





# Cristóbal Valenzuela Barrera

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## Education

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### New York University

New York, USA

MPS, ITP - Interactive Telecommunications Program, 2016 - 2018 (expected)

### Universidad Adolfo Ibáñez (UAI) School of Design

Santiago, Chile

Master of Arts in Design, April 2013

- Cumulative Graduate GPA: 6.6/7.0
- 2013 Valedictorian
- M.A Thesis: Planned Obsolescence: Three projects exploring the lifecycle of consumer electronics. 7.0/7.0

### Universidad Adolfo Ibáñez (UAI) School of Economics and Management

Santiago, Chile

Bachelor of Business Administration, Minor in Cinema, December 2012

- Cumulative Undergraduate GPA: 6.0/7.0
- 2012 Valedictorian
- Academic Excellence Scholarship, Honor Student Courses

## Work Experience

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### IDEMAX, Innovation and Design Consulting Firm

Santiago, Chile

Project Director

Mar 2013 - June 2016

- Designed, led and managed innovation and design-consulting projects for companies in healthcare, energy, food, technology and finance industries.
- Managed and designed a space for rapid prototyping with CAM/CAD and user testing experiences.
- Worked with multidisciplinary teams using a design and human-centered based approach.

### Universidad Adolfo Ibáñez (UAI) Design Lab

Santiago, Chile

Adjunct Professor

Jan 2015 - June 2016

- Codirector at the *Center for Emerging Interfaces*, focusing research and teaching on physical computing, digital technologies, media arts and data visualization.
- Designed and developed Data Visualization Projects alongside with the Inter-American Development Bank.
- Advised and reviewed Master's students theses.

### E3P, Triple Impact Education

Santiago, Chile

Partner

Sept 2014 - Present

- Designed and developed "Granjeros" a board game that aims to provide a new economic reality by promoting an alternative game that brings forth a new set of values that, thought it recognizes competition as a driving force behind growth and development, it balances it with cooperation, honesty, empathy and accountability.
- Managed and created the company long-term strategic plan.

**Universidad Adolfo Ibáñez (UAI) Design Lab****Santiago, Chile***Research Assistant and Teaching Assistant**Jan 2013 - Dec 2014*

- T.A. for graduate design Studio I (Carolina Pino) , Studio II (Diego Pinochet) and Studio III (Phd. Luis Valenzuela and Phd. Jeannette Sordi).
- Researched and collaborated to create a plastic recycle machine that combines all traditional stages of recycling into one single physical place. Combining the collection point of plastic waste with the vending machine of plastic goods.

**Universidad Adolfo Ibáñez (UAI) School of Economics****Santiago, Chile***Teaching Assistant**Mar 2011 -Dec 2012*

- Introduction to Econometrics and Intermediate Econometrics for Phd. José Miguel Benavente.
- Created statistical and STATA applied exercises.

**Skills**

- **Programming/Computing/Software/Hardware:** Proficient with HTML, CSS, Javascript, Node.js, Processing, C/C++ (in Arduino environment) and electronic prototyping knowledge. Familiar with standard digital fabrication tools: 3D printers, Laser Cutters, CNC, etc. Proficient with Apple OS X, MS Windows, MS Office, Adobe Creative Suite. Basic 3D modeling skills.
- **Languages:** Native Spanish, Fluent English (TOEFL iBT 107 - IELTS Overall Band 7.5)

**Exhibitions + Showcases**

- **NYC Media Lab 16** **Columbia University, NY**  
Ex-porta
- **Demand Solution IABD - 2015** **Biblioteca Nacional de Perú, Lima**  
A *Data Visualization* based on the Inter-American Development Bank (IABD) commerce and regional data.
- **IV Regional Conference of Open Data for Latin America and the Caribbean - 2015** **Centro Gabriela Mistral, Chile**  
*Visualizing* Chilean Economy and Exportations
- **Lollapalooza Festival - 2014** **Parque O'Higgins, Chile**  
*Cuando Escucho Rock* - Interactive Installation
- **Think in Cooper Contest - 2013** **Museum of Modern Art, Chile**  
*CuVEST*: A mining work cooper based jacket for input/output processing.
- **Matilde Perez Art and Technology Contest - 2012** **Telefónica Foundation, Chile**  
*Regresión*: Interactive and visual exhibition
- **Global Innovation Tournament - 2009** **Stanford University, CA**  
*Ahorra tu Vuelto*, platform for savings on everyday transactions

**Awards + Honors**

- Chilean National Commission of Scientific Research and Technology Scholarship for Abroad Studies 2016
- VisualizaDA! Data Visualization Contest, Chilean Council for Culture and the Arts: First Place 2015
- Bank of Chile Hackathon: Third Place 2015
- MA UAI Valedictorian 2013
- Think in Cooper Contest MAC & Minera Los Pelambres - Mención Honrosa 2012
- Matilde Perez Art & Tech Contest - Fundación Telefónica: Third Place 2012
- III UAI Short Film Competition: First Place 2012
- UAI Undergraduate Academic Excellence Scholarship 2011
- I UAI Short Film Competition: First Place 2010
- Stanford Global Innovation Tournament: First Place 2009

## Teaching

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- **Proposal Studio - 2015:** graduate design studio at UAI School of Design. Taught alongside with Phd. Alex Tsamis.
- **Web Design: A Project Based Approach - 2015 :** third-year undergraduate business course part of UAI Design Minor.
- **Studio I: Deep Dive - 2015:** first-year graduate design studio at UAI School of Design.
- **Tinker Trak - 2015:** programming courses using Scratch for low-income schools in Santiago.
- **Pioneros Workshop - 2014:** workshop for high school students in collaboration with UAI Engineering School.
- **SAP! - 2013:** digital fabrication workshop for low income high school teachers in Santiago.

## Portafolio

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- **A selected sample of work is available online at:** <http://cvalenzuelab.com>

## Invited Talks + Presentations

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| • III Forum for Entrepreneurship and Innovation LAB4+                              | México, 2015 |
| • Planned Obsolescence and Bio Design - Lecture with DesignLab's dean Sergio Araya | Chile, 2015  |
| • International Festival of Social Innovation (fiiS)                               | Chile, 2015  |
| • World Class Seminar - Universidad de Chile                                       | Chile, 2015  |
| • B-Corps and Ethics Class - Universidad Federico Santa María                      | Chile, 2015  |
| • Centre for Social Innovation - Universidad Católica de Chile                     | Chile, 2014  |
| • Ignite SCL   | Chile, 2013  |

## Press (Personal + Collaborative Projects)

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- *Cristóbal Valenzuela de la Escuela de Diseño UAI utiliza datos del BID para diseñar el sistema de visualización EX-Porta:* <http://www.catalogodiseno.com/2016/06/06/ex-porta-cristobal-valenzuela-barrera-sistema-visualizacion-escuela-de-diseno-universidad-adolfo-ibanez/>
- *UAI Noticias, 'Equipo del Design Lab UAI obtiene tercer lugar en concurso de tecnología':* Oct 2015: <http://www.uai.cl/facultades/designlab/escuela-de-diseno/noticias/equipo-del-design-lab-uai-obtiene-tercer-lugar-en-concurso-de-tecnologia>
- *Enuresis Press, 'Chispers community: An innovation to charge smartphones wirelessly, quickly and in a social way'* Sept 2015: <http://www.enersis.cl/EN/PRENSA/NOTICIAS/ENEL/Pages/Chisperscommunity.aspx>
- *Ahora Noticias, 'Presentan plataforma que permite compartir energía para cargar el smartphone'* Sept 2015: <http://www.ahoranoticias.cl/tecnologia/154129-chilectra-presento-plataforma-que-permite-compartir-energia-para-cargar-el-smartphone.html>
- *Ludovox France, 'Granjeros, Le Catane Responsable'*, May 2015: <http://ludovox.fr/granjeros-le-catane-responsable-ks/>
- *El Mercurio, 'Lanzan servicio público y gratuito que recarga inalámbricamente los celulares inteligentes'*, Sept 2015: <http://www.economiaynegocios.cl/noticias/noticias.asp?id=182991>
- *El Definido, 'Granjeros: el primer juego de mesa anti Monopoly'*, May 2015: <http://www.eldefinido.cl/actualidad/pais/5175/Granjeros-el-primer-juego-B-de-mesa-basado-en-la-economia-responsable/>
- *CNN Chile, 'Proyecto Chileno busca financiamiento en Kickstarter'*, May 2015: [http://www.cnnchile.com/noticia/2015/05/11/fanatismo-extremo-viviendo-como-friends#.VVEoN\\_ycWY8.twitter](http://www.cnnchile.com/noticia/2015/05/11/fanatismo-extremo-viviendo-como-friends#.VVEoN_ycWY8.twitter)
- *El Mostrador, 'Juego chileno busca financiamiento a través de la mayor plataforma de crowdfunding internacional'*, May 2015: <http://www.elmostrador.cl/noticias/vida-en-linea/2015/05/13/juego-chileno-busca-financiamiento-a-traves-de-la-mayor-plataforma-de-crowdfunding-internacional/>
- *Innovación CL, 'Granjeros, un juego que potencia los valores de las Empresas B'*, Oct 2014: <http://www.innovacion.cl/2014/10/granjeros-un-juego-que-potencia-los-valores-de-las-empresas-b/>
- *LUN, 'Monopoly al revés: en este juego de mesa sirve dejarse ganar'* May 2015: <http://www.lun.com/LunMobilelphone//Pages/NewsDetailMobile.aspx?dt=2015-05-16&Paginald=36&SupplementId=0&bodyid=0&lsNPHR=0>
- *Economía y Negocios, 'Chilenos crean primer juego de mesa basado en el Sistema B'* Nov 2014: <http://www.economiaynegocios.cl/noticias/noticias.asp?id=127885>

- La Nación, ' Crean Juego de Tablero que Potencia valores de las Empresas B', Oct 2014: <http://www.lanacion.cl/noticias/vida-y-estilo/curiosidades/crean-juego-de-tablero-que-potencia-valores-de-las-empresas-b/2014-10-27/192258.html>
- Economía del Bien Común, ' "Granjeros" un Juego B orientado al Bien Común', Nov 2014: <http://www.economiadelbiencomun.cl/2014/granjeros-un-juego-b-orientado-al-bien-comun/>
- Ch.ACO (Contemporary Art Fair in Chile) 2013 Book.
- UAI Noticias, Escuela de Diseño realizó SAP! Seminario de Actualización de Profesores, a los profesores del Colegio Alicura de Peñalolén, Dic 2012: <http://www.uai.cl/noticias/escuela-de-diseno-realizo-sap-seminario-de-actualizacion-de-profesores-a-los-profesores-del-colegio-alicura-de-penalolen>
- UAI Noticias, Concurso La Papa realiza el último mentoring para sus participantes, Mar 2013: [http://www.uai.cl/index.php?option=com\\_k2&view=item&id=2452&tmpl=component&print=1&Itemid=25](http://www.uai.cl/index.php?option=com_k2&view=item&id=2452&tmpl=component&print=1&Itemid=25)
- UAI Noticias, Design Lab UAI se presenta en la primera versión de Santiago Mini Maker Fair, Dic 2012: <http://www.uai.cl/noticias/design-lab-uai-se-presenta-en-la-primera-version-de-santiago-mini-maker-fair>
- La Nación, 'Alumnos crean guante control remoto para auto de juguete', Oct 2012: <http://www.lanacion.cl/alumnos-crean-guante-control-remoto-para-auto-de-juguete/noticias/2012-10-18/110447.html>
- City, Emprendimiento y Negocios, 'Talento Innovador', Jun 2010: <http://revistacity.blogspot.cl/2010/06/talento-innovador.html>