANIEL ECHEVERRI

Graphic Designer, MFA, Doctoral candidate in Design

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CV updated November 2, 2020

Degrees

2017 – present. **Ph.D. in Design** – School of Design, The Hong Kong Polytechnic University
Kowloon, Hong Kong SAR (*Currently waiting for examination*)

2012 – 2014 **Master of Fine Arts in Visual Communication Design** – School of Visual Communication Design, Kent State
University, Kent, Ohio, United States

2002 – 2006 **Bachelor of Fine Arts in Graphic Design** – Colegiatura Colombiana
Medellín, Antioquia, Colombia

Other Education and Expertise

2010 **Diploma in Still Photography and Journalism**
Asian Academy of Film and Television, New Delhi (Noida), India

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

Language skills

Fluent in English (C2). Native Spanish speaker (C2).

Current Employment

Part-time Visiting Lecturer – School of Design, The Hong Kong Polytechnic University
Kowloon, Hong Kong SAR

Part-time Visiting Lecturer (remote) – Colegiatura Colombiana
Medellín, Colombia

Previous Work Experience

2017 – 2020 **Graduate Assistant/Tutor**, *The Hong Kong Polytechnic University*, Kowloon, Hong Kong SAR

As part of the commitments assumed as a recipient of the Hong Kong PhD fellowship, I taught in the undergraduate program of Interactive Media Design the courses Studio 1 and 2 designed for freshmen students, Basics of Communication Design a core

course for incoming freshman, assisted the course Interactive Entertainment, and was guest critic at several Master level courses in the same program.

2014 – 2017 **Assistant Professor**, *Zayed University*, Dubai, United Arab Emirates

As assistant professor, I taught 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 included participating in college committees and engaging both departmental and university governance activities.

2012 – 2014 **Graduate Assistant/Part-time Adjunct**, *Kent State University* Kent, Ohio, United States

At the School of Visual Communication Design, I taught in the undergraduate program of Visual Communication Design in the courses 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.

2008 – 2012 **Art Director and Photography Producer**, *Taller de Edición*, Medellín, Colombia

As Art Director, I was responsible for guiding an editorial design team from beginning to end to develop different editorial products in the company's portfolio. Other duties included conducting research, developing prototypes, experimenting with new platforms, conceptualizing and preparing material to be developed by external providers, and managing the production and photography team. Some of the clients I worked with are among Colombia's top 10 brands, including Nutresa, Grupo Exito, Protección, TIGO UNE, VivaColombia and Avianca airlines, Bancolombia, Argos, SURA, and CocaCola among others.

2006 – 2012 **Part-time Adjunct**, *Colegiatura Colombiana*, Medellín, Colombia

During my time as a part-time adjunct, I taught Fashion Photography and Senior Project classes at the Fashion department and Silk-screening 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.

2006 – 2008 **Head Designer**, *DeConstructo*, Medellín, Colombia

After winning the 5th Business Plan contest "Cultura E," I created a clothing brand and opened a flagship store in Medellín. Among my main tasks were designing, marketing, and developing the clothing line, overseeing production duties, and coordinating different aspects of production with external providers. Three collections were showcased and sold. Through this project, I was nominated to the "New Upcoming Designers" in Colombia in 2006.

2005 **Design Intern**, *Apartment Clothing*, Medellín, Colombia 2005

As an intern, I developed graphic ideas for new collections, assisted the principal designer, and surveyed day-to-day production issues.

2003 – 2005 **Freelance Graphic Designer** (*remote*)

As a freelance designer, I developed a wide range of projects, from wayfinding systems and signage to corporate and web design, package and product design for several companies top in Colombia, including Distrihogar, Andino Elevators, and Proexport Colombia.

Consulting

2012 – present. **Taller de Edición** Digital Projects and New Media (*remote*)

As a consultant, I advised the New Media and New Projects departments. I compiled and presented seasonal trend

reports for new products and services. This consulting position sought to guide and develop a wide range of Digital Design projects, including apps, websites, video content, data analysis, and strategic planning.

2013 **Neighborhood Family Practice**, Cleveland, Ohio, United States

Acted as consultant for the Neighborhood Family Practice Digital Signage Improvement program.

Teaching Experience

Interactive Media Design/Communication Design, School of Design, The Hong Kong Polytechnic University - Hong Kong
(Present) Part-Time Visiting Lecturer

SD4761 **Studio I – Information and Communication** (*Studio tutorial*)
SD4763 **Co-operative Project** (*Seminar*)
SD1205 **Communication Design 2** (*Seminar*)

Graphic Design/Fashion Design, Colegiatura Colombiana – (Medellin-Colombia) Part-Time Visiting Lecturer

PO0080-003 **Intercultural Photography Lab** (*Remote*)

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 a 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 a 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*)

Research Funding and Grants

2015 – 2017 **Surface: An Interactive, Augmented and Immersive interface for co-creative environments**

Principal Investigator: Daniel Echeverri, Co-investigator: Scott Conard Source of funding: Zayed University – Research Incentive Fund. Allocated funding: USD 17.969.

2014 **Use of a motion-sensing input device to enhance card sorting methods**

Principal Investigator: Daniel Echeverri, College of Arts and Creative Enterprises – Startup Grant Zayed University. Allocated funding: USD 550.

Research Outputs

Echeverri, D., & Wei, H. (2020). **Letters to José: A Design Case for Building Tangible Interactive Narratives**. *Interactive Storytelling: ICDIS 2020*, 15–29.

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

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: The Hong Kong 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.

Published work - Books and Magazines

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

Camino a Versailles. Medellín, Colombia. Camino a Versailles (2011). Book. Photographer. Published by Taller de Edición for Versailles. 172 pages. ISBN 978-958-57045-0-3

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

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

Exhibitions

2019 **BreMM19**. 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.

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

2015 **Instashow (2015)**. Philadelphia, United States. An exhibition that featured 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.

2014 **ISEA2014: Nomadic Dolls**. 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.

2014 **What's Real? Investigating Multimodality**. 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.

2008 **Galeria 4Ojos** Medellin, Colombia. *4troojoos* was an ephemeral event sponsored by a cooperative of artists to encourage the collective expression of art. In its first edition, 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.

Awards and Honours

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

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

2012 – 2014 **Graduate Assistantship**, School of Visual Communication Design, *Kent State University*

2012 **Best Graphics 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

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

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

Software Skills

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

References

Ken Visocky O’Grady

*Professor and Graduate
Coordinator*
School of Visual Communication
Design

Kent State University

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