

# RESUME



## CAROLA URETA MARÍN

Designer, PUC

Ma Cultural Management, UC

@Ma Visual Communication, RCA

**Carola Ureta Marín**, designer and master in Cultural Management specialized in editorial projects and graphic design linked to cultural development. She conducts research in design, contributing to the development of the digital platform National Design and being the most outstanding and awarded work as Best Edition 2015, the publication -in co-authorship with Pedro Álvarez- Luis Fernando Rojas: Graphic Work 1875-1942, in addition to being acquired by the Ministry of Education and distributed in various high schools throughout Chile. She has been part of international congresses on history and design studies: Buenos Aires (2015); Taipei (2016); Medellín (2018); Barcelona (2018) and New York (2020). He completed a postgraduate degree in the field of Cultural Management and currently develops projects linked to culture and the arts, considering Design as a powerful tool capable of organizing and decoding the information of our environment in multiple ways, thus favoring communication between people. Currently, she is studying a Programme Master in Visual Communication at the Royal College of Art, United Kingdom.

## I. PERSONAL INFORMATION

Name	Carola Ureta Marín
Date of Birth	12 / 05 / 1988
Nacionality	Chilean
Civil Status	Single
ID Number	16.609.713-4
Adresse	José Manuel Infante 2971
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## II. EDUCATION INFORMATION

Basic Education	Complete
Period	1994-2006
Institution	La Girouette School
University Estudios	Pontifical Catholic University of Chile
Period	2007-2012
Institution	School of Architecture, Design and Urban Studies Design School
Professional Degree	Designer 2012 Maximum Distinction
Master Degree	@MA Visual Communication - Graphic Design Royal College of Art, UK
	Master in Cultural Management University of Chile 2018 Maximum Distinction

## III. ADDITIONAL INFORMATION

Language Management	Spanish - Native Language English - IELTS B2 French, DELF B2
Computing	Adobe Photoshop Adobe Illustrator Adobe Indesign

#### IV. RELEVANT EXPERIENCE

- | July to November 2019 | Direction and graphic design **First Illustration Festival of Puerto Varas: ILUSTRASUR**. FONDART Project, Folio N° 499806.
- | April to July 2019 | Content development and design of the **Eclipse Camp: Astrolabe**, project of the Knowledge Management Area, **Chilean Video Corporation**. Project supported by the Ministry of Cultures, Arts and Heritage, CECREA, ALMA Observatory, Fungi Foundation and 14th Biennial of Medium Arts.
- | December 2018 to March 2019 | Art direction and design of the **Social Construction project of a memory space for El Salvador. Museum of Memory and Human Rights**, Chile Fund, Ministry of Culture and Ministry of Foreign Affairs El Salvador.
- | July to November 2018 | Art and design director of the **XXII International Documentary Festival of Santiago, FIDOCS 2018**.
- | May to June 2018 | Graphic designer and museologist of INACAP's new exhibition space, **SALA TECH**. This exhibition seeks to present the development of telecommunications in the country.
- | June 2016 to March 2018 | Direction and management of the **SENAME project; Mission Continuity: A Necessary Transmission, overseen by the Institute of Human Rights (INDH)**. [www.indh.cl](http://www.indh.cl)
- | February to April 2018 | Designer of a guide for psychotherapists and mental health professionals: **Culturally Psychotherapy for work with LGBT + patients**. The organizations in charge of this guide were the Embassy of Canada, CEPQS and MIDAP.
- | September 2017 to November 2017 | Reassembly of the art sample: **Luis Fernando Rojas, Stories Told and Bills Drawn**, presented in the southern hall of the Beauchef Campus, University of Chile.
- | March to December 2017 | Direction of the editorial project: **Field Guide and Brief Natural History: Birds of Chile** by the authors Gonzalo González and Claudio Martínez. ISBN: 978-956-8426-02-6.
- | September 2017 to January 2018 | Editorial design of the book: **Trilogía Ciudadana: From The Streets to the Book**, by Colectivo Obras Públicas (COPS) in collaboration with LOM Ediciones. Fondart Folio Project No 417187. ISBN: 978-956-00-1030-8.
- | April to June 2017 | Editorial design of: **The State of the Paternity in Latin America and the Caribbean Report, project by MenCare, IPPF, ProMundo, EME and MenEngage Latin America**. [www.campanapaternidad.org](http://www.campanapaternidad.org)
- | December to February 2017 | Graphic design of the movie **Blind Christ**, directed by Christopher Murray.
- | April to September 2016 | Researcher and producer of the exhibition entitled **Luis Fernando Rojas, Stories Told and Bills Drawn**, Museo del Ahorro of the Bank of Chile.
- | June 2016 till today | Research assistant and graphic producer in the Fondart **National Design Platform** project, free image bank 1949-1970. Folio: 207,834. [www.disenonacional.cl](http://www.disenonacional.cl)
- | May 2016 | Design of the **Peugeot 3008 Catalog**, Dos Alas Agency.

- | February to May 2016 | Integral designer of the Perfoconference Shakespeare: Our Contemporary by Claudia Echenique, Fondart Folio project: 212697. Performances at Gabriela Mistral Cultural Center.
- | October 2015 to February 2016 | Designer of the **Congress of the Future 2016**: from January 19 to 24, **"The Decisions of Tomorrow are Now"** promoted by the Challenges of the Future Commission of the Senate of the Republic, in conjunction with the Chilean Academy of Sciences and the Government of Chile.
- | August 2015 to March 2017 | Project Research Assistant: **History of Infographics in Chile 1945-2014**, National Fondart, Folio Research Line: 71,926.
- | May 2015 to June 2016 | Project director and editor of the book **Giovandy: If You Don't Shine, You Don't Exist**, posthumous book in honor of Giovandy, a Chilean artist who died in an accident. RPI: 265.409.
- | March to July 2015 | Director of the **Galleries Heritage Project, activity carried out in conjunction with the Metropolitan Regional Government of Santiago**, Corporation for the Development of Santiago, the City and Territory Lab of the Diego Portales University and the Santiago Innova Laboratory. The Lateral Santiago project is financed by the Regional Assignment Innovation and Competitiveness Fund (FIC\_R) belonging to the Metropolitan Regional Government of Santiago. [www.stgolateral.cl](http://www.stgolateral.cl)
- | June to October 2014 | Designer of the book **Reptiles of Chile** authored by Diego Demangel, biologist at the University of Chile, ISBN: 978-956-9801-00-6.
- | June to December 2013 | Research assistant and graphic production in the **National Design** project, website launched in May 2014. Fondart Project 2012. [www.disenonacional.cl](http://www.disenonacional.cl)
- | March to June 2013 | Graphic designer of the play **Violent Man**, dramaturgy by Claudia Echenique, project funded by Fondart 2012 call.
- | August to November 2012 | Design of the photo book **Genealogy** by Elisa Beniscelli. Graphic design for the exhibition (book exhibit) supported by the Arcos Professional Institute, held in December in Aldea del Encuentro.
- | January to June 2012 | Designer of the complete cycle of **FITAM's** winter theater billboard, **Teatro Hoy**, held in June of the same year.
- | December 2012 | Designer for the **Romero y Campbell** company, working on corporate image in stationery, web flyers and various applications.
- | September 2011 to 2016 | Designer for the **Fundación Internacional Teatro a Mil (FITAM)** within the area of diffusion and marketing, also working for the Festival Santiago a Mil, Tocatas Mil, Special Events and Week of Programmers 2012, 2013 and 2014. [www.fitam.cl](http://www.fitam.cl)
- | March to July 2011 | Support in the sorting, classification and selection of pre-Columbian colors for the **Fondecyt Project N°. 1100914: Color in the textiles of the pre-Columbian Andean cultures of northern Chile: Study and methodological proposal for the classification and communication of their chromatic codes.**
- | November to December 2010 | Exponent in the **4th Design Biennial; Chile is Designed**, held at Mapocho Station under the Academic Exhibition in the category of Culture for the development of the visual identity of the stage play Ifigenia.

## VI. CONFERENCES AND SPECHES

- | March 2020 | Speaker at the ***XIV International Congress on Principles and Design Practices***, Common Ground Research Networks, to be carried out at the University of Illinois, Urbana-Champaign & Pratt Institute, New York, United States.
- | January 2020 | Presentation at the ***VII CTS-Chile Conference, "Alterities: Ecologies of Care Interventions in Changing Worlds"***, Santiago, Chile.
- | November 2019 | Speaker at the ***IX Design Research Seminar, SID***, organized by the Universidad del Bío-Bío, Concepción, Chile.
- | October 2018 | Speaker at the ***ICDHS International Congress, XI Conference of the International Committee of Design History and Design Studies*** in Barcelona, Spain.
- | April 2018 | Speaker at the ***Second International Congress: Investigative Experiences of Design and Architecture***, held at the Pontifical Bolivarian University of Medellín, Colombia.
- | October 2016 | Speaker at the ***ICDHS International Congress, X Conference of the International Committee of Design History and Design Studies***, Taipei, Taiwan.
- | July 2015 | Assistant of the ***VI Latin American Congress of Design Teaching***, conducted by the University of Palermo, Buenos Aires, Argentina.
- | March 2015 | Speech at the San Francisco Javier de Huechuraba School about the book ***Luis Fernando Rojas: Visual Chronicler 1875-1942*** and a general look at the Design Careers as they are taught in Chile. This event was focused on junior and senior high school students.
- | May 2015 | ***Exhibition in the History of Design*** course taught at the University of Chile about the book Luis Fernando Rojas: Visual Chronicler 1875-1942 and on the methodology in which this project was carried out through State Funds.
- | August 2014 | Presentation of the senior research project; ***LFR: National and Visual Chronicler of Chile***. School of Design of the University of Chile, History of Design associate professor Mauricio Vico.
- | September 2012 | Presentation of Senior Dissertation project, ***Luis Fernando Rojas: Pionner Illustrator in Chile 1875-1942***. School of Design of the Pontifical Catholic University of Chile, History of Graphic Design in Chile associate professor Eduardo Castillo.

#### IV. PUBLICATIONS

- | December 2019 | **Title article: “Canto al Programa (1970): Design, politics, music and education for all in multiformat”** for the book “100x100 Design in Chile”. Printed book, Santiago, Chile.
- | October 2018 | Research Paper; **The influence of Art Nouveau in the graphic work of Chilean illustrator Luis Fernando Rojas** published in a print book and digital, ISBN: 978-84-9168-156-4, Barcelona, Spain.
- | April 2018 | Research Paper; **Opening Frontiers between Design and Legislation: The Exercise of Children’s Rights** published in digital book, ISBN: 978-958-764-758-7, Colombia.
- | October 2016 | Paper; **Luis Fernando Rojas: Visual Chronicler of Chile 1875-1942: Illustration as a communicative tool and the problems of technological obsolescence.** Printed book, ISBN: 2318-6968, Sao Paulo, Brazil.
- | September 2014 | Book; **Luis Fernando Rojas: Graphic Work 1875- 1942.** The launch was conducted in the National Library of Chile and it was coauthored with the designer and historian Pedro Álvarez Caselli under LOM Ediciones. Project funded by Fondart 2012 and supported by the Pontifical Catholic University of Chile. Printed book, ISBN: 978-956-00-0518-2, Santiago, Chile.

#### V. TEACHING EXPERIENCE

- | March to June 2019 | School of Design, Pontifical Catholic University of Chile.  
Teacher Assistant of the course **Communication Theory**  
Associate Professor: Marcos Chilet B.
- | June to December 2014 | School of Design, University of Chile.  
Teacher Assistant of the Course: **Museography**  
Associate Professor: Trinidad Moreno
- | March to December 2012 | School of Design, Pontifical Catholic University of Chile.  
Teacher Assistant of the course **History of Design**  
Associate Professor: Pedro Álvarez C.
- | March to December 2010 | School of Design, Pontifical Catholic University of Chile.  
Teacher Assistant course **Color Management** and Application  
Associate Professor: Paz Cox

## VII. DISTINTIONS AND AWARDS

- | July 2019 | **Master's Scholarship Abroad**, Call 2019, awarded by the National Commission for Scientific and Technological Research, **CONICYT**. Total financing of the MA Visual Communication - Graphic Design program, Royal College of Art (RCA), England (2020-2021).
- | February 2016 | **National Fund for Cultural Development and the Arts, Scholarships and Internships**, Call 2016. Partial financing of the Master in Cultural Management, Universidad de Chile. Folio: 232652. Scholarship granted by the National Council of Culture and Arts, **(CNCA)**.
- | December 2015 | **Municipal Prize of Literature 2015**, Editorial category, Illustrious Municipality of Santiago for the book Luis Fernando Rojas, Graphic Work: 1875-1942.
- | December 2012 | **Best Senior Thesis**, delivered by the Faculty of Architecture, Design and Urban Studies, Pontifical Catholic University of Chile.
- | July 2012 | **Academic Excellence**, recognition for outstanding grades throughout Design School given by the School of Design, Pontifical Catholic University of Chile.
- | July 2009 | **Honor Tuition Award** given to the best annual grade average of the class, given by the Pontifical Catholic University of Chile. Annual Scholarship because of excellence given by the School of Design, Pontifical Catholic University of Chile.