

**PERSONAL INFORMATION**

Last name: **de la Rosa**  
Mother's maiden name: **Munar**  
First and middle name: **Juan Alfonso**  
Gender: **Male**

**PROFESSIONAL PROFILE**

- Graphic designer with a bachelor degree at Universidad Nacional de Colombia in 1997, with a project of illustration for kids. Experience in the teaching field since 1998 and professional experience in illustration, digital design, multimedia and web design.
- Specialist Degree and Master Degree in Multimedia Design at Universidad Nacional de Colombia.
- Associate Professor since 2014
- Academic Coordinator of the Graphic Design program at Universidad Nacional de Colombia from 2007 to 2010; lead the program academic actualization process.
- Director of Graphic Design School at Universidad Nacional de Colombia from 2010; defined the program for new academic environments and the actualization of the department's labs.

**EDUCATIONAL EXPERIENCE**

- Master on multimedia design at Universidad Nacional de Colombia, Bogotá, February 21, 2013
- Specialist on multimedia design at Universidad Nacional de Colombia, Bogotá, September 12, 2007
- Graphic designer Bachelor at Universidad Nacional de Colombia, Bogotá, April 11, 1997

**ADDITIONAL COURSE WORK**

- International Seminary "35 años facultad de diseño gráfico", Jorge Tadeo Lozano University, Bogotá, 19/09/06
- Course "A Mano. 1º Curso de Aprendizaje artístico, plástica" (Handmade - 1<sup>st</sup> Course of artistic learning and plastic", Ministry of Education, Culture and Sports of Spain, Bogotá, 23/09/02-03/12/02
- Course-seminary "Ilustrar el Texto" (Illustrate text), Foundation "La Cala", Bogotá, 24/04/03
- I International Seminary of Graphic Design UAO, Universidad Autónoma de Occidente, Cali, 23/03/04-26/03/04
- III Seminary -MEC- "El lenguaje de los Nuevos Medios" (The language of new media), University of Caldas, Manizales, 9/11/04-13/11/04
- Basic Digital Photography Course , FOTO-GRAF, Bogotá, 19/01/05-25/01/05
- Seminary "Flujo y manejo de color en computadoras" (Color manage and flow on computers), Softdisplay and Imaging Professionals, Bogotá, 11/08/05

**SCHOLARSHIPS AND AWARDS**

- Best High-School Students Program - Universidad Nacional de Colombia Scholarship 1993
- Awarded Fulbright Scholarship for Academic Development 2013.
- IIT Institute of Design Doctoral Fellowship 2015-2017.

**PROFESSIONAL EXPERIENCE**

- Illustration and info graphics, Cambio 16 Magazine, 1998
- Illustration "periódico UN" (UN Newspaper), 1998-2000
- Book cover design UN, 1999

- Art Director and designer for “Blue Mango Creative”, a Miami based company. Design related to: Marketing graphic material, Branding and identity design, illustration, multimedia design, web design, editorial layout, photography and digital retouch. 1999-2006
- Illustration for “La Defensa” magazine. 2003-2004
- Freelance design on branding, marketing and editorial. 1997-2006
- Full time professor at Universidad Nacional de Colombia since 2007

#### RESEARCH EXPERIENCE

- The screen, from local to global. 6 months (2006) Universidad Nacional de Colombia
- Social Posters from America Latina, ITC, (co-researcher) (2008) Universidad Nacional de Colombia, Javeriana University from Cali
- Virtualization of the academic program of Multimedia Design Specialist to be offered through internet. (Co-researcher) 2010, Universidad Nacional de Colombia
- Research seedbed of multimedia and digital image, (2012-2013) Universidad Nacional de Colombia
- MediaLAB 2.0, (co-researcher) ITC, (2012) Universidad Nacional de Colombia
- ¿Can I get your license number? «An intervention to taxi related social problems in Bogotá from the perspective of graphic design, (2012), RESEARCH AND CREATION SEEDBEDS OF DIB UN

#### PUBLICATIONS

- “Arte y Localidad”, chapter “La Pantalla como ventana de lo local a lo global”, 2006, Universidad Nacional de Colombia.
- “Actas de Diseño”, No. 1, “Diseño multimedial, hacia un planteamiento multidimensional de la información”. ISSN 1850-2032. Universidad de Palermo, Buenos Aires 2006.  
[http://fido.palermo.edu/servicios\\_dyc/publicacionesdc/archivos/13\\_libro.pdf](http://fido.palermo.edu/servicios_dyc/publicacionesdc/archivos/13_libro.pdf)
- “Actas de Diseño”, No. 3, “La pantalla, de lo local a lo global”. ISSN 1850-2032. Universidad de Palermo, Buenos Aires 2007.  
[http://fido.palermo.edu/servicios\\_dyc/publicacionesdc/archivos/11\\_libro.pdf](http://fido.palermo.edu/servicios_dyc/publicacionesdc/archivos/11_libro.pdf)
- “Metodologías para el Diseño de Cartel Social desde América Latina”, Facultad de Artes, Universidad Nacional de Colombia. 2010. ISBN 9789587195224.  
[http://issuu.com/diego.bermudez/docs/libro\\_completo\\_baja](http://issuu.com/diego.bermudez/docs/libro_completo_baja)
- “Actas de Diseño”, No. 19, “Hacia una nueva propuesta epistemológica del diseño gráfico”. ISSN 1850-2032. Universidad de Palermo, Buenos Aires 2015, pg 153-156.  
[http://fido.palermo.edu/servicios\\_dyc/publicacionesdc/archivos/541\\_libro.pdf](http://fido.palermo.edu/servicios_dyc/publicacionesdc/archivos/541_libro.pdf)

#### CONFERENCES AND WORKSHOPS

- Conference: “The screen as a window from local to global” presented on Manuel Ancizar’s regional conference 2006, II, “Art y Place”, Universidad Nacional de Colombia. 2006.
- Conference: “Multimedia Design, towards a multidimensional approach to information”, presented on the 1<sup>st</sup> Latin-American Design Meeting, Universidad de Palermo, Buenos Aires, Argentina. 2006.
- Conference: “The mediated image: nature and role on the cultural construction of society”, presented on FORMA 2007, ISDI, La Habana, Cuba, 2007.
- Conference: “The screen, from local to global”, presented on the 2<sup>nd</sup> Latin-American Design Meeting, Universidad de Palermo, Buenos Aires, Argentina. 2007.
- Workshop: “Social Poster from Latin America”, 10<sup>th</sup> International Biennale of Poster in México. México DF, 2008
- Conference: “Methodologies for the design of Social Poster from Latin America”, International Biennale of Poster of Bolivia, La Paz, 2009.

- Conference: “Methodologies for the design of Social Poster from Latin America”, 11<sup>th</sup> International Biennale of Poster in México. México DF, 2010.
- Conference “Elements for an epistemological definition of graphic design” presented on the IV Congress of Design Teaching, Universidad de Palermo, Buenos Aires, Argentina. 2013.

**SKILLS**

- Research
- Illustration
- Branding

**PROFESSIONAL AFFILIATION**

- Associate Professor at Universidad Nacional de Colombia