

Rafael Puyana

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Bogotá --> Vancouver

Digital artist, visual designer, creative director and illustrator. Since 1997 I have been working in the digital field as an independent visual designer, digital media and corporate identity consultant. In 2000 I co-founded Colombian design studio Mottif (www.mottif.com) and worked as an educator in the areas of visual narrative and typography for one of the top visual design schools in Colombia. From 2007 to 2011, I worked as creative director for the award winning US based agency Studiocom in a large variety of digital projects for leading US brands such as Mattel, The Coca-Cola company, Kleenex, Dunkin Donuts among others. Since 1998, I have fostered an artistic practice in experimental design, interactive and media arts. My artistic and experimental practice has been featured in renowned design publications in Latin America, Europe and China, and exhibited in Colombia, Argentina, China and Canada. I am currently based in Vancouver, Canada achieving my master's degree in media arts and as instructor for the summer program for teens and the media arts workshops for the LoVe (Leave our of Violence) organization at Emily Carr University. I am also active collaborator at Malcolm Levy's project Hybridity as visual design and creative consultant.

Education

MFA Emily Carr University - Media Arts - 2013

BA Graphic Design - Universidad Nacional de Colombia - 1997

Professional Experience

2011 - 2014

I am currently working for the interdisciplinary studio Hybridity - giving creative support in the development and visualization of multiple interactive and digital initiatives. I am also working for Emily Carr University as graphic design instructor for the Summer Institute for Teens and for the media arts workshop series for Continuing Studies at Emily Carr University and the LoVe (Leave out Violence BC) organization BC. I have been working as digital media consultant for Vancouver based documentalist David Vaisbord and the QR_U project at Emily Carr University.

2007 to 2011

Worked as creative director and Bogotá Studio Manager for Studiocom, a US based interactive agency dedicated to develop interactive and digital solutions. During this time I directed design teams for a wide range of projects: online communities, games, social platforms, Ad Campaigns and online presence websites for the some of the most important brands in the United States such as: Mattel, Coca-Cola, Nestle, Kleenex, the Memorial Health-care System and Impremedia, among others.

2002 to 2006

Co-founder and visual director of Mottif, a local design studio located in Bogotá, Colombia dedicated to the conception and executions of design projects in the areas of Web, multimedia, print and visual material for museums. (See more at www.mottif.com)

1997 to 2001

I worked as independent designer in the areas of corporate identity, Web design, digital design and illustration.

Artistic Work

My work is an ongoing recording and appropriation of experiences, memories, and critical observations about my everyday life. I am driven by the urge for the encryption and transformation of those appropriated events into critical, and parodistic digital interventions.

I have been part of local (Colombia) art exhibitions and it has been referenced in several national and international publications always in the discussion of the encounter of art and design.

I have developed collaborative non-profit artistic projects in Colombia, focused in the stimulation of graphic designers into artistic and experimental practices.

Teaching Experience

Currently enrolled as instructor in the Graphic Design program for the Summer Institute for Teens at Emily Carr University and as media-arts instructor for the media arts workshops series for Emily Carr University and LoVe BC.

From 1999 to 2001 I worked as professor in the graphic design department at Jorge Tadeo Lozano University in Bogota. During this period, I was in charge of the courses: Type, Analysis, structure and typographic design and Illustration for comic and animation. At the end of 2001, I took part in the redesign of the new program for the Typography course.

Collective Exhibitions

2013

- La Noche Blanca (Nuite Blanche. Bogotá edition) - Bogotá, Colombia.
- Libro. The liberation of the book. Emily Carr University, Vancouver, Canada.

2012

- New Forms Festival. Vancouver, Canada
- Emily Carr University, Faculty Exhibition. Vancouver, Canada
- Inventory of Language, Emily Carr University. Vancouver, Canada

2011

- Occupy Art, I.E. Gallery. Vancouver, Canada

2010

- Proyecto Dorado. Madrid, Spain
- Propaganda 2010. Barranquilla, Colombia

2008

- Imagin+A - MAMM. Medellin, Colombia
- 7th Image Festival, IV Media Art Exhibition. Manizales, Colombia.
- Newwebpick, "Colombia is passion" exhibition. China

2007

- Net Art - Arte en la Red, Biblioteca Luis Angel Arango. Bogotá, Colombia.

2006

- CTRL + ALT + SUPR - 8th National exhibition for young artists Bogotá, Colombia.

2004

- 1st digital art exhibition, TV OVERDOSE. Bogotá, Colombia
- Artronica 2004, Finalist. Bogotá Colombia.

2000

- CIRCOCODRILO, Experimental Design Exhibition. Universidad Central Bogotá, Colombia.

1995

- DeHecho Humano - Universidad Nacional - Bogotá, Colombia.

Reviews

2010 - Collective Exhibition - Proyecto Dorado - Madrid, Spain.

2009 - Zeix Bookz - Latin America Book - Germany.

2009 - IDN MAGAZINE- 15th year edition.

2008 - Newwebpick - Colombia is passion exhibition - China.

2007 - IDN MAGAZINE, Colombia Rediscovered Design - China.

2004 - FICTION33.COM, TV OVERDOSE - France.

Lectures

2008 - Pecha Kucha - Volume 1 - Bogotá, Colombia.

2007 - Mottif y el Diseño Experimental - UDI - Bucaramanga, Colombia.

2006 - Mottif y el Diseño Experimental - Universidad Los Libertadores
Bogotá, Colombia.

Recognitions and Awards

2008 - American Graphic Design Awards - *(As art director at Studiocom for Mattel's award winning online community BarbieGirls.com).*

1996 - Graphic Design Exhibition - Honorable Mention - Pre-Columbine
Toys. Universidad Nacional - Bogotá, Colombia.