



Hello, my name is Mario Miqueles, i am interested in art, creativity, education, music, illustration, design, innovation and good ideas come true.

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1. Main Skills

Design, methodologies, innovation, project development. Creativity, creative thinking, creative techniques, visual thinking. New media, digital platforms, digital communication, interactive experiences. Web Design, interface design, user centered design, user experience, HTML, CSS. Education, higher education, virtual education, digital platform in higher education. Music, music composition, interpreter. Illustration, drawing.

2. Degrees

2013 - 2016

Master of Science of Education with a mention in Teaching and University Research of the Central University of Chile in Santiago, Chile. (Approved with honors)

2001 - 2004

Designer and Bachelor of Design in the School of Integral Design of the University of the Americas in Santiago, Chile. (Approved with honors)

3. Languages

Spanish and english, spoken and written.

1996 - 1998

Certificate of Oral Fluency in English. Studies in English, spoken and written at the Chilean Norteamerican Institute of Culture in Santiago, Chile.

4. Professional experience

2017 - Presente

Director of Product Design in Habla AI, Inc.

I am the Director of Product Design and part of the global team of Habla AI, Inc., a global digital platform for graphic representation of knowledge for work teams. For more information, visit www.habla.ai

2012 - Present

Self-Employed Designer

I am dedicated to the analysis, design, planning, prototyping and execution of different projects.

2012

Creation and Direction of PUMO Festival

250 attendees, 5 talks, 3 workshops, interviews with companies, stands and 13 of the most important mobile development companies in Santiago gave shape to this event held jointly by Claudio Seguel on May 26, 2012 at UNIACC University in Santiago de Chile.

2010 - 2012

Design and digital strategies at Blue Company

Creative director of the area of digital innovation, design and development of new projects. Design and implementation of digital strategies and new products. Strategic design and development of own projects.

2010 - 2012

Design and User Experience at Bligoo.com

Product design, usability, web standards and user experience of the network and online platform for the creation of websites Bligoo.com

In charge of the design team, the development of the image and identity of the brand and the Bligoo product. Marketing and positioning strategies and communication (offline and online).

2007 - 2010

Designer at Blue Company

Designer of the Blue Company web team. Design and development of websites, blogs, communities, intranets, interactive platforms and other digital media for clients such as Banco Estado, Government of Chile, BBVA, among others.

2005 - 2007

Creative Director at Bluone - Design, Advertising and Trade Marketing

I developed projects of graphic design, packaging and trade marketing. I developed activation campaigns for clients such as Motorola, Claro, Entel, Movistar, Agrosuper, among others.

5. Teaching Experience

2017 - 2018

Teacher of the course "Leadership for entrepreneurship"

Central University of Chile, Advertising and Journalism Careers.

In this course students will be trained with different methodologies of personal reinvention and will obtain tools to enhance various social skills and teamwork skills for the management and development of creative and innovative ideas.

2015 - 2018

Teacher of the course "Personal Branding and Digital Competencies"

Central University of Chile, Advertising and Journalism Careers.

In this course students will recognize their personal and professional skills with which they will face the professional world. Each student will work defining and embodying their personal identity in different supports and will be presented to the professional world in a strategic and planned way.

2014 - 2018

Teacher of the course "Creative Specialization Workshop"

Central University of Chile, Advertising Career.

In this course, students will learn to promote their creative thinking and apply methodologies to generate ideas with value (applied strategic creativity). In this course students will be encouraged to develop a creative attitude as a tool for differentiation and value creation.

2014 - 2018

Teacher of the course "Audiovisual and Interactive Platforms Workshop"

Central University of Chile, Advertising Career.

In this workshop students will create an innovative project in the topic of interactive media and in the process they will review content related to theories of perception, human computer interaction, usability, user experience, goal-oriented design and creation of strategic and creative content.

2012 - 2014

Teacher of the course "Web Design Workshop I & II"

University of the Américas, Digital Design Career.

In this course students will learn how to design and implement a web project, focused on usability and goals.

2012 - 2014

Teacher of the course “Graphic Design for Interaction”

University of the Américas, Digital Design Career.

The main focus of this course is the design of interfaces, with emphasis on usability, user testing, GUI development and other types of graphics for interaction.

2012 - 2013

Teacher of the course “Web Design”

University of the Américas, Digital Design Career.

In this course students will develop the basic skills needed to conceptualize, design and implement a website using the WordPress platform.

2012

Teacher of the course “Usability in Digital Projects”

Mac Academy, Web Manager Pro Certification

In this course students will understand the concept of usability and its application in digital interfaces. At the end of the course, each student will present a proposal for the creation of a digital project focused on usability and conversion.

2012

Teacher of the course “Digital Platforms”

University of the Américas, Advertising Career.

In this course students will be invited to experiment and learn interactive and digital platforms of mass use and specific use, to later use these resources to generate digital communication strategies.

2017 - 2014

Teacher of the course “Workshop of New Media I & II”

Andrés Bello University, Advertising Career.

For 7 years I did a workshop related to digital platforms, new media, innovation and creation of new strategic communication actions.

2006

Teacher of the course “Workshop of Multimedia I & II”

Andrés Bello University, Advertising Career.

2005

Assistant teacher of the course “Merchandising and Exhibitions Workshop”

University of the Américas, Design Career.

2004

Assistant teacher of the course “Product and Packaging Lab”

University of the Américas, Design Career.

6. Research

2016

“Use and user experience of the undergraduate virtual classroom (Moodle) in the Faculty of Communications of the Central University of Chile (Year 2015)”

Research work to obtain the Master's Degree in Higher Education, in which qualitative and quantitative data are contrasted to describe the variables "use" and "use experience" of the Moodle virtual learning platform by students and teachers of the Faculty of Communications of the Central University of Chile during the year 2015.

7. Conferences

2013

“Design Thinking”

Talk held at UNIACC University as part of the training courses of BrandStory Chile.

2012

“The design process in a digital project”

Talk held at the third Congress of Advertising "Open Creative 2012".

2012

“Social networks and creativity in communications”

Talk held at the annual seminar of the career of Public Relations at the University of the Americas.

2011

“Objective-oriented web design”

Talk held at "Webprendedor 2011" initiative that seeks to disseminate, encourage and promote web initiatives in Spanish.

2011

“Creativity and interactive experiences on the internet”

Talk held at "Open Creative 2011", second encounter of creation publicity realized in the University of the Pacific.

8. Acknowledgments

2008

Recognition of the Faculty of Humanities and Education of the Andrés Bello University as the best teacher of the Advertising Career of the 2008 period.

2004

Design project in ceramic "Frigo" selected for the collective exhibition Salón del Diseño Joven Published in Catalog III Salón del Diseño Joven 2004 "Chile Country of Design".

2003 y 2004

Selected for the final exhibition of steel industrial design contest. Ranked among the 40 best projects for the production of sustainable products developed with recycled steel, organized by the company Gerdau Aza.

Thanks for your time

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