

Maria Carolina Vallejo

562 7th Street Brooklyn, NY 11215
Phone: 917-586-6035
e-mail: carolina.vallejo@gmail.com
www.carolinavallejo.com

Experience

Communication Planner, Herraiz Soto & Co. Barcelona 2008

Designed and implemented a Communications Plan for the agency including press contact, on-line presence (website, blog, social networking) and public relations both nationally and worldwide. Participated in Campaign Planning as communication advisor. Part of the New Business Strategy Team thinking of ways to promote the agency outside of Spain. Created and curated the HSTalks, a conference held for advertisers about diverse topics, mainly related to internet and creative artistic uses of new media. Created a program of European Workshops, classes and Internships to promote the agency in Universities around Europe and established partnerships with HyperIsland, Elisava and Coventry University to recruit new talents.

Freelance Journalist & Writer, various magazines, 2002-2008

Writing of articles about literature, the publishing industry, arts and technology, interviews and book reviews for magazines and blogs mainly in Colombia (Semana, SoHo, Arcadia, Cambio, Slided amongst others).

Assistant Curator, OFFF Festival, Barcelona, January-May 2007

Collaborated in the selection of works for the exhibit and designing of the exhibition space. Helped in the conceptual and practical organization of the conference, communicated with artists and designers and invited them to speak or exhibit. Supervised the production and montage of the exhibit working as an intermediary between the artist and the production team at the museum.

Founder & Partner, Project Manager, Interaction Designer. Bestiario Barcelona, 2005-2007

Bestiario is an Interactive Information Visualization Studio based in Barcelona and Lisbon. I co-founded it with three others in 2005, when Information Visualization was a not yet so well known field. Bestiario was one of the first companies in the world to dedicate to this area of representational design and has been awarded innovation mentions in Barcelona. Articles about the company appeared in El Pais and La Vanguardia amongst others. Clients include Telefónica, DDB, the Museum of Contemporary Art of Barcelona, LABoral. I worked in the company until December 2007 and sold my shares on June 2008.

I designed the communication strategy of the company (website, brochures, client presentations, art festivals and media presence) and as project manager I developed the concept of information visualization projects and directed the team of programmers and designers that developed them. I constantly communicated with clients and providers.

Senior Editor, PAU Education, Barcelona, 2003-2005

Concept manager and editor of different educational projects centered around the use of Internet and new technologies. I was part of the team that designed and wrote the calls for various European Commission's Projects and we successfully won over 5 contracts including elearningeuropa.info (twice), the European Road Safety Charter, Pollen, Youth on the Road and Shape Up.

I was Editor in chief of the elearningeuropa.info portal for the European Commission; Senior Editor and Project Manager of LAMAP; a revolutionary science education program for primary school based on the French model La Main a la Pate created by Georges Charpak and Chief Editor of Youth on the Road and the European Road Safety Charter.

Maria Carolina Vallejo

562 7th Street Brooklyn, NY 11215
Phone: 917-586-6035
e-mail: carolina.vallejo@gmail.com
www.carolinavallejo.com

Internships

2009: Currently interning for Interaction Designer and Artist JooYoun Paek at Lower Manhattan City Council.

Education

New York University— MPS Interactive Telecommunications. Expected degree date 2010.
Universitat Pompeu Fabra, Barcelona— MA Publishing, 2005. Graduated with Honors.
Universidad de Los Andes, Bogota— BA Literature, 2002.
Courses in Design and Typography from SVA, Cooper Union and RISD.

Skills

- Fluent English and Spanish, basic oral and reading skills in French, Catalan and Portuguese.
- Strong organizational skills and team building techniques, various courses on experiential education.
- Proficient with various design software (Photoshop, InDesign, Illustrator, Quark, AfterEffects), web programming languages and software (CSS, Dreamweaver, TextEdit, HTML, XHTML, PHP, JavaScript).
- Intermediate level of OOP using Java and C++.
- Physical Computing, electronics, circuits.

Honors/Scholarships/Memberships

Tisch School of the Arts Scholarship 2008-2009.
Universitat Pompeu Fabra Honorary Scholarship 2005.
Universitat Pompeu Fabra Graduated with First Class Honors.
Member of the Creative Social.