

Jennifer Dopazo

## // SUMMARY

Jennifer Dopazo is an interdisciplinary award winning designer and artist specialized in Brand Identity, Interaction Design and UX/UI Design while exploring the fields of collaboration, community-building learning environments, crafts, wearable computing, and Open Source.

She has been a featured guest lecturer and advisor at the Free Culture Forum, Escuela de Arte 10 and Medialab Prado in Spain, Plasma Conference, Fundación Telefónica and Escuelab in Lima, Perú, O1SJ Biennial, Upgrade São Paulo in São Paulo, Brazil, and Eyebeam in New York. She holds a master in Design and Technology from Parsons The New School for Design (New York, NY) and a Bachelors degree in Visual Communication from ProDiseño (Caracas, Venezuela).

A designer, sometimes developer, other times a tinkerer and a full time maker, supporter of Do-It-Yourself (DIY) and Do-It-With-Others (DIWO) culture. She has taught artists to code and program sensors, fashion designers to create interactive garments and children create electronic toys with crafts.

## // CONTACT

**MOBILE** +1 (646) 709.5729  
**ADDRESS** 111 W 16th St. #40  
 New York, NY 10011  
**EMAIL** jen@candelita.is  
**WEB** www.jenniferdopazo.com  
 www.candelita.is

**FACEBOOK** www.facebook.com/candelitalab  
**TWITTER** @jenniferdopazo | @candelitalab  
**LINKEDIN** www.linkedin.com/in/jenniferdopazo

## // PROFESSIONAL CERTIFICATES

**DIGITAL MEDIA MARKETING,**  
 2009 - 2010  
 New York University

**COMMERCIAL COMPOSITING:  
 LIVE ACTION AND ANIMATION**  
 2008 - 2008  
 New York University

## // EDUCATION

**MFA DESIGN AND TECHNOLOGY**  
 2007 - 2009  
 Parsons School of Design

**BFA, VISUAL COMMUNICATION**  
 2002 - 2006  
 ProDiseño

**BS IN ECONOMICS, ECONOMICS,**  
 1999 - 2001  
 Universidad Católica Andrés Bello

## // PROFESSIONAL EXPERIENCE

### CANDELITA

MAY 2010 - PRESENT

#### Founder, Creative Director

Candelita is a design agency that provides cross-platform design services. We believe in the power of play and interaction as an approach, inspiration and provocateur for social engagement. The company offers multimedia services in interaction design, visual communication and creative production by combining the most powerful aspects of research, design and technology.

### THE NEW YORK TIMES

OCTOBER 2012 - PRESENT

#### Senior Interaction Designer Consultant

Responsible for designing and coordinating work for external sales and marketing needs supporting a global sales force responsible for selling among other things, syndication of Company content. Create marketing collateral brochures and sales sheets, conference material, and internal promotional items from end to end. Create digital marketing collateral including e-newsletters and templates, website updates.

### GERSON LEHRMAN GROUP

JULY 2012 - PRESENT

#### Senior Interaction Designer Consultant

Project lead for GLG internal and external products redesign; desktop and mobile. Responsible for developing a cohesive brand among all the products under the GLG umbrella. Produce architecture of user interfaces and interaction flows for products and services. Present design solution(s) to client, product and technical teams for iterative review and constructive feedback. Collaboration in the creative direction to meet the goals of client web-based and branding projects.

### HEARTBEAT IDEAS

MAR 2012 - JUN 2012

#### Senior Interaction Designer Consultant

Responsible for the Interaction Design Process for web presence and iPad App projects. Worked in tandem with copywriters, art directors and digital strategists to ensure consistent usability principles are applied to all aspects of design. Clients included: CIMZIA®, Janssen.

### MARUBENI POWER ASSET MANAGEMENT

JUN 2011 - MAY 2012

#### Graphic Design and Art Direction Consultant

Strategic Consulting, including re-Brand Development, Web Design, UI/UX strategies and Interaction Design.

### BLACKBIRD GROUP, INC.

MAY 2011 - FEB 2012

#### Creative Director and UI/UX Designer Lead Consultant

Responsible for conceptualizing, design, and execution of various products, including: media kits, print suites, branding materials, and custom websites. Strategic Consulting, including the development for re-Branding, Web Design, UI/UX Architecture effort in IA and Interaction Design.

### REFINERY29, INC.

JUN 2011 - SEPT 2011

#### Graphic Design Freelance

Created graphic material for articles and stories on the blog. Sub-branding work on the different sections of the portal. Creating promo material for guest brands and special offers offered on the site.

### BANANA DESIGN LAB LLC

APR 2009 - JAN 2011

#### Art Direction and Interaction Design Lead

Responsible for conceptualizing, design, and execution of various products. Strategic Consulting, including the development for re-Branding, Web Design, UI/UX Architecture effort in IA and Interaction Design.

### MTV NETWORKS | NICK ONLINE

MAY 2008 - AUG 2008

#### Animation Intern

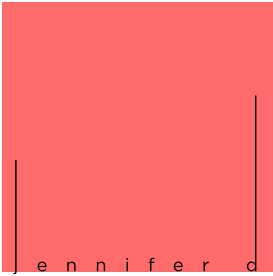
Produced architecture of user interfaces and interactive games for products and services. Present design solution(s) to client, product and technical teams for iterative review and constructive feedback.

### 72DPI

MAR 2005 - JUN 2007

#### Creative Director and Graphic Design

Worked on developing logos, environments for trade shows and tv. I helped create branding and consistency within brands. As an illustrator I developed concept sketches, storyboards, editorial illustrations as well as spot and full brand illustrations as needed. As an Art Director I conceptualized tv, print and online.



J e n n i f e r d o p a z o

## // AWARDS

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### GDUSA / AMERICAN GRAPHIC DESIGN AWARDS 2013

2013

#### Publication Design

The American Graphic Design Awards is our four decade old flagship competition, and is open to everyone in the graphic arts community — graphic design firms, advertising agencies, inhouse corporate and institutional designers, publishers and other media. It honors outstanding new work of all kinds in 23 categories from print and packaging to internet and interactive design.

## // HONORS AND RECOGNITIONS

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### INTERACTIVOS?'13

MAY 2013

Mentor. Medialab Prado. Madrid, Spain

### S.H.E. SUMMIT

MAR 2013

Keynote & Educator. New York, NY

### UPGRADE! SÃO PAULO. SOFT BORDERS CONFERENCE

OCT 2010

International Guest Lecturer. São Paulo, Brazil.

### 01SJ BIENNIAL. BUILD YOUR OWN WORLD

SEPT 2010

Artist in Residence. San Jose, CA.

### INTERACTIVOS?'10.

JUN 2010

International Collaborator. Medialab Prado. Madrid, Spain

### SPANISH LANGUAGE FLOSS MANUALS SPRINT

MAR 2010

Guest Lecturer and Organizer. Medialab Prado. Madrid, Spain

### ESCUELA DE ARTE DIEZ

MAR 2010

International Guest Lecturer. Madrid, Spain

### FLOSS MANUALS AT PLASMA CONFERENCE

NOV 2009

International Guest Lecturer. Escuelab. Lima, Perú

### TIKOS PROJECT AT PLASMA CONFERENCE

NOV 2009

International Guest Lecturer. Escuelab. Lima, Perú

### FLOSS MANUALS PRESENTATION

OCT 2009

Guest Lecturer and Organizer. Medialab Prado. Madrid, Spain

### FREE CULTURE FORUM

OCT 2009

International Guest Lecturer. Barcelona, Spain

## // AFFILIATIONS

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### FLOSS MANUALS

2009 - PRESENT

Content Producer. Founder spanish language community.

### MEDIALAB PRADO

2009 - PRESENT

Collaborator & Artist

### AIGA

2010 - PRESENT

Design Professional

## // PUBLICATIONS

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### FLOSS DIGITAL FOUNDATIONS

2009

Content Producer. Founder spanish language community.

### FLOSS COLLABORATIVE FUTURES

2010