

ALEJANDRA
GUARDIA MANZUR
Communication & Visual Design

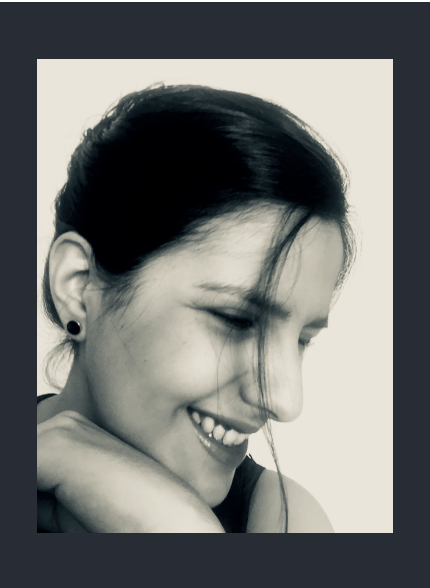
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 alejandra-guardia

 Cochabamba | Buenos Aires

 ORCID iD: 0009-0009-4595-9729



PROFILE

Social communicator involved in the world of visual design. Interdisciplinary researcher-teacher who makes the empirical-theoretical field more complex from an intercultural, sociological and semiological perspective of the visible. Member of the Network of Design Researchers of the Faculty of Design and Communication of the University of Palermo, Buenos Aires, Argentina.

Great capacity for organization, management and work under pressure.

PERSONAL SKILLS

Teamwork

%90

Leadership

%85

Empathy

%95

Adaptability

%90

TECHNICAL SKILLS

Microsoft Office

%90

Adobe Illustrator

%90

Adobe Photoshop

%85

Adobe Lightroom

%85

Adobe InDesign

%90

Adobe XD

%95

Adobe Premier

%90

Adobe After Effects

%85

Final Cut

%90

Figma

%95

LANGUAGES

Spanish / native

English / intermediate

Portuguese / reading

EDUCATION

PhD in Design

Universidad de Palermo / Argentina

2022 - Present

Master in Design Management

Universidad de Palermo / Argentina

2017 - 2019

University Education Diploma

Universidad Mayor de San Simón / Bolivia

2012 - 2013

Degree in Social Communication Sciences

Universidad Católica Boliviana San Pablo / Bolivia

2004-2010

WORK EXPERIENCE

Universidad Privada Boliviana

Cochabamba, Bolivia

2021 - Present

Head of Graphic Design Degree (January 2025 - Present)

Communication Degree

- Teacher of Discourse Analysis (2024-In progress)
- Teacher of Research Methods and Techniques (2022-In progress)
- Teacher of Management and Criticism of Cultural Industries (2022-In progress)
- Teacher of Digital Marketing (2021- 2023)
- Teacher of Content Editing (2021-In progress)

Postgraduate

- Teacher of Technical Report Writing (2023-In progress)
- Teacher of The Writing of Thesis and Scientific Articles, Academic and Scientific Writing Program (2023 - In progress)
- Teacher of Visual Communication Strategies for Corporate Image. Diploma in Techniques and Tools for Corporate Communication (2023).

Universidad de Palermo

Buenos Aires, Argentina

2019 - Present

Faculty of Design and Communication

- Coordinator International Congress on Design Education (2021- In progress)
- Coordinator academic journal Actas de Diseño (2020-In progress)
- External communication and editorial content (2019-2021)
- Adjunct professor. Research Seminar in Master in Design Management (2019-2020)

Design Research Center

- Active member of the Design Researchers Network (2022- In progress)
 - Annual publication
 - Participation and exhibition in congresses and conferences
 - Peer review in academic journalsInter-institutional collaboration in research.

Universidad Privada Domingo Savio

Potosí, Bolivia

2024 - 2025

International School of Higher Management

- Technology and Competency-Based Education. Postgraduate program in Competency-based university teaching.

Graphic and Visual Designer

Freelance

2017 - Present

- Design and layout Assuresoft, technological outsourcing company (2024 / Cochabamba, Bolivia)
- Design and layout Centro Cultural Amistad y Ciencia - Yachay Tinkuy, non-profit organization for education (2022 - In progress / Cochabamba, Bolivia)
- Digital design WEBuilder, technological outsourcing company (2021 / Santiago, Chile)
- Product photography Cafetería Ninina (2019 / Buenos Aires, Argentina)
- Design and layout Fundación cultural Torrico Zamudio (2017-2018 / Cochabamba, Bolivia)

Gobierno Autónomo Municipal de Cochabamba

(CITY GOVERNMENT)

2014 - 2016

Communication Direction / Municipal Image Department / Cochabamba, Bolivia

- Coordinator of the Graphic and Visual Design area (2015-2016)
- Senior Graphic Design and Visual Communication (2014-2015).

COMPLEMENTARY TRAINING

Course in Generative Artificial Intelligence Applied to Education

Universidad Internacional de La Rioja / España

2024

Specialized Program: UI / UX Design

California Institute of the Arts / USA

2024

Innovación en la Enseñanza con Pensamiento de Diseño

UNAM / México

2021

Innovation in Teaching with Design Thinking

Universidad de Palermo / Argentina

2020

Specialized Program in Graphic Design

Espacio Virgen / Argentina

2017

RECENT PUBLICATIONS (since 2020)

Discursive deconstruction of the body in Bolivian women's illustration

Cuadernos del Centro de Estudios en Diseño y Comunicación #227 / Universidad de Palermo / Argentina

2024

The mediations in the identity representations of gender and ethnicity through visual and written language from Design and Art

Cuadernos del Centro de Estudios en Diseño y Comunicación #191 / Universidad de Palermo / Argentina

2023

Science, technology, art and design from a decolonial perspective: a dialogue with Rich Gold

Cuadernos del Centro de Estudios en Diseño y Comunicación #179 / Universidad de Palermo / Argentina

2022

Through the colonial eye. Visual discourses of Bolivian indigenous women

Cuadernos del Centro de Estudios en Diseño y Comunicación #101 / Universidad de Palermo / Argentina

2020

RECENT CONGRESSES (since 2020)

Interfaces. Congress of Creativity, Technologies and Innovation for educational quality

Universidad de Palermo / Argentina

2024

Design Research Forum

Universidad de Palermo / Argentina

2022 a 2025

International Design Researchers Colloquium

Universidad de Palermo / Argentina

2021 a 2024

International Design Week

Universidad de Palermo / Argentina

2020 a 2024