

SAMUEL CORTINA



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www.signosenclave.com

PROFILE

- 10+ years of academic administration experience in Colleges and Universities.
- 20+ years of teaching experience in graphic and information design BFA and MA programs.
- Skilled in concept and development of graphic user interfaces for systems, flowcharting, storyboarding, navigation and way-finding, functionality, and usability testing.
- Professional Digital Illustrator and Organic 3D Modeler.
- Leader with experience in analysis, coordination, and development of projects and groups in academic and administrative environments.

WORK EXPERIENCE



Full time professor & lecturer; University of the Pacific, 2023- to date

24 units of lecture and lab courses per year with a focus on Graphic design and digital media.



Adjunct professor; Universidad Popular Autónoma del Edo. de Puebla, 2022- to 2023

Teaching 9+ weekly hours of lecture and lab courses per semester with a focus on 3D graphics.



Adjunct professor; Universidad Iberoamericana, 2022- to 2023

(QS Ranking second best private university in Mexico)

Teaching 16+ weekly hours of lecture and lab courses per semester with a focus on Information Architecture and Visual Design for the Information Design, Interaction, and Animation BFA programs.



Associate professor of design and digital animation; UDLAP, 2012 - 2022

(One of only four SACSOC accredited universities in Mexico, One of only two 5Star QS Ranked universities in Mexico, and QS third best private university in Mexico)

- Teaching 15+ weekly hours of lecture and lab courses per semester.
- Direct one-on-one mentoring and tutoring to over 40 students per semester.
- Highly engaged in student recruitment activities, retention, promotion, and communication within the community.
- Participation in more than 40 final dissertation papers as academic director and synodal in MFA and MA programs.
- Active in research and publishing of design papers.
- Creative practice in the field of digital Illustration.
- Professor of fundamentals, mid-level and advanced courses in several graphic and media design topics such as Web design and programming, Digital illustration, Organic 3D modeling, Multimedia Design, Interaction and UX design, Information architecture, Visual Rhetorics, Branding, Logo design, Design Fundamentals, Design Studio & Lab, among others.



Design Department Chair; Udlap — 2009 - 2012

- Administrative leader of the design faculty and program with over 300+ enrolled students.
- Coordinator and overseer of over 70 design courses per semester with a faculty of 12+ full time professors and 20+ adjunct faculty.

- Leader of the national accreditation process for the BA of design.
- Overseer of compliance with the SACSOC accreditation guidelines for the Design program.
- Academic and administrative leader in the assessment and updating of the program's curricula for both BA of Design and MA of Design at Udlap.
- Academic coordinator of design lectures, events, job fairs, and expositions to highlight student work.



Administrative Chair at the School of Arts and Humanities¹ Dean's office; Udlap, 2002 - 2008

- Planning, developing, and supervising of the operations budget for the School and Departments.
- Coordination of all administrative personnel at the school.
- Supervisor of all inventory and fixed assets at the school.
- Control and authorization of expenses and purchasing throughout the school.
- Administration overseeing hiring and course assignments throughout the school.
- Control, planning, and upgrading all academic spaces (labs, studios) throughout the school.
- Assistance with all promotion and recruitment activities.
- Overseeing enrollment, grading registers, course catalog, and graduation processes.
- Member of the Administration High Counsel at Udlap.



Project and Tech Leader; Gedas North America — 1996 - 2002

- Leader and coordinator of development teams for IT solutions mainly in the e-commerce field.
- Developer and producer of interactive digital media content for websites, CD-ROM, multimedia presentations, and other digital content.

EDUCATION



- Universidad de las Américas Puebla — Master's Degree in Information Design- 2002
- Georgia Institute of Technology - Certificate in New Media, Digital Comm. and Multimedia - 1998
- Universidad de las Américas Puebla - Bachelor's Degree in Graphic Design- 1995



SKILLS

- Leadership and project management
- Extensive experience in the academic field.
- 100% fluent in English.
- Power user of several graphic and digital applications (Adobe Creative Studio, Pixologic ZBrush, SculptGL, Autodesk Maya, Substance Painter, et al) Adobe Certified Associate in Photoshop CS4 and Dreamweaver CS4 (2010)
- Experience in online and asynchronous teaching using academic platforms such as Blackboard and Google Classroom.
- Work experience abroad in the US and Europe.

COURSE SPECTRUM

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| - Web Design and programming | - Information Architecture |
| - Interface Design | - Design and business administration |
| - Interaction Design and UX Experience | - Experience Design |
| - Information Design | - Editing and Digital media production |

¹ The School of Arts and Humanities houses 5 academic departments: Architecture, Design, Languages, Art, and Philosophy.

- Brand Design and corporate identity
- Semiotics, Rhetorics, and visual Narratives
- Organic and hard surface 3D modeling and Texturing
- Data visualization & Infographics
- Digital Illustration
- Way-finding
- Design fundamentals
- Digital Art
- Commercial Design (Digital and print media)
- Capstone

RESEARCH PAPERS AND RECENT LECTURES

Cortina, S. (2017). Siete estrategias didácticas en la enseñanza de programación web para diseñadores. Colección Memorias: 5º Foro Comaprod: Intersecciones, UDLAP. Cholula, Puebla 2017

Cortina, S. (2014). Ethnic and Gender Stereotyping in Latin American Advertising. Fetched from https://www.academia.edu/7982189/Ethnic_and_Gender_Stereotyping_in_Latin_American_Advertising

Cortina, S. (2013). La nueva evolución de la información. ForoALFA. Fetched from <http://foroalfa.org/articulos/la-nueva-evolucion-de-la-informacion> (ISBN 1851-5606)

Cortina, S. (2013). El futuro del libro en la era digital. ForoALFA. Fetched from <http://foroalfa.org/articulos/el-futuro-del-libro-en-la-era-digital> (ISBN 1851-5606)

Cortina, S. (2013). Analysis of a French 1863 Poster Depicting the Invasion of Mexico and the Siege and Battle of Puebla. Fetched from https://www.academia.edu/4367116/Analysis_of_a_French_1863_Poster_Depicting_the_Invasion_of_Mexico_and_the_Siege_and_Battle_of_Puebla

Sosa-Tzec, O. & Cortina, S. (2009). Designing a user interface based on the calm technology paradigm and schematic visualization, and its evaluation from a communicability and rhetoric standpoint. Fetched from https://www.academia.edu/245835/Designing_a_user_interface_based_on_the_calm_technology_paradigm_and_schematic_visualization_and_its_evaluation_from_a_communicability_and_rhetoric_standpoint

Color. Lecture presented at the XXIII International Architecture Forum, Udlap 2018

Seven didactic strategies for teaching web design and programming to graphic designers. Lecture presented at the V COMAPROD FORUM, 2016

PROFESSIONAL PRACTICE AND CONSULTANCY

Invited as expert consultant and evaluator for the Human Rights Universal Logo Contest (2011)

Tecnosolución (IT Company dedicated to home and business solutions)

Alojodelamo (Private security firm)

Compubazar (Computer supplies retailer)

TR Transportes (Ground transportation company)

Interplast (Producer of inks for the printing graphic industry)

Publibox (advertising company)

PORTFOLIO, SAMPLE WORK AND SOCIAL NETWORKING

Behance: <https://www.behance.net/samcortina>

LinkedIn: <https://www.linkedin.com/pub/samuel-cortina/6/707/791>

Academia: <https://pacific.academia.edu/SamuelCortina>

Personal website, portfolio and student work samples: www.signosenclave.com