

Hugo Pardo Kuklinski, PhD

Founder & General Manager of [Outliers School](#) (2012-today) • [digitalismo.com](#)

[OpportunityValley](#) (Book • 2014)

[Geekonomía](#) (Book • 2010)

[Planeta Web 2.0](#) (Book • 2007)



CV IN ABSTRACT

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RÉSUMÉ

Founder & General Manager of [Outliers School](#). 2012/today

[Outliers School on Vimeo](#)

Produces [digitalismo.com](#). eMagazine about digital culture. 2005/today

Executive Director of [Circópolis](#), an Outliers School project. 2014/today

Professor in [Tecnocampus](#) (UPF, Barcelona). 2014/today

CEO & Founder Funky Mobile Ideas SL. [CampusMovil.net](#). 2007/2011

Member of the [Interactive Media Lab](#) (LMI), Universitat de Barcelona. 2010/2013

Editorial Director of the [Col·lecció Transmedia XXI](#), Universitat de Barcelona. 2010/2013

Executive Director [Imagine PostDigital Barcelona](#). 2012

Member of External Assessments of the Standard Research Grants Competition.

Social Sciences and Humanities Research Council (SSHRC), Canada. 2010

Visiting Professor at [Stanford Human-Computer Interaction Group](#), Stanford University, USA. 2007/2009

Visiting Researcher at [School of Arts and Media](#), Tampere Polytechnic, Finlandia. 2006

Full-Time Professor in the Digital Communication Departament, [Universitat de Vic](#) (Catalunya, Spain). 2004/2011

[PhD in Audiovisual Communication](#), Universitat Autònoma de Barcelona. 2001/2005

General Manager of Imaginario Comunicación, Argentina. 1996/2001

MAIN AUTHOR OF BOOKS

Pardo Kuklinski, Hugo (2014). [Opportunity Valley. Lecciones aún no aprendidas de 30 años de contracultura digital](#). Outliers School. PuntoAparte. Grupo Videobase.

Pardo Kuklinski, Hugo (2010). [Geekonomía. Un radar para producir en el postdigitalismo](#). Col·lecció Transmedia XXI. LMI / Publicacions i Edicions de la Universitat de Barcelona.

Cobo Romaní, Cristóbal; Pardo Kuklinski, Hugo (2007). [Planeta Web 2.0. Inteligencia colectiva o medios fast food](#).

GRID-UVic. Flacso México. Barcelona / México DF.

REGULAR CV / ACADEMIC DEGREES

- **Postdoctoral research fellowship at [Human-Computer Interaction Group, Stanford University, USA](#). 2007/2009**
- Visiting Researcher at [School of Arts and Media](#), Tampere Polytechnic, Finlandia. 2006
- PhD in Audiovisual Communication. Universitat Autònoma de Barcelona. *Cum Laude*. Doctoral thesis: [A model of university institutional website application. The case of the webcoms: websites of communication faculties in Latin America and Spain](#). 2005
- Master in Research of Audiovisual Communication, Universitat Autònoma de Barcelona. 2003
- Degree in Communication Sciences, Universidad de Buenos Aires, Argentina. 1996

LANGUAGES (basic level/average/advanced)

- Spanish (native language)
- English (advanced, with studies at Embassy School, Cambridge, UK)
- Portuguese (average level)
- Catalan (average level, with studies at Curs de Normalització Lingüística, GENCAT)

TEACHING AND RESEARCHER POSITIONS HELD

- Part-Time Professor in [Tecnocampus](#) (adscribed to Universitat Pompeu Fabra, Barcelona). 2014/today
- Full-Time Professor in Digital Communication Departament, [Universitat de Vic](#) (Catalunya, Spain)
Subject: Mobile Communication / Digital Communication / Workshop on Interactive Communication. 2004/2012
- Member of the [Interactive Media Lab \(LMI\)](#), Universitat de Barcelona. 2009/2012
- Visiting Professor at [Stanford Human-Computer Interaction Group](#), Stanford University, USA. 2007/2009
Research line: Mobile devices and Web 2.0 applications. Towards to design a prototype of university teaching innovation (Granted by Programa José Castillejo, Ministerio de Educación y Ciencia. Spain).
Development of the spin-off Funky Mobile Ideas SL (CampusMovil.net project).
- Visiting Researcher at [School of Arts and Media](#), Tampere Polytechnic, Finlandia. 2006
Research line: Mobile devices and Web 2.0 applications.
- Member of the Digital [Interactions Research Group \(GRID\)](#), Universitat de Vic. 2005/2009

The last research projects:

- [Assessing Dialogic Communication through the Internet in Spanish Museums](#). Public Relations Review. 2012
- [Knowledge Production and Distribution in the Disintermediation Era](#). With Cristóbal Cobo (Oxford Internet Institute) and Carlos Scolari (Universitat Pompeu Fabra). 2012
- [Mobile Web 2.0 for higher education uses](#), published on Lecture Notes in Computer Science 6045, SPRINGER, (May 2010). See [the Mobile Web 2.0 information graphics](#). 2010
- [Mobile Web 2.0. Theoretical-technical framework and developing trends](#), published on International Journal of Interactive Mobile Technologies - IJIM (2008). Catalan version on [Quaderns del CAC](#), June 2009.
- [Comunicació i dispositius mòbils a Catalunya: actors, continguts i tendències](#). 2008
- English version published on International Journal of Interactive Mobile Technologies - IJIM. 2009
- [Nous perfils professionals de l'actual panorama informatiu, audiovisual i multimèdia de Catalunya](#), both supported by Consell de l'Audiovisual de Catalunya (CAC). 2007

PROFESSIONAL CV (IN BRIEF)

- **Founder & General Manager of Outliers School.** 2012/today
- **Outliers School on Vimeo**
- Executive Director of [Circópolis](#), an Outliers School project. 2014/today
- Produces [digitalismo.com](#)

- Part-time Professor in [Tecnocampus](#) (UPF, Barcelona). 2014/2015
- Staff Imagine.cc. Executive Director [Imagine PostDigital Barcelona](#). 2011/2012
- CEO & founder Funky Mobile Ideas SL / [CampusMovil.net](#). 2007/2011
[The CampusMovil.net project has been finished in 2011](#) / It has consisted in an online community connected mainly by using mobile devices and is focused on serving Spanish-speaking universities and colleges. This approach effectively constitutes an unofficial mobile device-based virtual campus. / [Joel Brandt's video explanation](#) (Stanford HCI Group). The CampusMovil.net Project was in the Mobile World Congress (Barcelona, February 2009). We finished 3rd among 157 European Web 2.0 projects at Startup2.0 Competition 2009. Selected as one of the best 20 R+D projects in Catalunya 2008. CIDEM, Generalitat de Catalunya. Finalists of the Premio Emprendedores 2009, Caixa Manresa. Members of Mobile Innovation Exchange, 3GSM Association.
- Editorial Director [Col·lecció Transmedia XXI](#), [Interactive Media Lab](#), Universitat de Barcelona.
[See article in press](#). These books have been published: *Geekonomía* (2010), by Hugo Pardo Kuklinski, *Aprendizaje Invisible* (2011), by John Moravec and Cristóbal Cobo (2011); *Minorías en Red*, (2011) by Cilia Willem, *Aprobar o Aprender* (2012), by Elena Cano; *Homo VideolUdens* (2013), by Carlos Scolari. 2010/2013
- Director of [E-Week Vic](#), organized with Communication Digital Department UVic. 2010/2011
- Ambassador of the One Laptop per Child Project (OLPC). [Paraguay Educa](#). 2011/2014
- Columnist in *MateriaBiz* e-magazine, [www.materiabiz.com](#), edited by Clarín Digital, Argentina. 2005/2007

- General Manager of *Imaginario Comunicación*. 1996/2001
 In Argentina. Communication Agency, with services by Government offices and private institutions, Ad campaigns, graphic design services, magazines production. During this period, 10 TV ads and also more than 200 graphic works were done.

OUTLIERS SCHOOL CO-DESIGNING WITH:

• Fundación Telefónica • Instituto Internacional de Ciências Sociais, IICS (Brasil) • Partido Socialista Brasileiro (PSB) • Salone Internazionale del Libro di Torino + Regione Piemonte (Italia) • Tecnocampus Universitat Pompeu Fabra (España) • Universidad de Guadalajara (México) • Banco Interamericano de Desarrollo (BID) • SURA (Colombia) • Sistema de Bibliotecas Públicas de Medellín (Colombia) • Ministerio TIC (Colombia) • Fundación Dividendo por Colombia • Parque Explora (Colombia) • Universidad Pontificia Bolivariana (Colombia) • Colombia 3.0 • Festival Internacional de la Imagen (Colombia) • CECAR (Colombia) • Universidad Católica de Murcia (España) • Universidad de Buenos Aires (Argentina) • Escuela rural de San Pedro de Yacochuya, Salta (Argentina) • Gobierno del Chubut (Argentina) • Gobierno de Salta (Argentina) • ATILRA (Argentina) • Universidad Católica de Salta (Argentina) • Ministerio de Educación de Perú • ESAN Graduate School of Business (Perú) • Perú Educa •

CHAPTERS IN BOOKS

- Takseva, Tatjana (ed) (2012). [Social Software and the Evolution of User Expertise: Future Trends in Knowledge Creation and Dissemination](#), IGI Global, Canada.
- Willem, Cilia. (2011). [Minorías en red. Medios y migración en Europa](#). Transmedia XXI. LMI.UB.
- Cobo Romani, Cristóbal; Moravec, John W. (2011). [Aprendizaje Invisible. Hacia una nueva ecología de la educación](#). Transmedia XXI. LMI.UB.
- Scolari, Carlos; Carlón, Mario (2009). [El fin de los medios masivos. El comienzo de un debate](#). La Crujia. Bs As.
- Grané, Mariona; Willem, Cilia (ed) (2009). [Web 2.0: Nuevas formas de aprender y participar](#). Laertes, BCN.
- Mateos, Santos (coord) (2008). [La comunicación global del patrimonio cultural](#). Editorial Trea. España.

MAIN ARTICLES IN PEER-REVIEWED JOURNALS:

- Capriotti, Paul; Pardo Kuklinski, Hugo. [Assessing Dialogic Communication through the Internet in Spanish Museums](#). Public Relations Review. 2012
- Cobo, Cristóbal; Scolari, Carlos; Pardo Kuklinski, Hugo. [Knowledge Production and Distribution in the Disintermediation Era](#). Social Science Research Network. 2011
- Pardo Kuklinski, Hugo; Brandt. [Mobile Web 2.0 for higher education uses](#), published on Lecture Notes in Computer Science 6045, SPRINGER. 2010
- Pardo Kuklinski, Hugo; Brandt, Joel; Puerta, Juan Pablo. Mobile Web 2.0. [La nova indústria de la comunicació mòbil](#). Quaderns del CAC. Consell de l'Audiovisual de Catalunya. 2009
- Scolari, Carlos; Navarro Héctor; García Irene; Pardo Kuklinski, Hugo; Soriano,Jaume. [Comunicación móvil: actores y producción de contenidos en Cataluña](#). Comunicación y Sociedad.UNAV. 2009
- Scolari, Carlos; Navarro Héctor; García Irene; Pardo Kuklinski, Hugo; Soriano,Jaume. [The Barcelona Mobile Cluster:Actors, Contents and Trends](#). International Journal of Interactive Mobile Technologies. 2009
- Scolari, Carlos; Pardo Kuklinski; Navarro Héctor; García Irene. [Marketing móvil en Cataluña: mapa de actores, contenidos y tendencias](#). Pensar la publicidad. Universidad Complutense de Madrid. 2009
- Pardo Kuklinski, Hugo; Brandt, Joel; Puerta, Juan Pablo. [Mobile Web 2.0. Theoretical-technical framework and developing trends](#). International Journal of Interactive Mobile Technologies. 2008
- Scolari, Carlos; Pardo Kuklinski, Hugo; Navarro, Héctor; Micó, Josep Lluís. [El periodista polivalente. Transformaciones en el perfil del periodista a partir de la digitalización de los medios audiovisuales catalanes](#). ZER. Revista de estudios de comunicación. Nro 25. Universidad del País Vasco. 2008
- Pardo Kuklinski, Hugo. [Pautas hacia un modelo de aplicación web institucional universitaria. El caso de los webcom: sitios de facultades de comunicación de Iberoamérica](#). ZER. Revista de estudios de comunicación. Número 21. Universidad del País Vasco. 2006