D. ECHEVERRI

Graphic Designer, MFA, Ph.D.

CV updated September, 2023

Education

2017 – 2021 **Ph.D. in Design** – School of Design, The Hong Kong Polytechnic University, Kowloon, Hong Kong SAR

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 Creactiva, Madrid, Spain

Current Employment

(2021 – Present) Assistant Professor – Atelier of Graphic Design and Multimedia, Faculty of Informatics, Department of Visual Computing, Masaryk University, Brno, Czech Republic

I am currently facilitating a comprehensive range of seminar tutorial-based courses, including Graphic Design I and II, Typography I and II, Graphic Design for Web, and Digital Design. I am empowering students to develop creative thinking, technical skills, and conceptual understanding through interactive tutorial sessions. Simultaneously, I am engaging in research initiatives, offering academic guidance to students, and contributing to various administrative tasks within the academic environment.

Previous Work Experience

2017 – 2021 **Part-time Visiting Lecturer/Graduate Assistant**, *The Hong Kong Polytechnic University,* Kowloon, Hong Kong SAR

I taught in the undergraduate programs of Interactive Media Design the courses Studio 1 and 2 designed for first-year students, Basics of Communication Design, a core course for incoming first-year students, assisted the course Interactive Entertainment, and was a guest critic at several Master level courses in the same program. I also taught in the Communication Design program teaching Information Design and Experience Design.

2020 – Present **Visiting Lecturer (online)**, Colegiatura Colombiana, Medellin, Colombia

I developed the curriculum and taught the 8-week intensive class on critical photography entitled "Intercultural Photography Lab," a non-technical course on the use of photography as an ethnographic tool, emphasizing the conceptual use of photography to unveil relationships between the person, their identity, and society.

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

As an 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 contributing to other program activities. Other duties included participating in college committees and engaging in 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 first-year students of the College Communication and Information.

2008 – 2012 **Art Director and Photography Producer**, *Taller de Edición*, Medellin, 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, and CocaCola among others.

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

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*, Medellin, Colombia

After winning the 5th Business Plan contest "Cultura E," I created a clothing brand and opened a flagship store in Medellin. 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,* Medellin, Colombia

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 top companies in Colombia, including Distrihogar, Andino Elevators, and Proexport Colombia.

Consulting

2020 **TCL Electronics and The Hong Kong Polytechnic University,** Hong Kong

Developed a trend and design concept report on using flexible and shape-shifting screens for the home consumer and possible research and commercial applications of this technology. The report included data analysis of a recent study in mainland China about using this technology.

2012 – 2020 **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

I acted as a consultant for the Neighborhood Family Practice Digital Signage Improvement program.

Teaching Experience

Graphic Design Specialization, Department of Visual Computing, Faculty of Informatics, Masaryk University – Brno, Czech Republic (2021 – Present) Assistant Professor

PV078 **Graphic Design I** *(Seminar tutorial)*
PV083 **Graphic Design II** *(Seminar tutorial)*
PV267 **Graphic Design for Web** *(Seminar tutorial)*
PV268 **Digital Design** *(Seminar tutorial)*
PV066 **Typography I** *(Seminar tutorial)*
PV067 **Typography II** *(Seminar tutorial)*

Interactive Media Design/Communication Design, School of Design, The Hong Kong Polytechnic University - Hong Kong (2020-/2-2021/1) Part-Time Visiting Lecturer

SD4761 **Studio I – Information and Communication** *(Studio tutorial)*
SD4763 **Co-operative Project** *(Seminar)*
SD1205 **Communication Design 2** *(Seminar)*
SD2262 **Information Design** *(Studio tutorial)*

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

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 supervision and leadership experience

2023 **Supervisor (Bachelor's Thesis),** *Application of Gamification Methods for Relationship-strenghtening App.* Katerina Vacova. Faculty of Informatics, Masaryk University.

2023 **Supervisor (Bachelor's Thesis),** *Design of a Skateboarding Route Optimization System based on User Preferences and Experience.* Martin Muller. Faculty of Informatics, Masaryk University.

2023 **Supervisor (Bachelor's Thesis),** *Diseño de un Proyecto Multimedia: Una Aplicación Movíl De Aprendizaje Diario Sobre Salud Mental (Design Of A Multimedia Project: A Mobile Application For Daily Learning About Mental Health).* Esther Frasquet. Faculty of Informatics, Masaryk University later convalidated by Universidad de Valencia (Spain).

2023 **Consultant (Master's Thesis)**, *Immersive Reading in VR.* Nikola Kunzova. Faculty of Informatics, Masaryk University

2022-2023 **Supervisor (Bachelor's Thesis),** *Designing a System for Locating and Tracking Large Collections of Books and Collectibles.* Monika Bielikova. Faculty of Informatics, Masaryk University.

2022 **Supervisor (Bachelor's Thesis),** *Study on home delivery platforms (UI/UX).* Eliska Ciganova. Faculty of Informatics, Masaryk University.

2016-2017 **Member of Curriculum Committee for developing the Master's in Creative Technologies,** College of Arts and Creative Enterprises, Zayed University (Dubai, UAE).

2015-2017 **Member of Curriculum Committee for developing the Undergrad Multimedia Program,** College of Arts and Creative Enterprises, Zayed University (Dubai, UAE).

2015–2017 **Capstone Supervisor,** College of Arts and Creative Enterprises, Zayed University (Dubai, UAE). Advised Forty-six students from the Graphic Design undergraduate program.

2015–2017 **Head of the College-level Educational Technology Committee** and member of the University's Educational Technology Committee, Zayed University (Dubai, UAE).

Other Academic Roles

2023 **TEI 2024, Pictorial Track Associate Chair** – International Congress organized by Association for Computing Machinery (ACM)

2023 **Creativity and Cognition 2022 (CC 2023), Pictorial Track Committee member** – International Congress organized by the Association for Computing Machinery (ACM)

2022 **TEI 2023, Pictorial Track Associate Chair** – International Congress organized by Association for Computing Machinery (ACM)

2022 **National Design Institute, Guest Workshop Lecturer** (Online**,** India).

2022 **Creativity and Cognition 2022 (CC 2022), Pictorial Track Committee member** – International Congress organized by the Association for Computing Machinery (ACM)

2021 **TEI 2022, Pictorial Track Associate Chair** – International Congress organized by Association for Computing Machinery (ACM)

2021 **IASDR 2021, Organizing Committee Member, Pictorial Programme Chair, and Paper Reviewer** – International Congress organized by The Hong Kong Polytechnic University and the International Association of Societies of Design Research (Hong Kong).

2021 - Present **Cubic Journal, Graphic Editor,** Cubic Society – School of Design, The Hong Kong Polytechnic University (Hong Kong).

2021 **Universidad de Oriente, Invited Seminar Lecturer** (Coatzacoalcos**,** Mexico).

2021 **MODE Summit '21, Paper reviewer** – International Congress organized by the Motion Design Education MODE Society (Online).

2019 **MODE Summit '19, Paper reviewer** – International Congress organized by the Motion Design Education MODE Society (Online).

2014 **ISEA 20214, Organizing Committee Member**, **Social Media Chair**– International Congress organized by Zayed University (Dubai).

Research Funding and Grants

2015 – 2017 **Surface: An Interactive, Augmented and Immersive interface for co-creative environments**
Principal Investigator: D. 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: D. Echeverri, College of Arts and Creative Enterprises – Startup Grant Zayed University. Allocated funding: USD 550.

Research Outputs

Kunzova, N., & Echeverri, D. (2023, accepted, to be presented). **Bookwander: From Printed Fiction to Virtual Reality—Four Design Approaches for Enhanced VR Reading Experiences.** *Interactive Storytelling. ICIDS 2023*, 21. Kobe, Japan: Springer.

Echeverri, D. (2023) **Stories From an Unfinished Prototype: A Seemingly Never-ending Loop of Practice and Research.** *Proceedings of IASDR23*, 13. Milan, Italy: DRS.

Echeverri, D., & Wei, H. (2023). **Exploring the experience with tangible interactive narrative: Authoring and evaluation of Letters to José.** *Entertainment Computing*, *44*, 100535. doi: 10.1016/j.entcom.2022.100535

Echeverri, D. (2022). **Integrating Brechtian Concepts in the Design of a Tangible Narrative: The Case of "The Non-myth of the Noble Red."** In M. Vosmeer & L. Holloway-Attaway (Eds.), *Interactive Storytelling* (pp. 383–394). Cham: Springer International Publishing. doi: 10.1007/978-3-031-22298-6_23

Echeverri, D. (2022). *Tangible Narrative: The Intersection of Performance, Interactivity, and Narrative—A Design Case.* Presented at the ETIS'22 Fifth European Tangible Interaction Studio, Toulouse France. Toulouse France.

Echeverri, D. (2022). **The Non-myth of the Noble Red: Exploring Brechtian Principles of Storytelling and Performance in the Authoring of a Tangible Narrative.** *Proceeding of CC'22*, 6. Venice, Italy: ACM Press. doi: https://doi.org/10.1145/3527927.3535207

Echeverri, D. (2021). **Dear Design Journal: A Visual Journey and a Reflective Account of a Practice-led Doctoral Research.** *Proceedings of IASDR 2021*, 12.

Echeverri, D., & Wei, H. (2021). **Designing Physical Artifacts for Tangible Narratives: Lessons Learned from Letters to José**. *Proceeding of TEI 2021*. TEI 2021, Salzburg, Austria. https://doi.org/10.1145/3430524.3446070

Echeverri, D. (2020). **Experiencing Stories Through Artifacts: An Authoring Model for Tangible Narratives** [Ph.D. Thesis]. The Hong Kong Polytechnic University.

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

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

Echeverri, D. (2019). **An Empirical Exploration of Agency, Engagement, and Transportation in the Context of Playable Stories.** Conference Presentation presented at the 9th Ph.D. 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 Van de Zande, 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. 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

Exhibitions

2019 **Letters to José**. Hong Kong. Gallery D – The Hong Kong Polytechnic University. Public exhibition of the final version of *Letters to José*.

2019 **BreMM19.** Bremen, Germany. Demo and exhibition of Letters to José. 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 on Instagram. I presented a group of 4 photographs that explored the urban landscape and geometry of 4 different cities I visited in 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 4Oojos** 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

2022 **Best Short Paper** "Integrating Brechtian Concepts in the Design of a Tangible Narrative: The Case of "The Non-myth of the Noble Red." **International Conference on Interactive Digital Storytelling,** *Association for Research in Digital Interactive Narratives*

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

Language skills

Native Spanish speaker (*C2*). Fluent in English (*C2*). Basic knowledge of Czech (A1)

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 will be provided upon request.