

SAMUEL CORTINA

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PROFILE

Associate professor at Universidad de las Américas Puebla.

(One of only four SACSOC¹ accredited universities in Mexico, best private university in Mexico for 6 years in a row according to El Universal Newspaper Ranking)

Former Department Chair of Design at Universidad de las Américas Puebla

20+ years of teaching experience in graphic and information design in BFA and MA programs.

Skilled in conceptualization and development of graphic interfaces for visual 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

Associate professor of design and digital animation; Udlap – 2012 - to date

Teaching of 15+ weekly hours of lecture and lab courses per semester.

Direct one-on-one mentor and tutor 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 both as academic director and synodal in MFA and MA programs.

Active in the research and production of design papers published in digital media.

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 and Lab, among others.

¹ Southern Association of Colleges and Schools Commission on Colleges

Department Chair of Design at Udlap – 2009 - 2012

Administrative leader of the design faculty and program with over 300+ enrolled students.

Coordination and assignment 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 SACSCOC 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 coordination of design lectures, events, job fairs and expositions to highlight student work and integrate students with the community.

Administration Chair at the School of Arts and Humanities² Dean's office; Udlap – 2002 - 2008

Duties among others:

Planning, development and supervising of the operations budget for the School and all its academic 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 of hiring and course assignment throughout the school.

Control, planning and upgrading of all academic spaces (labs, studios) throughout the school.

Assistance with all promotion and recruitment activities.

Overseeing the enrollment, grading registers, course catalog, and graduation processes throughout the school.

Member of the Administration High Counsel at Udlap.

² The School of Arts and Humanities houses 5 academic departments: Architecture, Design, Languages, Art, and Philosophy.

Project Leader and Tech Leader; Gedas North America³ – 1998 - 2002

Leader and coordinator of development teams for IT solutions mainly in the e-commerce field.

Multimedia system's developer; Gedas North America – 1996 - 1998

Developer and producer of interactive media content in the form of websites, CD-ROM, multimedia presentations and digital content.

EDUCATION

Universidad de las Américas Puebla – MA in Information Design- 2002

Georgia Institute of Technology - Certificate in New Media, Digital Communication and Multimedia - 1998

Universidad de las Américas Puebla - BA 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, Microsoft Visual Studio, 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, as well as collaborative tools and applications such as MSTEams, Zoom, Webex, Google Meet, etc.

Work experience abroad in the US and Europe. Currently would need sponsorship for a work visa.

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)

³ A now defunct global IT consortium bought by T-Systems Inc.

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)

Clients:

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 AND SOCIAL NETWORKING

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

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

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

Personal webpage and student work samples: www.signosenclave.com

Video galleries of student work:

<https://youtu.be/PXBZeBbil2o>

<https://youtu.be/nBUkdPLZy4>

<https://youtu.be/Fvure60b5MI>

<https://youtu.be/77JyZZgspdg>