

## PROFESSIONAL EXPERIENCE

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2012-2014 **Associate Creative Director**  
**Incredible Machines, NY**

*Incredible machines is an experiential agency working in the intersection of creativity and code. Using a unique blend of technology, storytelling, and social interaction. Incredible Machines has developed several marketing activation events for clients such as Nike, Lincoln Motors, Beck, Samsung, Pepsi Co. and Twitter, among others.*

*My role consists in managing internal and external teams during strategy, concept, design and development and implementation phases. Overall, I'm in charge of the audiovisual aspects for every project, being the main responsible for the look and feel of the final product. Specific roles include: developing the creative solution and pitches, presenting to client, designing the interaction and experience, designing and producing content, film direction, visual coding and animation.*

2005 - 2010 **Director**  
**DAf, Santiago, Chile.**

*DAf is a production company that develops a wide range of design products, from Exhibit Design for Museums to TV commercials in association with advertising agencies, including: branding, broadcast design, motion graphics, animation, film, interactive and visual content.*

*My role consisted in overseeing the complete process for each project, managing the production team, generating initial concepts and ideas, pitching to clients, managing each step of pre-production, production and post-production. Worked both with national clients as well as overseas companies, including Sanofi-Pasteur, Manchester United, Kia, NBC, Concha Y Toro Winery, LAN Airlines, among others.*

2003 - 2004 **Animation Director**  
**CLARITA, Santiago, Chile.**

*Cartoon TV show for TVN National Network. Clarita was the first animation TV series in Chile.*

*My role involved being in charge of the animation team, approving and producing animatics, layout and final editing of each chapter. Working closely with the Director and Screenwriters, defining character design, approving the final version to be aired.*

2001 - 2004 **CEO & Co-Founder**  
**PONG, Santiago, Chile.**

*Founded Pong, an audiovisual production company.*

*Oversaw the whole process for each project, leading the team on generating initial concepts and pitches, animation, compositing, editing, presenting final product to the clients.*

## EDUCATION

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2010-2012 PARSONS THE NEW SCHOOL FOR DESIGN, School of Art, Media and Technology.  
New York, NY, United States  
**MFA in Design and Technology.** Graduated with Honors. May 2012.

1995 - 2000 PONTIFICIA UNIVERSIDAD CATOLICA DE CHILE, School of Design.  
Santiago, Chile  
**Bachelor in Design.** Graduated with Honors. May 2001.

## TEACHING AND PEDAGOGY

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- 2012 **Adjunct Faculty**  
PARSONS THE NEW SCHOOL FOR DESIGN  
School of Art, Media and Technology. MFA in Design and Technology, New York, NY
- 2011 **Teaching Fellow**  
PARSONS THE NEW SCHOOL FOR DESIGN  
School of Art, Media and Technology. MFA in Design and Technology, New York, NY
- 2009 - 2010 **Adjunct Faculty**  
UNIVERSIDAD DEL DESARROLLO  
School of Design, Digital Design Major, Santiago, Chile.
- 2004 - 2008 **Adjunct Faculty**  
UNIVERSIDAD UNIACC  
School of Design&Multimedia, Santiago, Chile.
- 2003 **Adjunct Faculty**  
UNIVERSIDAD DIEGO PORTALES  
School of Design, Santiago, Chile.

## HONORS & AWARDS

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- **Graduated with Honors**, Parsons The New School for Design.  
New York, May 2012.
- **Graduate Dean Scholarship**, Parsons The New School for Design.  
New York, 2009 – 2010.
- **Graduated with Maximum Distinction**. School of Design , Pontificia Universidad Católica de Chile.  
Santiago, Chile, August 2000.
- **Academic Excellence Award**. School of Design , Pontificia Universidad Católica de Chile.  
Santiago, Chile, August 2000.
- **Academic Achievements Award for Thesis Project**. School of Design , Pontificia Universidad Católica de Chile.  
Santiago, Chile, August 2000.

## EXHIBITIONS / TALKS / INVITED LECTURE PRESENTATIONS (U.S. only)

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- *Demonstration, "NIME 2012 (New Interfaces for musical Expression) Conference"*. University of Michigan.  
Ann Arbor, MI, United States, May 2012.
- *Artist's talk, "Art & Code 2011"* Conference. Carnegie Mellon University.  
Pittsburgh, PA, United States, October 2011.
- *Art Installation, "Tones", Dumbo Arts Festival*.  
Brooklyn, NY, September 2013

## SKILLS

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<b>Audiovisual</b>	After Effects, Premiere, Final Cut Pro, Ableton Live, Reason, Logic, Cubase
<b>Code</b>	OpenFrameworks(C++), Processing, Arduino, AE Scripting, Javascript, GLSL, , MAX/Msp
<b>Graphic</b>	Photoshop, Illustrator, InDesign, Keynote
<b>General</b>	Mac OS, Windows OS, Microsoft Office, Apple iWork
<b>Language</b>	English(fluent), Spanish(native), French(basic)