



# Barbara Urrutia-Badilla

Visual Communication Designer  
University lecturer

Email → [barbara@ciervo.cl](mailto:barbara@ciervo.cl)

Work → [www.ciervo.cl](http://www.ciervo.cl)

Linkedin → [/barbaraurrutiabadilla/](https://www.linkedin.com/company/barbaraurrutiabadilla/)

Last update → april, 2022

## ACADEMIC STUDIES

- 2006  
- 2011 **METROPOLITAN TECHNOLOGICAL UNIVERSITY**  
**Visual Communication Design**  
**Bachelor of Visual Communication Arts and Science**  
*Faculty of Humanities and Social  
Communication Technologies*
- 2013  
- 2014 **UNIVERSITY OF CHILE**  
**Diploma in Editorial Design and Digital Typography**
- 2021 **THE NEW SCHOOL**  
**Infographics and Data Visualization Certificate**  
*Data Visualization and Information Design for Infographics  
and Visual Storytelling*

## TEACHING EXPERIENCE

- 2015  
- 2021 **METROPOLITAN TECHNOLOGICAL UNIVERSITY**  
**Faculty of Humanities and Social  
Communication Technologies**  
*BA (Hons) Visual Communication*  
Lecturer, Typography I and Typography II  
Lecturer, Workshop of Visual Communication Design
- 2017  
- 2021 **ARCOS PROFESSIONAL INSTITUTE**  
**School of Design & Multimedia**  
*BA (Hons) Illustration*  
Lecturer, Editorial Design  
Lecturer, Lettering & Typography  
Lecturer, Data Visualisation
- 2016  
to 2017 **AIEP PROFESSIONAL INSTITUTE**  
**School of Design, Art and Communication**  
Lecturer, Information Design  
Lecturer, Digital Typography Workshop

## PROFESSIONAL EXPERIENCE

- 2011  
to date **CIERVO DESIGN**  
**Co-founder and project director**  
Visual Communication Designer
- 2012 **LA FUENTE FOUNDATION**  
**Social Projects Area**  
Designer
- 2010 **PUBLISHING HOUSE OCHO LIBROS**  
**Design department**  
Editorial Designer

## TALKS, WORKSHOPS AND LECTURES

- 2021 **W FOUNDRY**  
**Podcast**  
*Benchmarks and reflections for the future*
- 2020 **METROPOLITAN TECHNOLOGICAL UNIVERSITY**  
**Design Information and Typography**  
*Open classes for students*
- 2020 **CHARLAS COMÚN**  
**Talk: "Typography doesn't bite"**  
*Cycle of talks in support of the Chilean people in Pandemic*
- 2019 **PODCASTYPE**  
**Talk: "Web Design, Editorial and Typography"**
- 2018 **8th BIENNIAL OF LATIN AMERICAN TYPOGRAPHY**  
**Workshop "Colective Abecedary"**
- 2014 **CHADAC TALKS, AIEP**  
**Self-management, experiences of successes and failures".**  
*AIEP Professional Institute*
- 2014 **MEETINGS WITH ALUMNI, UTEM**  
**Talk: "CIERVO: identity, typography and editorial design"**
- 2012  
to date **ENCOUNTERS ON TYPOGRAPHY, UTEM**  
**Communications Advisor**

## PROJECTS AND PARTICIPATIONS

- 2022 **REVISTA CERO**  
**School of Design UDP**  
*"There is information design if you know where to look for it"*  
Academic paper  
Josefina Bravo y Barbara Urrutia
- 2017 **MINISTRY OF CULTURE, ARTS AND HERITAGE**  
**Amster-Coré Literary Award, Amster Mention**  
Jury 'Amster' award, best editorial design and layout.
- 2010 **MANSAS TYPAS**  
**First Women's Blog of Chilean Typography**  
Director