



Diego Cataldo
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Cross-media designer, visual artist, and teacher. I live and work in Montevideo, Uruguay.

I have a Bachelor's degree in Graphic Design from the ORT University of Uruguay.

Since 2015, I have been a Final Project teacher in the Bachelor's degree of Visual Communication Design at the Faculty of Architecture, Design, and Urbanism of the University of the Republic of Uruguay.

My professional work focuses mainly on digital media and its constant transformation. I specialize in design projects based on code that include complex interfaces, custom design tools, design systems, as well as experimental drawing and animation tools.

I have developed projects for international brands such as Coca-Cola, Bayer, Unilever, M-Audio, Avid, Wix, Prada, Gillette, Davidoff, Playboy, Adidas, DHL, Versace, Chanel, Western Union, and Philips; as well as local ones such as the Ministry of Education and Culture, Latu, Uruguay XXI, National Institute of Logistics, Ministry of Industry, Energy, and Mining, Municipality of Montevideo, Inavi, National Agency for Research and Innovation, and the Catholic University of Uruguay.

Some of my projects have been awarded, published, and exhibited in more than 15 countries, including participation in the XV International Architecture Exhibition of the Venice Biennale, the Second Ibero-American Design Biennial of Madrid, the Fourth Latin American Typography Biennial, the International Biennial Print Exhibit of Taiwan, and the 30 seconds museum of Tokyo.

Relevant experience

Class Wallet / Sr. Product Designer

2023 - PRESENT, URUGUAY

FADU - Udelar / Assistant Professor Grade 2

2015 - PRESENT, URUGUAY

Since 2015, he has been an Assistant Professor (Grade 2) in the Project Area of the Bachelor's Degree in Design and Visual Communication at the Faculty of Architecture, Design, and Urbanism of the UDELAR. He is part of the teaching team for Final Degree Projects.

ANII / UX Consultant

2014 - PRESENT, URUGUAY

Since 2014, he has been a UX consultant at ANII (National Agency for Research and Innovation), working on the design of the agency's different applications, with a strong emphasis on improving interfaces and user experience.

He participates in the implementation process of the new visual identity of the agency, designing and developing the visual identity and application standardization system for digital products.

Independent Consultant / Visual Communication Design

2005 - PRESENT, VARIOUS

Since 2005, he has worked in the field of Visual Communication Design as an independent Art Director, with specificity in digital platform planning, interface design, and user experience.

He has worked as an Art Director in advertising agencies, digital agencies, and as an independent consultant for important companies, advising on design and planning of medium and long-term communication strategies.

A+ School of Visual Arts / Art and Aesthetics Teacher

2013 - 2015, URUGUAY

MSL GROUP / Art Director

2010 - 2011, URUGUAY

Young & Rubicam / Art Director

2010 - 2010, URUGUAY

Hydra Media Labs / Art

2008 - 2009, URUGUAY

Publications

Web Design Index 2010 / The Pepin Press

2010, NETHERLANDS

Project published in compilation.

20x20 / Editorial Yaugurú

2010, URUGUAY - ARGENTINA

Project published in compilation "20 Uruguayan designers, 20 Argentinean designers" Uruguay/Argentina/2010.

ZM - Photographers and poets / Editorial Yaugurú

2011, URUGUAY - SPAIN

Photography published in compilation. Montevideo/Zaragoza/2011.

Dissertations, papers and jury

Final Project Tribunal / FADU UdelaR

2015, PRESENT - URUGUAY

Part of the tribunal for Final Projects of the Project Area of the Bachelor's Degree in Visual Communication Design.

Jury of the Architecture Rifa Agenda Competition / FADU

2017, URUGUAY

Jury of the Architecture Rifa Gen14 logo competition / FADU

2017, URUGUAY

Jury of the Architecture Rifa Gen12 logo competition / FADU

2016, URUGUAY

I Latin American Congress of Interdisciplinary Higher Education and Research / CCE

2016, URUGUAY

Co-coordinator of a selected table for the I Latin American Congress of Higher Interdisciplinary

Awards and Exhibitions

11st INTERNATIONAL PRINTMAKING BIENNIAL 2023 / MUSEU DO DOURO

2022, DOURO, PORTUGAL

Selected work to exhibit in the biennial.

International Biennial Print Exhibit 2022 / National Taiwan Museum of Fine Arts

2022, Taiwan

Selected work to exhibit in the biennial.

5th GLOBAL PRINT 2022 / MUSEU DO DOURO

2022, DOURO, PORTUGAL

Selected work to exhibit.

"30 seconds museum" / Neo Shibuya

2021, Tokyo, Japan.

Selected work to exhibit on interactive screens throughout the city.

Museum of Design and Fashion, Francisco Capelo Collection / Museum of Design and Fashion

2017, LISBON

Exhibited project.

BID_graphic in Plaza Matadero / di_mad

2017, MADRID

Selected project: Out of the more than 700 graphic works participating in the 5 editions of the Ibero-American Design Biennial to date, the selection committee and BID teams have chosen 20 of them to be present in Plaza Matadero as part of MadridGráfica17.

Venice Architecture Biennale / MEC

2016, VENICE

Part of the curatorial team to represent Uruguay at the XV Venice Architecture Biennale.

IX Salto Art Biennial - 2011 / MEC

2011, URUGUAY

Selected work to exhibit in the biennial.

Dissertation: Typography in Uruguay / ORT University

2010, URUGUAY

Participated as a guest panelist.

Selection of Madrid Design Biennial / di_mad

2010, SPAIN

Selected project to represent Uruguay.

Tipos Latinos 2010 / Tipos Latinos

2010, VARIOUS

Selected project to represent Uruguay.

Site of the Day / Newwebpick

2010, USA

Selected web project.

Site of the Day / Page Crush

2010, AUSTRALIA

Selected web project.

Site of the Month / LINKAGE

2010, NETHERLANDS

Selected web project.

American Design Awards Winner / GDUSA

2010, USA

Selected web project.

Graphic Orgasm Ultimate Webportal / Gouw

2010, NIUE

Selected web project.

Languages

English

Speaking: Regular

Reading: Very well

Understanding: Very well

Portuguese

Speaking: Regular

Reading: Regular

Understanding: Regular

Contact Information

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