

Alejandro Zamudio Sánchez

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Profile

I am an interaction designer with a background in graphic design and interactive branding strategies. I am currently working on my Masters thesis at Interaction Design Institute Ivrea (IDII).

Professional experience

2005	<i>Experientia S.L.R</i> www.experientia.com Turin, Italy
Consultant	Worked in a multidisciplinary team developing concepts and video scenarios for the mobile phone industry.
2001–2004	<i>Makinita LLC</i> www.makinita.com Bogotá, Colombia and London, UK
Project Manager Founder Member	Worked on a variety of projects for Procter & Gamble, Red Cross of America, Nestle and Carnival cruise lines among other clients. Responsibilities: project management, art direction, programming.
2004	<i>Tamarin Design Ltd</i> www.tamarin.co.uk London, UK
Designer Programmer	Implemented a series of Web-based educational activities. Responsibilities: programming and graphic design.
2000–2001	<i>Fusion Networks Inc</i> Bogotá, Colombia
Project manager Developer	I was in charge of the online entertainment department, coordinating a team of 2 software engineers and 2 graphic designers. The team developed light weight-online games and entertainment applications for the Internet portal Latinfusion.com and other clients such as McDonald's, Televisa, Procter & Gamble, Mattel and Pepsi. I was responsible for the client side functionality of a wide array of web-based projects. Additionally I developed and implemented front end solutions for the large Internet portal the company owned.
1999–2000	<i>Red Colombia</i> www.redcolombia.com.co Bogotá, Colombia
Web Developer	I worked in a creative team developing websites, online games and web applications.

Education

2004–2006	<i>Interaction Design Institute Ivrea</i> Masters, Interaction Design (Candidate)
1994–1999	<i>Universidad Nacional de Colombia</i> BA in Graphic Design

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International conferences and workshops:

- 2006 *Game, Set and Match II* | Delft, The Netherlands
- 2005 *Communities and technologies 2005. Design of relevant novel scenarios: applications to foster mobile communities* | Milan, Italy
- 2002 *Offline Flash Film festival* | Barcelona, Spain
- 2000 *Flash Forward 2000* | London, UK

Exhibitions and Distinctions

- 2006 Garden of Delight, Salone del Mobile 2006. Undercover blanket exhibited as part of the Droog design collection.
- 2005 Represented IDII at Mattel Design Summit "Play Experiences for the Next Generation"
- 2004 Lápis de Acero Interactive media nomination (www.proyectod.com) for Crest Magic cd-rom project developed for Procter & Gamble.
- 2002 Lápis de Acero first prize (www.proyectod.com) awarded to "El Misterio de la Calle 13", an online adventure game developed for the USA networks T.V. channel.

Technical Skills

Software suites: Macromedia Studio MX 2004, Adobe CS, Microsoft Office

Programming: ActionScript, XHTML, HTML, CSS, XML, ECMAScript. I also possess basic knowledge of PHP, MySQL, Java and Lingo and electronics.

Languages

Spanish (Native)
English (Fluent)
Italian (Intermediate)

Interests

Character design, urban play experiences, poetry, cinema, drawing.