

Escuela Superior Politécnica del Litoral

RESUME

1. PERSONAL INFORMATION

LAST NAME:	Santibáñez
NAME:	José Daniel
EMAIL:	jsantiba@espol.edu.ec

2. EDUCATION

DEGREE	LEVEL	INSTITUTION	FIELD OF STUDY	COUNTRY
Magister in Public Communication of Science and Technology	Postgraduate Degree	Escuela Superior Politécnica del Litoral (ESPOL)	Science and Communication	Ecuador
Bachelor of Fine Arts (Major in Illustration)	Undergraduate Degree	Parsons School of Design (New York City)	Arts and Humanities	United States

3. ACADEMIC EXPERIENCE

INSTITUTION	EXPERIENCE	START DATE	END DATE	EMPLOYMENT TYPE
ESPOL	Casual Lecturer	2016	2020	Full-time
UEES	Professor	2012	2016	Full-time
ESPOL	Casual Lecturer	1998	2012	By class hour
UEES	Professor	1997	2012	By class hour
ESPOL	Professor	1998	2012	By class hour
USM	Professor	1999	2007	By class hour
UCSG	Professor	2000	2005	By class hour
Argos, School of Communication, subsidiary of Universidad Viña del Mar	Professor	1995	1997	By class hour

4. NON-ACADEMIC EXPERIENCE

LOCATION	POSITION	AREA	START DATE	END DATE
Neurology Ecuadorian Society	Art Director	Neurology Ecuadorian Society Magazine	2006	2014
MAAC Cine	Editor and Art Director	Magazine	2008.07	2009.12
Junta de Beneficencia de Guayaquil	Art Director	Revista Médica de Nuestros Hospitales	2007	2010
Estudio S C. Ltda., Design and Communication Office	Director/Manager	Creative	1994	1999
MS&S C. Ltda. Advertising Agency	General Creative Director	Creative	1993	1994

DeMaruri Advertising	Associate Creative Director	Creative	1991	1992
Véritas/Ogilvy & Mather	Copywriter, and later on, Associate Creative Director	Creative	1987	1991
Bénédict School of Languages.	Professor	Teaching	1986	1986
Daily Expreso	Graphic Designer	Semana Sunday Magazine	1985	1985
Daily Meridiano	Ilustrador/Diseñador Gráfico/Redactor	Domingo Sunday Magazine	1984	1984
Daily El Universo	Illustrator/Graphic Designer/Redactor	Paratodos Sunday Magazine	1984	1984

5. ACADEMIC EVENTS

EVENT	TYPE	INVOLVEMENT	START DATE	END DATE	TIME SPAN	CERTIFIED BY
IV International Conference on Design and Communication. I International Congress of Design.	Convention	Attendance	2020.01.22	2020.01.24	20 hours	Universidad San Gregorio de Portoviejo.
Cannes Lions Ecuador	Convention	Attendance	2019.09.27	2019.09.28	16 horas	Lions Ecuador
Considerations when Writing a TV Series	Course/Workshop	Attendance	2019.11.04	2019.11.08	12 horas	Michael Endara Cordero
Basic Cycle of Teacher Training	Course	Attendance	2018	2019.02.20	194 horas	ESPOL
Induction Program for Non-Tenured Teachers	Course	Attendance	2016.04.11	2016.04.15	40 hras	Espol
Responsible Communication Forum	Convention	Speaker	2015.10.2	2015.10.2	16 horas	UEES
Scientific Writing and Research	Course	Attendance	2015	2015	40 horas	Universidad Ecotec
How to teach with the case method	Course	Attendance	2015	2015	40 horas	Universidad Ecotec
Learning by applying the Problem and Project Resolution Method. International Case Centre	Course	Attendance	2015	2015	40 horas	Tecnológico de Monterrey & UEES
Learning by applying the problem-solving and project method	Course	Attendance	2015	2015	40 horas	Universidad Ecotec
Pedagogical Training in Universities	Course	Attendance	2015	2015	40 horas	Universidad Ecotec

Research Methodology	Course	Attendance	2013	2013	20 horas	Universidad Ecotec
Knowledge Management and Decision Making		Attendance	2013	2013.06.03	16 horas	Universidad Ecotec
Society & Education	Course	Attendance	2013.03.06	2013.03.07	16 horas	Universidad Ecotec
Higher Education, Science and Technology	Course	Attendance	2013.01.25	2013.01.25	8 horas	Universidad Ecotec
Evaluation and Rubrics Methods and Instruments	Course	Attendance	2011.09.22	2011.09.23	10 horas	Espol
Production of Syllabus and Rubrics	Course	Attendance	2011	2011		UEES
Second Congress On Your Brands 2012	Course	Attendance	2012.07.27	2012.07.27	10 horas	Universidad Casa Grande
Using the SidWeb Learning Environment	Course	Attendance	2007.09.26	2007.09.26	10 horas	Espol
Seeing is not Believing	Course/Workshop	Attendance	2007.05.21	2007.05.25	40 horas	USFQ

6. PUBLICATIONS AND PRESENTATIONS

PUBLICATION TITLE	TYPE	YEAR	TYPE OF INVOLVEMENT
Revista Ciencias Económicas	<i>Crowdsourcing as a Source of Creativity in Ecuadorian Advertising</i>	2016.	Coauthor
Calle14: Revista de Investigación en el campo del Arte	Analysis of the aesthetics and sequential narrative of the comic strip The Lone Ranger, published between 1981 and 1984, and illustrated by Russel Heath	2016	Coauthor
Revista Iberoamericana de las Ciencias de la Comunicación	Colors according to the Guayaquileños and their influence on advertising	2015	Coauthor
Chasqui. Revista Latinoamericana de Comunicación	The comic book in Ecuador: A story in permanent genesis.	2012	Author
Revista Investigación & Desarrollo.	The comic book as a means of Science & Technology education	2011	Author

7. ASSESSMENTS

TYPE	ASSESSMENT DATE	VALID START DATE	VALID END DATE
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Evaluación integral	2018	dd/mm/año	dd/mm/año
Evaluación integral	2017		
Evaluación integral	2016		