

PABLO ROMERO ZÁRATE

Curriculum Vitae

Name: Pablo Romero Zárate

Date of birth: 21.10.1986

Place of birth: Potosí - Bolivia

Nationality: Bolivian

Address: Av. Andrés Bello N° 100, zona Cota Cota. La Paz - Bolivia

phone: (+591)72024190 - (+591)22797659 - (+591)22792873

e-mail: pablromzar@gmail.com - pablromero@upb.edu

Professional Objectives:

- Strengthen the development of theoretical, epistemological, methodological, and practical foundations with a focus on continuous research, to contribute to the advancement of knowledge in the field.
- Integrate various levels of analysis in the construction of tangible communication objects that enable a comprehensive approach to creating effective and relevant messages.
- Lead innovation projects and product development in the fields of Marketing, Graphic Design, and Visual Communication, promoting creative and strategic solutions that meet market needs.

Personal Philosophy

Innovation has been a guiding philosophy that motivated me to pursue a professional life project, which over the years has been distinguished by creativity as a unique value. Throughout my career, I have understood that my mission lies in applying innovative methodologies as tools to enhance and add value to my projects and products, contributing originality and creating significant impact.

This approach has allowed me to develop a strong academic profile, characterized by notable visual sensitivity and skills in teaching, marketing, business administration, and UX/UI design. Currently, my professional focus is in academia, research, university teaching, as well as in advertising and fashion photography—fields in which I can express my vision and contribute to the advancement of knowledge.

Personal Competencies

Skills

I possess critical analysis skills, which facilitate the effective evaluation and improvement of projects and products. I excel in project development through competency-based methodologies and demonstrate strong leadership in coordinating and guiding teams toward achieving specific objectives.

Attitudes

I am characterized by high self-motivation and self-awareness, which strengthen my ability to face challenges. I exhibit empathy, punctuality, and a constant willingness to learn, as well as a particular sensitivity to engage with reality and adapt to diverse contexts. I uphold rigorous ethics in the use of visual messages, ensuring responsibility and respect in visual communication.

Higher Education

Diploma Program (2022)

Gestión de Clientes.

Universidad Privada Boliviana.

Diploma Program (2022)

Gerencia de Ventas.

Universidad Privada Boliviana.

Master (2019 - 2021)

Maestría en Marketing.

Universidad Privada Boliviana.

Diploma Program (2021)

Análisis de propuestas de valor y modelos de negocio.

Universidad Autónoma Metropolitana.

Master (2011 - 2012)

Master in Business Administration.

Escuela Europea de Negocios.

Graduado por Suficiencia

Académica.

Diploma Program (2009)

Formación Docente para la Educación Superior.

Universidad Católica Boliviana San Pablo.

Bachelor's degree (2005 - 2009)

Diseño Gráfico y Comunicación Visual.

Universidad Católica Boliviana "San Pablo".

Medalla de reconocimiento a la Excelencia Académica.

Courses

Course: UX Research

Provider: Coderhouse
Duration: 32 hours over 8 weeks
Date of Certificate Issuance:
November 4, 2024

Course: UX Writing

Provider: Coderhouse
Duration: 32 hours over 8 weeks
Date of Certificate Issuance: August
28, 2024

Course: Advanced UX/UI Design

Provider: Coderhouse
Duration: 42 hours over 11 weeks
Date of Certificate Issuance: June
24, 2024

Course: UX/UI Design

Provider: Coderhouse
Duration: 52 hours over 13 weeks

Date of Certificate Issuance: March
25, 2024

Curso en Cultura de la Investigación

Provider: Universidad Internacional
de la Rioja UNIR
Duration: 100 hours from November
6, 2023, to January 14, 2024
Date of Certificate Issuance: March 11,
2024

Curso Internacional de Competencias Docentes y Diseño de Materiales Didácticos para la Educación en Línea

Provider: Universidad Internacional
de la Rioja UNIR
Duration: 125 hours from November
13, 2023, to February 4, 2024.
Date of Certificate Issuance:
February 22, 2024

Recognitions

- **Recognition as Docente Búho Intercampus.** Universidad Privada Boliviana gestión 2022.
- **Recognition from the Autonomous Municipal Government of the City of La Paz,** presented by the Honorable Municipal Mayor Luis Revilla Herrero, for the mentorship of the project designing the name, image, and brand of the sub-feeder bus of La Paz Bus, now known as "Chiki Titi."
- **Recognition as Docente Búho Innovación.** Universidad Privada Boliviana gestión 2019.

Languages

- Castellano an english

Exhibitions

- Chiki Titi de La Paz Bus. Bienal Iberoamericana de Diseño Central de Diseño, Matadero Madrid. Fundación Diseño Madrid, DIMAD/Central de Diseño Pº de la Chopera, 14 | 28045 Madrid | España. 2019
- Empatía. Photo report on the work of the zebras (Urban Educators). Galería Nota. Julio de 2007.
- El Piano. Tribute to the 100th anniversary of the National Conservatory of Music. Noviembre de 2006.
- El don de Oír. Instituto Goethe. Poetry Festival. Junio 2006.

Professional Experience

April 2022 to present.

Universidad Privada Boliviana (UPB). Facultad de Postgrado Academic Director of the Diploma in Graphic Design and Digital Art

The main responsibilities include:

- Developing and updating the academic curriculum.
- Updating the academic plan.
- Planning and coordinating the services of the diploma program.
- Hiring and supervising instructors.
- Monitoring the academic performance of students.
- Assisting regular students.
- Supporting institutional marketing activities.
- Maintaining and establishing agreements with local companies.

February 2018 to present.

Universidad Privada Boliviana (UPB). Facultad de Ciencias Empresariales y Derecho (FACED)

Head of the Graphic Design Program

The main responsibilities include:

- Developing and updating the academic curriculum.
- Updating the program plans.
- Planning and coordinating the services of the program.
- Supervising instructors (TC, MT, and TH).
- Monitoring the academic performance of students.
- Assisting regular students, potential students, and parents.
- Supporting activities for the Dean's Office of Student Affairs and Institutional Marketing.
- Maintaining and establishing agreements with local companies.

August 2020 to present.

Universidad Privada Boliviana (UPB). Facultad de Postgrado

Profesor for graduate programs: Master's in Marketing, Diploma in Digital Marketing, Diploma in Social Media Management, Diploma in Graphic Design and Digital Art, Expert in Facebook for Business.

September 2014 to present.

Universidad Privada Boliviana (UPB). Facultad de Ciencias Empresariales y Derecho (FACED)

Professor for the programs in Graphic Design, Corporate Communication, and Marketing & Logistics. Teaching in areas such as branding, packaging, printing systems, communication technology, semiotics, and photography.

July 2010 to present.

1986 Brands.

Project Coordinator. Successfully managing a personal venture working in the following areas:

- Marketing activations for consumer goods brands (CITSA, AIDISA, MONDELEZ)
- Projects and products for well-known national brands (CITSA, AIDISA, SAGITARIO, DELIZIA, SAN GABRIEL, IRUPANA, COFAR, INTI)
- Design of innovative products and projects
- Implementation of sewing and screen printing workshops
- Packaging design
- Supervision of printing companies
- Design consulting
- Development of advertising and fashion photography studios

September 2015 to December 2015.

Universidad Mayor de San Andrés (UMSA).

Faculty of Architecture, Arts, Design, and Urbanism

Professor of the course Theory of Visual Language as part of the Plastic Intuition project under Dean's Resolution No. 283/2015.

June 2012 to February 2015.

Sociedad de Alimentos Procesados S.R.L. (SOALPRO)

Head of the Graphic Design Department. The experience includes the development of brands San Gabriel, Crick, Tasty, and Kream:

- Packaging management.
- Quality supervision of printed materials.
- Coordination of design with advertising agencies and printing companies.
- Support for product development and marketing activities.

March 2012 to May 2013.

Instituto Atenea.

- Professor for the Graphic Design program
- Project jury member
- Production of academic materials
- Design consulting

February 2010 to December 2011.

Compañía de Alimentos LTDA.

Head of the Graphic Design Department. The experience includes the development of brands Delizia, Tampico, and Del Campo:

- Packaging management.
- Quality supervision of printed materials.
- Administration of barcodes.
- Coordination of design with advertising agencies and printing companies.
- Support for product development and marketing activities.

June 2009 to January 2010.

Displas Producciones.

Head of the Design Department. The developed experience includes:

- Design of advertising materials.
- Design of promotional items and merchandising.