










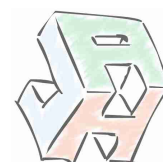
## Alfonso Hernandez

alfonso@atypicmedia.com



+1 (514) 206 5189

**Bachelor of Electronic Engineering, MBA, PMP, Multilingual**

<b>Professional Experience</b>		
Currently		<b>Co-founder</b> Atypic Media  Digital creativity agency combining design, technology and narrative to create powerful moments that enhance the human experience. Using touch, movement, narrative, ritual, we create meaning, reflection, human connection – and craft interactive experiences, electronic museography, interactive showrooms, apps for mobiles, corporate events and the development of corporate imagery, with a strong technological component.
		<b>Recent Artistic and Experiential Displays</b> <ul style="list-style-type: none"><li>Mar 2020 – Two technological interactive experiences retained for Zú's BRP-X Genesis program (out of five selected in Quebec)</li><li>Feb 2020 - Les Rendez-Vous PRO (Cinémathèque Québécoise) – Presentation "An Embodied Interactive Adventure"</li><li>Nov 2012 - Conseil des Arts de Montréal<ul style="list-style-type: none"><li>Co-creation of overall the design of the Dia de Muertos offering, and interactive installation</li></ul></li></ul>
2011 – 2019		<b>Senior Project Manager</b> X2O Media (Barco, Stratacache)  Visual and interactive experiences for high profile projects, including the Toronto PanAm games, the Metropolitan Museum of NY, experiences for live TV shows for top US broadcasters, and other corporate customers.
2009 – 2011		<b>Product Manager</b> Bombardier Aerospace, Commercial Aircraft, CSeries (Current A220) <ul style="list-style-type: none"><li>– Managing market requirements and objectives to drive product development</li><li>– Definition of content for public communications (website, brochures, etc.)</li><li>– Creation and delivery of product presentations</li></ul>
2007 – 2009		<b>Project Management Lead, Avionics</b> Bombardier Aerospace, CSeries (Current A220) Aircraft Development
2006 – 2007		<b>Engineering Manager and Project Manager</b> Fiat Group, Electronic Systems' division (Magnet Marelli) <ul style="list-style-type: none"><li>– Coordination of multidisciplinary development teams based mainly in France, and responsible for the local Product Engineering team (4 direct reports)</li></ul>
2005		<b>Methods' Engineer</b> – Flextronics
2004		<b>Brand Management Analyst</b> – DELL Computer (Montpellier, France)
2003		<b>Research Composite Materials Acoustics</b> – Airbus France
2001 – 2003		<b>Telecommunications and IT Administrator</b> – HQ Global Workplaces
2000 – 2002		<b>Audio Engineer</b> – CENSA (ITESO) Conception, recording, editing and production of professional audio




## Education

Recent Training	<ul style="list-style-type: none"> <li>- Generative Visuals, Touch Designer - Société des Arts Technologiques, 2018</li> <li>- Agile workshop, 2018</li> </ul>
2003 – 2004	 <p><b>Master in Business Administration</b>  <i>Specialization in Project Management and International Marketing</i>          Institut d'Administration des Entreprises de Montpellier – France</p>
1998 – 2003	 <p><b>Bachelor of Electronics</b>  <i>Minor in Telecommunications</i>          ITESO – Guadalajara, Mexico</p>

## Skills

Languages	French, English, Spanish, Italian Portuguese (Brazilian) Japanese, German	<b>Fluent</b> <b>Proficient</b> <b>Notions</b>
Information Technology Skills	<ul style="list-style-type: none"> <li>- Web development, including, html, php, css, javascript, sql, wordpress.</li> <li>- Design and illustration - 3-D modeling software, vector-based drawing, photographic edition and illustration software</li> <li>- Advanced user of the most popular operative systems (Windows, Mac, Unix)</li> <li>- Ability to learn any new software rapidly and autonomously.</li> </ul>	
Audio and media	<ul style="list-style-type: none"> <li>- Musical creation. Multi-instrumentalist. Recording studio experience.</li> <li>- Technical understanding of the principles of analog and digital audio. Projects include creation of new instruments, use of DSPs, MIDI protocol, etc.</li> <li>- Digital and film photography. Illustration.</li> </ul>	
Soft Skills	<ul style="list-style-type: none"> <li>- Creativity, tenacity, leadership, teamwork</li> <li>- Fast self-learning capability</li> <li>- Excellent written and oral communication skills</li> <li>- Ability in problem analysis and resolution</li> </ul>	

## Other

Startup and Entrepreneurship	 <p>Working on several startup projects/concepts since 2011, including wearable devices, web applications, immersive visualization devices, a platform for multi-sensorial experiences, etc.</p>
Hobbies and Interests	<p>Japanese language. Snowboard, e-longboard. Argentinian Tango dancing. Photography. Entrepreneurship. Inventing. Playing drums, guitar, bass guitar, harmonica, keyboards. Music Production. Go game. As I curious person I'm always learning something new!</p>
Teaching Experience	<p>2004 – Physics and Calculus teacher for a world-class renowned high-school (Montpellier, France)          1998 – Swimming teacher at Gold's Gym (Guadalajara, Mexico)</p>
Music and Technology	<p>Several projects related to music and technology, including an electro-magnetic guitar, and a sound to MIDI converter project using embedded DSP technology for the real-time analysis</p>
Awards and certifications	<p>PMI's PMP Certified in 2011</p>