

Pablo Zuloaga Betancourt

Creativity and Communication Consultant

MA. Design for Emergent Futures

Creative strategy and communication consultant, design researcher in planet centered technology education, with a Master's in Design for Emerging Futures. Passionate about digital fabrication, distributed design, future thinking, education, innovation, emerging technologies and design research. Over 15 years experience in creating ideas, strategies and and innovations to provide solutions to multinational companies and NGOs, in Latin American markets. Management of large groups of creatives, encouraging active involvement and participation in different projects, promoting a comfortable organizational environment.

Work History

2019-11 -
Current

Founder / Director / Researcher / Teacher

POWAR (www.powarstem.com) , Barcelona / Spain, Bogotá / Colombia

POWAR is a planet-centric technology education methodology that I have been working on for the past few years. It aims to connect creative thinking and design methodologies, with low-cost technology, coding and digital fabrication, in order to empower children and communities with 21st century skills, to help them address some issues within their community.

- Participated in "Food Shift Accelerator Program".
- Invited Innovator at "Food Shift 3.0 Innovation Conference" (EU project), within the "Barcelona world capital of sustainable food 2021" activities.
- Winner of "Distributed Design FabSchools 2020" contest, as best STEAM project for Distributed Learning.
- Led workshops on design thinking and creativity for a problem-based thinking educative approach.
- Teach remotely and in-person Arduino, basic electronics, networking and coding.
- Designed and built educative prototypes/machines to teach digital fabrication, coding, IoT, and electronics, related to environmental education.
- Advised rural and urban communities projects and schools, in the process of building local innovation labs.
- Planned, designed, coordinated, and implemented workshops on environmental science and digital manufacturing technologies.
- Led IDEO Guatemala Future of Foods 2021 workshop for IDEO

Contact

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PERSONAL WEBSITE:

<http://www.pablozuloaga.com/>

PERSONAL PROJECT:

<http://www.powarstem.com/>

Languages

Spanish



English



Catalán



Skills

Creativity



Storytelling



Global Open Challenge.

- Volunteered with IDEO Barcelona in research on new forms of education during COVID 19 lockdown.

2021-06 -
2022-04

Communication Strategy and Creative Content Expert

Fab City Foundation - Master in Design For Distributed Innovation, Barcelona , Catalunya

The Global Fab City Initiative is a project founded in 2014 to develop locally productive and globally connected self-sufficient cities by 2054, already has 43 participating cities in the world, and is creating an educational Master in Design for Distributed Innovation (MDDI) as part of its global projects.

- Designed the communication Strategy for the MDDI using their paid, owned and earned media channels.
- Created plans and communicated deadlines to complete projects on time.
- Created and produced the communication assets for the campaign.
- Coordinated with production teams the design and production of different assets and contents.
- Coordinated with digital teams the posting and promotion of the content.
- Created and delivered a content toolkit for the different countries to deploy the communication strategy within their local stakeholders.
- Adjusted the strategy according to the feedback from different teams involved in the process, and results evaluation.
- Collaborated with team members to achieve target results.

2021-03 -
2021-06

Design Researcher in Education

Fab City Foundation - Master in Design For Distributed Innovation, Barcelona, Spain

I did research for the creation and elaboration of the Master in Design for Distributed Innovation of the FabCity Global Initiative, a hybrid learning program, taught in a distributed way in different countries, which focuses on the intersection of design, technology, ecosystems and communities to improve well-being among species.

- Researched about overall costs of studying a master's degree.
- Researched about contents of different similar programs in the world.
- Researched about different online education formats, structures, and platforms.
- Designed proposals of basic contents of digital fabrication (light) for the master program.

Excellent

Copywriting



Excellent

Presentation Skills



Excellent

Digital Fabrication (MAKING)



Very Good

Future Thinking



Very Good

Strategic Thinking



Very Good

Design Thinking



Very Good

Leadership



Very Good

Audiovisual Content Production



Very Good

Critical Thinking



Very Good

Problem Solving



Very Good

IoT / Electronics Design and
Production



Good

Coding / Programming



Average

Software

- Compared collected information on a matrix, with conclusions and recommendations based on the research.

2021-05 -
2021-07

Planet-Centered Innovation (Workshop)

Torre Barrina Innovación Social + Contorno Urbano , Hospitalet De Llobregat, Catalunya, Spain

Created and executed an intensive one-month workshop on planet-centered innovation for the community of the "La Florida" neighborhood in the city of Hospitalet del Llobregat in Spain, sponsored by the innovation department of the local government to establish a laboratory for social innovation and teach them how to use of machines and technology, while creating an automated garden for the community with recycled and 3D printed materials.

- Established communitary digital fabrication laboratory that is still running after first year.
- Promoted continuous problem-solving activities to support teamwork.

CONTENTS:

- IoT technology basic knowledge (Coding + Electronics).
- Building of CNC machines (3D printer + Laser Cutter)
- Seasonable food production training.
- Design Thinking methodology.
- Prototyping and fabrication with recycled materials.

2020-04 -
2021-08

Design Researcher in Rural Innovation

Farm Lab Rupit, Rupit / Pruit, Spain

- Researched new rural technologies and tools to implement in a rural innovation lab in Rupit / Pruit, in Catalonia, sponsored by the Barcelona Deputy of Innovation.
- Built and programmed CNC agricultural robot (FarmBot), to automate process of growing food. This also included the learning process and the review of the project requirements
- Built 3D printer, small CNC and laser cutters for the lab.
- Installed Open Source beehive monitoring system to collect live data from beehives.
- Prototyped of climate simulator device to grow food in different future predicted weathers, to investigate relationship between climate change and food growing process. **(Personal project POWAR).**
- Collaborated designing and planning of Rural Innovation Fair in Rupit (The First Rural Innovation fair in Spain), as part of The Mobile World Congress.

2016-01 -
2019-06

General Creative Director

GREY (La Fábrica Y Jotabequ), Ciudad De Guatemala, Guatemala

- Led Creative and Audiovisual Production departments of the Agency.

Adobe Creative Suit CS
(Photoshop, Illustrator, Premiere,
After Effects)



PCB Circuit Board and
Schematics Design (Kidcat,
Fusion 360, Fritzing)



Internet of Things Development
Boards (Raspberry Pi, Arduino,
ESP8266, ESP32)



Creative Coding (Python, C++,
Arduino, Processing, HTML)



3D Modeling Software
(Rhinoceros, Fusion 360)



Networking Platforms (Node-Red,
MQTT)



- Directed around 30 employees from different teams between creatives, designers, community managers, producers and editors.
- Awarded 80% of the tenders in which the agency participated, generating a 15% increase in the company's revenue.
- Awarded in local and international advertising festivals.
- Established procedures and quality standards for department.
- Designed and executed campaigns for local and global brands in 6 Central American countries: Guatemala, Salvador, Honduras, Nicaragua, Costa Rica, and Panama.
- Developed strategic and creative communication plans.
- Developed and implemented performance improvement strategies and plans within the creative and production teams to promote continuous improvement.
- Collaborated with the other chief officers to achieve the company target results.
- Proved successful working within tight deadlines and fast-paced atmosphere.
- Identified client issues, analyzed information and provided strategic communication solutions to problems.
- Learned new skills and applied to daily tasks to improve efficiency and productivity.
- Prepared reports and documents for the bi anual directors meetings.

TOP BRANDS: P&G (Old Spice, Secret, Pantene, Gillette), Kellogg's (Pringles), Phillip Morris International (Marlboro, L&M), Samsung, Fiat, Toyota, Subaru, Tuenti, Central American Brewery (CCA), Nicaraguan Brewing Company (CCN), Kerns Drinks, Rainforest Alliance, UNICEF, World Vision, International Justice Mission, USAID, HiVos.

2019-04 -
2019-05

Professor "Creative Thinking"

Brother School Of Creatives, Ciudad De Guatemala, Guatemala

- Designed and executed curriculum of applied creativity, as part of the general creativity program.
- Teach different creativity and brainstorming methodologies
- Teach to use critical thinking to break down problems, evaluate solutions and make decisions
- Teach design thinking methodologies for research, problem solving and prototyping.
- Awarded students work made in class in local creative festivals.

2018-01 -
2019-04

Professor "Storytelling for Entrepreneurs"

Universidad Francisco Marroquín - Entrepreneurship Specialization., Ciudad De Guatemala, Guatemala

- Designed and executed curriculum to teach storytelling to students of Specialization in Entrepreneurship.

- Teach transmedia storytelling techniques for multiple formats.
- Teach narrative copywriting for different formats.
- Teach elevator pitch methodologies.
- Teach presentation techniques.
- Evaluated students communication for their entrepreneurship projects and helped them to improve them.

2017-03 -
2017-04

Professor "Visual Culture and Trends"

Universidad Del Istmo - Master Degree In Design, Ciudad De Guatemala, Guatemala

- Designed and executed curriculum to teach "visual culture and trends", as part of MA. in Design.
- Teach about history of visual culture.
- Teach about how to do digital trend-hunting and analysis.
- Teach about how to involve trends in their final design projects.

2009-02 -
2015-12

Copywriter // Creative Director

Mullen Lowe SSP3, Bogotá, Colombia

- Wrote advertising copy for tv, print, outdoors, events and online content, according to each brand's campaign.
- Produced original, creative content for promotional advertisements and marketing materials.
- Drafted scripts for video-based communications, formatting copy specifically for visual presentation, video production and television spots needs
- Customized brand message to reach and capture target audience interest and drive engagement
- Reviewed and edited final copy for accuracy and oversaw production
- Advanced within company from Copywriter to Creative Director in first 2 years.
- Led one of the agency's four creative teams for almost 5 years.
- Directly responsible for 12 employees (Copywriters / Art Directors / Designers / Community Managers).
- Recognized as "Ad-Age International Agency of the year" in 2013 by Ad-Age international magazine.
- Recognized as "The Best Creative Team in Colombia" in 2013 by the "Advertising and Marketing Magazine" (PyM) in Colombia.
- Awarded work in main international advertising festivals.
- Developed campaigns and strategies that were referred to as "Best Global Practices" in Red Bull and Unilever global headquarters.

TOP BRANDS: Adidas, IBM, RedBull, Unilever (Rexona, Vasenol, Rama), Mazda, ETB (Empresa de Telecomunicaciones de Bogotá) AB InBev Beers (Miller Lite, Aguila, Aguila Light, Aguila Zero, Pilsen, Costeña, Costeñita, Cola y Pola, Pony Malta, Conquer (ECUADOR)), National Ministry of Defense and Colombia National

Museum.

2005-11 -
2008-07

Intern // Field Producer // Audiovisual Producer

CityTv - Colombia - (Various TV Shows) , Bogotá, Colombia

- Advanced within company from Intern, to Field Producer, until became Audiovisual Producer of 3 different TV shows and some special broadcasts.
- Generated audiovisual content related to entertainment, fashion, sports, cultural events, real estate, and advertising.
- Coordinated productions, recordings, editions and broadcasting of contents.
- Led teams of up to 40 people simultaneously during live broadcasts of shows.
- Produced first real estate television program in Colombia.
- Produced first Marketing related TV show for Advertising Industry.

TV SHOWS: Media Televisión, RadioCity, Metro Cuadrado TV, Citycápsula.

Education

2020-06 -
2021-06

The Academy of How To Make (almost) Anything: Digital Fabrication / Innovation

Fab Academy - MIT Center Of Bits And Atoms, Boston

An intensive five-month program that teaches students to envision, design and prototype projects using digital fabrication tools and machines. It is a multi-disciplinary and hands-on learning experience that empowers students to learn-by-doing.

- Project management.
- Computer-aided design.
- Computer-controlled cutting.
- Electronics production.
- Computer-controlled machining.
- Electronics design.
- Molding and casting.
- Embedded programming.
- 3D scanning and printing.
- Electronic Input devices.
- Interface and application programming.
- Mechanical design.
- Output devices.
- Networking and communications.
- Machine design.
- Applications and implications.
- Project development.

- Invention, intellectual property, and income.

2019-09 -
2020-06

Master of Arts: Master in Design For Emergent Futures

Elisava / IaaC / Fab Lab Barcelona - Barcelona, Spain

- **Final grade:** 9.4 / 10
- Awarded as the best final presentation of the master. (Design Studio Award)
- **Thesis:** Creation and prototyping of a climate simulator for growing food, to address future climate predictions and their relation with the food we grow nowadays.
- **Skills learned:** Future Thinking, Critical Thinking, Speculative Design, Prototyping, Digital Fabrication, Trend Forecasting, Signal Identification, Web Design, 3D Printing, Programming, Creative Coding, CNC and Laser Cutting, Electronic Design and Production, and Molding and Casting.
- **Topics learned:** Circular Economy, Distributed Design, Decentralized Learning, Artificial Intelligence, Open Source, Innovation, Smart Cities, Sustainability, Bio-materials, Proximity Economy, Synthetic Biology and Blockchain.

2003-01 -
2006-06

University Degree: Professional in Advertising

Jorge Tadeo Lozano University - Bogotá, DC

- **Final Grade:** 4.7 / 5
- Elected to represent the university for two years in a row (2004 - 2005) at the Congress "Communication and City".
- Elected to represent Colombia and the University in the Inter AD Chile 2005- International Advertising Association (IAA).
- Member of the IAA (International Advertising Association)

Certificates

2021-08	Principles of Digital Fabrication - FabAcademy "The academy of how to make (almost) anything" (MIT- Center of Bits and Atoms)
2019-08	Foundations in Creative Leadership - IDEO U
2019-05	Foundations in Design Thinking - IDEO U
2019-05	Insights for Innovation - IDEO U
2019-02	Storytelling for Influence - IDEO U
2018-04	From Ideas to Action - IDEO U
2018-03	Leading for Creativity - IDEO U
2017-10	Facebook Blueprint for WPP Agencies - Facebook Blueprint
2017-09	"Learn Python Programming by Making a Game" - Zenva Academy

Creativity Jury

- 2019-05 **Creativepool - International**
Small Agency of The Year category Jury
- 2018-04 **Young Lions 2018 - Guatemala**
Print category Jury
- 2017-05 **Young Lions 2017 - Guatemala**
Print category Jury
- 2016-09 **FePi 2016 - Argentina**
Outdoors category Jury

Publications

Hyper Domestic X Hyper Global - *Simulation of Life Under Confinement*