



## CURRICULUM VITAE

José Allard

### PERSONAL INFORMATION

Name: José  
Last Name: Allard  
Date of Birth: June 28, 1973.  
Place of Birth: Caracas, Venezuela.  
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### CURRENT OCCUPATION:

Director, School of Design, Pontificia Universidad Católica de Chile (PPUC)

### ACADEMIC DEGRRES

2009 Ph.D. Industrial Design and Multimedia Communication, Politecnico di Milano, Italy  
1998 M.F.A. Graphic Design, California Institute of the Arts (CalArts), Los Angeles, CA, USA.  
1996 B.F.A. Graphic Design, The Corcoran School of Art + Design, Washington, DC, USA.

### ACADEMIC ACTIVITIES

#### Activities & Responsibilities

2013-15 Director, School of Design, PUC  
2015 Director Regional Strategic Plan: Smart City, Government of Santiago  
2013-15 Associate Researcher, National Research Center for Integrated Natural Disasters Management (CIGIDEN)  
2013-14 Associate Researcher, Center for Sustainable Urban Development (CEDEUS)  
2013 School of Design Representative, PUC Innovation Centre—Anacleto Angelini  
2011-13 PUC Representative, Chile-Italia University Network (REUCHI)  
2011-15 Design Coordinator, National Scholarship System "Becas Chile" (CONICYT)  
2009 - 11 Academic Council Member, School of Design, PUC  
2006 - 09 International Affairs Consultant. School of Design. PUC  
2005 Member of the advisory board, PUC Urban Observatory.  
2005 Coordinator of the new editorial project of the School of Design PUC  
2002 - 05 Academic Council Member, School of Design, PUC  
2002 - 05 Head of the Department of Typographic Studies, School of Design, PUC.  
1999 - 05 Library Coordinator, School of Design, PPUC.  
2001 - 02 Member of the Editorial Committee, ARQ magazine (ISI).

#### Courses Taught:

##### At Pontificia Universidad Católica de Chile

2015 Thesis Project, *Taller de Título*.  
2015 Design Studio, *Taller Introducción al Proyecto*.  
2014 Thesis Project, *Taller de Título*.  
2013 Thesis Project, *Taller de Título*.  
2012 Cross Cultural Design, Master in Innovation PUC, School of Engineer & School of Business Adm. PUC  
2012 Thesis Project, *Taller de Título*.  
2012 Design Studio, *Taller de Mercado*.  
2011 Thesis Project, *Taller de Título*.  
2011 Design Studio, *Taller de Mercado*.  
2010 Thesis Project, *Taller de Título*.  
2010 Design Studio, *Taller de Mercado*.  
2009 Thesis Project, *Taller de Título*.  
2009 Design Studio, *Taller de Mercado*.  
2005 Nokia's *Only Planet workshop*. Future scenarios for daily life technological prodPUCt  
2005 Thesis Project, *Taller de Título*.

- 2005 Design Studio, *Taller Superior de Diseño*.
- 2004 Thesis Project Advisor, *Taller de Título*.
- 2004 Design Studio, *Taller Superior de Diseño*.
- 2003 Design Studio, *Taller Superior de Diseño*.
- 2003 Introduction to Design, *Fundamentos del Diseño*.
- 2002 Design Studio, *Taller Superior de Diseño*.
- 2002 Introduction to Design, *Fundamentos del Diseño*.
- 1995 Information Design, *Diseño de Información*.
- 2000 Design Studio, *Taller Superior de Diseño*.
- 2000 Perception & Communication, *Percepción & Comunicación*.
- 2000 Design Studio, *Taller Superior de Diseño*.
- 2000 Typography and Layout, *Tipografía y Diagramación*.
- 1999 Perception & Communication, *Percepción & Comunicación*.
- 1999 Design Studio, *Taller Superior de Diseño*.
- 1998 Design Studio, *Taller Superior de Diseño*.

**At Politecnico di Milano, Italy.**

- 2013 Visiting Professor, Workshop “Information Design for Earthquakes Disasters”, Scuola del Design, Politecnico di Milano, Italia
- 2008 Laboratorio di Sintesis. Profsa. Bucchetti (Cultore della materia)
- 2007 Laboratorio di Sintesis. Profsa. Bucchetti (Cultore della materia)
- 2006 Laboratorio di Sintesis. Profsa. Bucchetti (Cultore della materia)
- 2006 Workshop Triennale-Bovisa. Profsa. Bucchetti (Collaboratore)

**RESEARCH & PUBLICATIONS**

- 2014 Where is my car? Examining wayfinding behavior in a parking lot. *Fractal Revista de Psicología*, no. 2 (2014): 12-15. (Rodrigo Mora & Carola Zurob Co-Authors)
- 2012 Navegación y percepción del espacio en los nuevos artefactos de la modernidad. *Anales III Congreso Latinoamericano de Antropología ALA 2012*. Santiago: Congreso Latinoamericano de Antropología. (Rodrigo Mora, Carola Zurob & M. Paz Trebilcock Co-Authors)
- 2012 “*El país de cara al turista: Desarrollo de una nueva identidad para el Servicio Nacional de Turismo de Chile*”. *Revista Diseña* n° 4. Pgs. 6-13. Escuela de Diseño, Pontificia Universidad Católica de Chile, 2012, (Carola Zurob. Co-author)
- 2009 In: ICC 2009 : Proceedings of the 24th International Cartographic Conference ICC : From Graphical Presentation to Users’ Comprehension of Transantiago Network Map, 17-10 November, 2009 Santiago, Chile. International Cartographic Association (ICA) ISBN 978-1-907075-02-5
- 2008 “Coping with Complexity:Reconfiguring the navigation system for Santiago’s new transportation plan”. *Information Design Journal*. 16:3. John Benjamins Publish. Pgs. 163-177. European Reference Index for the Humanities, LLBA
- 2008 “The Latin American Type Design Scene”. *Linea Grafica*, N°371/372. Italia Pgs. 54-63.
- 2006 “The Foundations of Infographics”. *Linea Grafica*, N°365. Italy. Pgs. 48 - 55.
- 2007 “Wayfindinf Design”. *Linea Grafica*, N°367. Italy. Pgs. 46 - 51.
- 2002 “Mauricio Amster, typographer in Chile, 1939-1980”, *Revista ARQ* 49, Chile
- 2000 “¿Diseño como disciplina?”, *Revista ARQ* 49. Chile. Pgs. 2–4.
- 2000 “Mauricio Amster, Tipógrafo, 1907 – 1980”, *Revista ARQ* 49. Chile. Pgs. 60-63.

**CONFERENCES & LECTURES (resume)**

- 2012 “*Navegación y percepción del espacio en los nuevos artefactos de la modernidad*”; Mora Rodrigo; Allard José Manuel Zurob Carola; Trebilcock Maroa Paz. Tercer Congreso Latinoamericano de Antropología ALA 2012. Santiago, Chile, November 5th-10th, 2012
- 2012 Invited Speaker at Eighth International Space Syntax Symposium, Santiago, Chile, January 3<sup>rd</sup> -6<sup>th</sup>, 2012.

- 2010 Keynote Speaker "Information Design" Invitado oficial, 4ta. Bienal de Diseño. Santiago, Chile
- 2009 "From Graphical Presentation To Users' *Comprensión of Transantiago Network Map.*" 24th International Cartography Conference (ICC2009). Santiago, Chile
- 2008 Applications of Information Design 2008. The Design of Public Transportation Maps: an info designer analysis. Eskilstuna, Sweden
- 2007 "Reconfiguring the navigation system for Santiago's new transportation plan" IIID Vision Plus 12 at Schwarzenberg: Information Design -Achieving Measurable Results. Schwarzenberg, Bregenzwald, Austria.
- 2005 *InfrastrPUCture, Mobility and Urban Quality*, seminar, PhD in Architecture, PPUC.
- 2004 *Way finding Systems in Urban Spaces*, Chilean Ministry of Transportation.
- 2002 *Elemental Typography*, Santiago's Museum of Modern Art.
- 2001 *Ray & Charles Eames Movies*, Di\_secciones serie , Master in Architecture PPUC.
- 1999 *Isotypes, Neutrality of a universal language?*, Master in Architecture lecture's serie, PUC.

#### EXHIBITIONS

- 2007 Earthquakes and Aftershocks: Posters from the CalArts Graphic Design Program, 1986-2004, Municipal Art Gallery. Los Angeles, California. USA.
- 2005 Earthquakes and Aftershocks: Posters from the CalArts Graphic Design Program, 1986-2004, Ecole des beaux-arts de Rennes. France
- 2001 "Elemental" Poster exhibition, Santiago's Museum of Modern Art, Chile
- 1999 Work exhibition, PPUC School of Design, Santiago, Chile
- 1997 CalArts Poster exhibition, Pacific Art Center, Los Angeles, CA, USA
- 1995 "The name of the father in our daily bread", Personal exhibition of graphic work, White Walls Gallery, The Corcoran Gallery of Art, Washington, DC, USA

#### PROFESSIONAL DESIGN CONSULTANCIES (Selection of 10 projects)

- 2012 -13 Design Consultant, wayfinding System for AraPUCo group, Shopping Malls
- 2012 Design Consultant, Mapocho 42K, Mapocho Rover Integrated Parks System.
- 2011-12 Design Consultant, Information System & Identity development for Chilean Tourist information Offices, National Tourism Service, Ministry of Economy
- 2011-12 Design Consultant, Santiago city Public Transportation's Information System, *Transantiago*. Chilean Ministry of Transportation, PUC & Steer Davies Gleave.
- 2011 Design Consultant, Chilean Ministry of Social Development
- 2009 -10 Design Consultant, Design Consultant, Santiago city Public Transportation's Information System, *Transantiago*. Chilean Ministry of Transportation, PUC & Steer Davies Gleave.
- 2009 -10 Design Consultant, Corporate Image, Viña EMILIANA (larger producer of organic worldwide).
- 2004 - 05 Design Director of Concepción city Public Transportation's Information System, *Biovias*. Chilean Ministry of Transportation, PUC & Steer Davies Gleave.
- 2003 - 05 Design Consultant, Santiago city Public Transportation's Information System, *Transantiago*. Chilean Ministry of Transportation, PUC & Steer Davies Gleave.
- 2002 - 05 Design Consultant, Campaign Identity and edPUCational material, *Merck Sharp & Dohme*, Chile.
- 2003 - 04 Design Consultant, Signage system for Geriatric Center, Caja de Compensación de los Andes.
- 2001 Design Consultant, National Anthem's video clip, Chilean Government & Rio Productions.
- 2000 - 01 Design Consultant, Public application forms, Ministry of Transportation & Telecommunication.
- 2000 - 01 Design Consultant, Corporate Image, Viña Concha y Toro (larger producer of wine worldwide).