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Iván Huelves. Designer, researcher and educator on Interactive Graphic Design

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Huelves develops his professional career as an accredited teacher, by the Master's Degree in Teacher Training, in the field of graphic design, interactivity and new technologies at the Escuela Superior de Diseño de Madrid. He combines his lectures with a line of research into interactive typography under a PhD program in Design at Universidad Complutense de Madrid and his professional activity as a freelance graphic designer.

Education

- Oct 2020 – Present* **PhD in Fine Arts, Design Department**
Universidad Complutense de Madrid. Madrid, Spain.
Provisional title: *Tipografía interactiva y experiencia de usuario*.
Thesis supervisor: Jaime Munárriz y Lara Sánchez.
- Sep 2010 – Jun 2011* **Master's degree in Training of Secondary, Professional, and Art Teachers**
Universidad de Castilla-La Mancha. Castilla-La Mancha, Cuenca, Spain
- Sep 2014 – Jun 2015* **Posgraduate in Design for Sustainability**
Universitat Oberta de Catalunya. Cataluña, Barcelona, Spain.
- Sep 2018 – Jun 2019* **Graphic Design Degree**
Escola d'Art i Superior de Disseny d'Alcoi. C. Valenciana, Alicante, Spain.
- Sep 2011 – Feb 2013* **Visual Communication Degree**
Universitat Oberta de Catalunya. Cataluña, Barcelona, Spain.
- Sep 2005 – Feb 2009* **Graphic Design Degree**
Escuela de Arte N°10. Madrid, Madrid, Spain.

Publications

- Book Chapters* Huelves, I. & Marco, L. (2020). Sensor Variable Font: A Model to Improve the Process of Signification of Graphic Interfaces Through Variable Fonts and Data Collected by Sensors. In *Perspectives on Design and Digital Communication* (Martins N., Brandão D., Raposo D., Vol. 8, pp. 65–90). Springer.
https://doi.org/10.1007/978-3-030-49647-0_5
- Conference Proceedings* Huelves, I. & Marco, L. (2019, November). Sensor Variable Font: A model based on Iot to give semantic use to variable typography in graphic interfaces. *Digicom 2019 – 3rd International Conference on Design and Digital Communication*.
<https://digicom.ipca.pt/docs/DIGICOM2019-Proceedings.pdf>
- Huelves, I. & González, R. (Pending). Cómo abordar los Objetivos de Desarrollo Sostenible a través de la enseñanza de la edición digital de imágenes. *Actas del VI Congreso Internacional de Educación Ambiental*.
- Journal publications* Huelves, I. Carrasco, V. Espinosa, J. L. (2015). Dar a conocer el software libre Gimp en las escuelas de arte. *Infolio, 10*.
<http://www.infolio.es/articulos/huelves/software.pdf>

Projects

- Sensor Variable Font* A model that sets the groundwork for establishing a significant relationship between variable fonts and its application in graphical interfaces from data collected by different sensors. <http://sensorvariablefont.com>
Principal researcher.

Much Ado About Nothing Project about noise pollution developed in the Visualizar'08 workshop organized by Medialab-Prado. The project makes visible the noise of a city in Madrid through an interactive and sensory experience to reflect on this problem.
Principal designer and developer.

Teaching Experience

Feb 2018 – Present **Professor at Projects Department, Graphic Design**
Escuela Superior de Diseño de Madrid. Degree.
Lectured subjects: Fundamentos de diseño, análisis. Proyectos de diseño Gráfico, desarrollos. Diseño editorial. Tipografía digital. Tipografía y edición experimental. Técnicas de comunicación y presentación gráfica. Diseño de portfolio. Tutor de Trabajos fin de estudios.

Sep 2017 – Jun 2018 **Teacher at Graphic Design Department**
Centro educativo Tajamar. Vocational training.
Lectured subjects: Tratamiento de imagen de mapa de bits, Procesos previos a la impresión, Preparación de materiales para la impresión, Realidad aumentada. Impresión 3D.

Feb 2014 – Mar 2014 **Professor at Graphic Design Department**
Ene 2012 – Feb 2012 Escuela de Arte Número 10 de Madrid. Degree.
Lectured subjects: Proyectos de diseño gráfico. Tipografía.

Given workshops

Nov 2019 **Sensor Variable Font - Workshop**
The purpose was to introduce them the possibilities of building semantic graphic interfaces through variable fonts and data collected by sensors. Moreover, we conducted a validation of the model in order to test its usefulness.
Escola Superior de Media Artes e Design (ESMAD) of the Politécnico do Porto. Oporto, Portugal

Work Experience

- Oct 2009 – Present* **Freelance Graphic Designer**
Management with the client and creation of graphic projects in the editorial, corporate and multimedia fields. Specialized in the development of online shops. Collaborations with companies and entities such as the Ministerio de Educación, UCM, Marsh & McLennan and Maxam among others.
- Feb 2012 – Feb 2019* **Art Director & ITC coordinator**
Fundación Melior.
Design of awareness campaigns, illustration of articles, development of infographics, multimedia and web developments, volunteer coordinator and technology advisor.
- Sep 2009 – Jul 2010* **Multimedia Graphic Designer**
Sanaidea.
Development of multimedia campaigns for the Schering-Plough and design of promotional material for different pharmaceutical laboratories.
- Feb 2009 – Jun 2009* **Interactive Graphic Designer**
Learning360°.
Development of interactive educational applications collaborating with an interdisciplinary team of teachers, pedagogues, computer scientists and designers.

Awards & Mentions

- Feb 2020* Finalist in Premios Acento G. **Graffica**.
- 2008* Article published in **El País** about the visualization noise pollution project *Much Ado About Nothing*.
- 2008* Article published in **SINC** (Servicio de información y noticias científicas) about the visualization noise pollution project *Much Ado About Nothing*.
- 2008* Report in the programme **Yourope**, broadcasted in Arte.tv about the visualization noise pollution project *Much Ado About Nothing*.
- 2008* Report in the **MDR** (Mitteldeutscher Rundfunk). about the visualization noise pollution project *Much Ado About Nothing*.
- 2008* Article published in **Muy Interesante** about the visualization noise pollution project *Much Ado About Nothing*.
- 2006* Winner of the European contest for the design of the **Comenius Project** identity "Kronos and Kairos".

Exhibitions

- Dec 2018* Exhibition of the book *Madrid es mi tipo* part of the project *Leer La Plaza* at Sala de bóvedas, **Casa de la Panadería**, Madrid.
- 2008* Exhibition of the *Much Ado About Nothing* project at **Medialab Prado**.

Language skills

- Languages* Spanish (native).
- English: Certificate in Advanced English (CAE) by University of Cambridge, ESOL Examinations.