

# Fran Simó

Born in 1973 in Villa Carlos Paz, Córdoba, Argentina.

Residence: drifting between Istanbul, Palma and Barcelona.

Website | Email | PDF Download

## Education

### Formal - Engineering

| Years     | Title                                                                                      |
|-----------|--------------------------------------------------------------------------------------------|
| 1998-2000 | Master's Degree in Software Engineering - Fundació Politècnica de Catalunya, Barcelona, Sp |
| 1992-1998 | Information systems engineer - Universidad Tecnológica Nacional, Córdoba, Argentina.       |
| 1986-1991 | Computer technician - Colegio Nacional Villa Carlos Paz, Villa Carlos Paz, Argentina.      |

### Non-Formal - Therapies and Art

| Years     | Subject                                                                                                                                                |
|-----------|--------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2024-...  | Craniosacral Biodynamics Therapy, Spanish Institute of Craniosacral Biodynamics (ongoing)                                                              |
| 2022-2023 | Tantric Massage and Sexual Healing. Verma Rodriguez +                                                                                                  |
| 2015-2016 | Les Cliniques d'Es Baluard by Javier Duero, Ignacio Cabrero, Rosa Pera, Joan Morey (Es Ba                                                              |
| 2013      | Workshop "Explorar la creatividad" by Javier Vallhonrat (La Magistral).                                                                                |
| 2012      | Workshop "Las confesiones de la mirada" by Alberto García-Alix (La Magistral).                                                                         |
| 2011      | Seminar on cultural management and contemporary creation by Marta Gili (La Magistral).                                                                 |
| 2010      | Basic Arduino by Alex Posada (Hangar/AAVC).                                                                                                            |
| 2010      | Introduction to Interactive systems by Alex Posada (Hangar/AAVC).                                                                                      |
| 2009      | Workshop: Living from Photography in the 21st Century, by Tino Soriano.<br>Workshop: Reporting on Conflict Zones, by RUIDO Photo, by Alfons Rodríguez. |
| 2006      | Home studio music production, Centro Cívico Convento Sant Agustí by Pau Guillemet.                                                                     |
| 2003      | Introduction to black and white laboratory techniques Pati Llimona, by Rocío Rodríguez Sal                                                             |

## Retreats

| Year      | Subject                                                                                                                                                                                                                                                                                       |
|-----------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2025      | Lecce: March. Juan Manuel Giordano +                                                                                                                                                                                                                                                          |
| 2024      | Tameana (Pleiadian Healing): Salugh paki, Ma'at, Puja, H'ama, and children. Angelica Aler<br>Men Discovering their Inner Space and Life Purpose. Krishnananda (Learning Love Institute<br>Sex in Meditation: Nurturing and Elevating Sexuality. Astiko +<br>The Essence of Touch. Muditosan + |
| 2023-2024 | Montserrat: Oct. 2023, Abril and June 2024. Juan Manuel Giordano +                                                                                                                                                                                                                            |
| 2023      | Tantra Festival Mallorca.<br>The Body in its Natural State. Muditosan +<br>First Level Reiki (Usui Tibetan) Jesús Orellanoz +                                                                                                                                                                 |
| 2022      | Tantra Festival Mallorca.<br>Intermediate Tantric Massage. Verma Rodriguez +                                                                                                                                                                                                                  |

| Year      | Subject                                                                                                                                                                                                                              |
|-----------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2021-2023 | Channeling with Glòria and Miquel, Mallorca.                                                                                                                                                                                         |
| 2021      | New Year's Retreat. Verma Rodriguez +                                                                                                                                                                                                |
| 2020      | Tantric Massage Level 1. Alicia Amezcua +<br>Tantra for Couples. Adrià Tebé +                                                                                                                                                        |
| 2019      | Healing the inner child. Sarani Vilionyte +<br>Healing our Sexuality. Intimate Encounter. Tantric Massage. Sonia (Kala) Sellés + and Adrià<br>Embodying Shakti. Embodying Shiva. Authentic Love. Ecstasy Energy. Introduction to Tan |

## Group Exhibitions

| Year | Details                                                                                             |
|------|-----------------------------------------------------------------------------------------------------|
| 2022 | I dreamed about a human being at “BIO-ECO-ARTE DIGITAL, NUEVAS CORRIENTES” As p                     |
| 2021 | #Selfie_v2 at “The massacre of the body”, ideoGrama Fundation, Barcelona, Spain. Part of City       |
| 2019 | Shared Folder and Code at function(“innocence”, 2019) digital and electronic art festival in Mallor |
| 2017 | S’Arenal Summertime at Ciutat de Vacances, Museu Es Baluard, Palma, Spain.                          |
| 2014 | First Hispano-Japanese Meeting at Universidad Carlos III, Madrid (Getafe Campus), Spain.            |
| 2013 | Calle 35 at “Miami Street Photography Festival”, Miami, USA.                                        |
| 2013 | “Urban Landscape Photography Exhibition”, 1650 Gallery, Los Ángeles, USA.                           |
| 2013 | “Sólo Móvil”, Real Sociedad Fotográfica, Madrid, 2013 and Centro Cultural Casa del Reloj, Madri     |
| 2013 | “Retratos. Segundo aniversario Dotze Gats”. Dotze Gats Asociación Fotogràfica. Barcelona.           |
| 2012 | “Urban Landscape”, Center for Fine Art Photography, Fort Collins, USA.                              |
| 2012 | “Calle 35”, VII Biennal de Fotografia Xavier Miserachs, Palafrugell, Girona.                        |
| 2012 | “Sincerely Yours” Valid Foto Gallery, Barcelona.                                                    |
| 2011 | “Street photography”, Le Chaudron de Bibracte, Musée de Bibracte – Saint-Léger-sous-Beuvray –       |
| 2011 | “Calle 35: La calle es tuya “The Private Space, Barcelona; VISAOFF, Perpignan; Saló de Pedra e      |
| 2011 | “15M-Indignados”, Espai Fotogràfic Can Basté, Barcelona.                                            |
| 2010 | “Capture Brooklyn”, The powerHouse Arena, New York.                                                 |
| 2010 | “Picturing an Ethical Economy”, Trinity Church Museum, New York.                                    |
| 2010 | Slideluck Potshow IV, Sala MauMau, Barcelona.                                                       |
| 2010 | “22” at Centre Cívic Pati Llimona, Barcelona.                                                       |
| 2009 | Slideluck Potshow III, Sala MauMau, Barcelona.                                                      |
| 2007 | “inside Out” , Davinci Escola D’Art, Barcelona.                                                     |

## Books

Some of my works have been included in the following books:

- *A tiro de piedra: acercar lo posible*, Genèric, 978-8417048372
- *Barcelona. The Forbidden Photos.*, La Fábrica, 978-8417048372
- *Barcelona*, La Fábrica, ISBN 978-8415691679.
- *Central Park NYC: An Architectural View*, Universe Books, ISBN 978-0847840793.

## Self published books

| Año  | Detalles                                         |
|------|--------------------------------------------------|
| 2019 | Fanzine: Susurros                                |
| 2019 | Book: CODE by R. Mutt                            |
| 2017 | Book: Passengers Vol. III                        |
| 2017 | Artist book: Heaven                              |
| 2017 | Magazine: S'Arenal Summertime 2016               |
| 2016 | Artist book: Shared Folder (Red box)             |
| 2014 | Fanzine: 22.2                                    |
| 2013 | Book collection: Traces - 2013.12.07 - Barcelona |
| 2012 | Book: Passengers 2012                            |
| 2011 | Book: Passengers                                 |
| 2011 | Book: Arrinconado                                |
| 2009 | Artist book and site-specific installation: 22   |

## Prizes

| Year | Prize                                                               |
|------|---------------------------------------------------------------------|
| 2017 | Finalist with Heaven at DOCfield Dummy Award Fundació Banc Sabadell |
| 2017 | Lumen Prize Long list                                               |
| 2015 | Finalist with Traces at DOCfield Dummy Award Fundació Banc Sabadell |
| 2015 | Lumen Prize Longlist                                                |

## Press

| Year | Project and medium                                                                      |
|------|-----------------------------------------------------------------------------------------|
| 2021 | Interview on BARCELONAUTES about #Selfie_v2 at the Exhibition: The Massacre of the Body |
| 2013 | fotometro.org: El Periódico, La Vanguardia and El País                                  |
| 2012 | Ubiquography: Noticias Cuatro TV, La Vanguardia, RNE (26') Radio, BVisio TV()           |
| 2012 | <b>Interview <i>Fotografies: Street Photography</i> TV3</b>                             |
| 2012 | SOY CÁMARA #19 // Más fotoperiodismo hoy: CCCB & TVE                                    |
| 2011 | Brangulí: El Periódico                                                                  |
| 2010 | Arrinconado: Extraradi de COMRàdio                                                      |
| 2009 | Barcelona Photobloggers: l'Extraradi de COM Ràdio                                       |
| 2009 | Al Detall: Barcelona Televisió                                                          |
| 2008 | elements: Barcelona Televisió                                                           |
| 2008 | De la red a la pared II: ADN                                                            |
| 2007 | Voltants: Diari de Terrassa                                                             |
| 2006 | De la red a la pared El País                                                            |

## Residencies

| Year      | Residency                                                                 |
|-----------|---------------------------------------------------------------------------|
| 2024-2025 | Residency supported by Culture Moves Europe, Civitella di Licenza, Italy. |

## Workshops, lectures, debates

- TECNOLOGIA I SUPORTS at Jornadas de Fotografia Documental 2013
- Online marketing for photographers for Barcelona Photobloggers, Barcelona, 2009.
- Lab: Introduction to black and white laboratory techniques for Barcelona Photobloggers, Barcelona, 2009.
- Debate: “Roundtable Webs” for 10º Fòrum Fotogràfic Can Basté, 2008
- Photography principles for CampusMac 2008, Barcelona, 2008.
- Photography principles for CampusMac 2007, Barcelona, 2007.

## Cultural management experience

From 2006 to 2014, my main artistic activity involved creating, organizing, curating, and promoting participatory and collaborative projects for Barcelona Photobloggers, an on-line social network of amateur and professional photographers of Barcelona Area.

- Transmedia project “Traces – 2013.12.07 – Barcelona”. App, books, video and exhibit: Tagomago Gallery. Within DocField>14 Barcelona. 2014
- Exhibit: “La imagen de la semana II” Centre Civic Pati Llimona, Barcelona, 2014.
- Mobile, real-time exhibit in Barcelona: fotometro.org, an initiative inviting participants to share their views on the crisis. It was shown simultaneously at 28 venues within the Circuit 2013, Documental Photography in Barcelona. 131 authors and 870 photos. 2013
- Book: Passengers 2012, 2013
- **Real time, world wide exhibit: Ubiquography “capture, edit, publish, exhibit” in 35 centers in 7 countries with 640 authors and 54.552 pictures, 2012**
- Book: Passengers iPhoneography serving Street Photography, 2011
- Exhibit: “Photoblogging” Meremagnum, 39 photographers, 65 pictures, Barcelona, 2011.
- **Collaborative transmedia project, exhibit, book and video(es,en): “Arrinconado” Maremagnum, Barcelona, 2010**
- Exhibit: “Tan cerca, tan lejos” Centre Cultural Calisay, Arenys de Mar, and Centre Civic Pati Llimona, Barcelona, 21 photographers, 40 pictures, 2010.
- 

Exhibit: “Al Detall” Maremagnum, Barcelona, 22 photographers, 72 pictures, 2009.

- **Exhibit: “elements” Maremagnum, Barcelona, 279 photographers, 1584 pictures, 2008.**
- Exhibit: “10è Fòrum Fotogràfic Can Basté”, Centre Civic Can Baste, Barcelona, 2008.
- Exhibit: “Les Barcelones de Barcelona” a Sala Ciutat, 41 photographers, 52 pictures, 2008.
- Meetup: European Photobloggers Meet up 2008.
- Exhibit: Second collective exhibition Barcelona Photobloggers “De la red a la pared II”, 34 photoblogs. Fotonauta Gallery, 2008
- Exhibit: voltants.com at Festival BAC!, 400 photographers, 1200 pictures. Fotonauta Gallery, 2007.
- Exhibit: voltants.com at Sonimagfoto 2007 (biggest Spanish photography industry fair)
- **Exhibit: First Spanish Photobloggers collective exhibition, “De la red a la pared”, 22 photoblogs, 320 pictures. Fotonauta Gallery, 2006.**

## Independent curator

- Jury Member: Premio Revela 2014
- Portfolio Reviewer at VISIONAT DE PORTFOLIS, PICS 2013
- Exhibit: In Motion by Marcelo Aurelio, Centre Civic Pati Llimona and Centre Civic Can Baste, Barcelona, 2012.

## Collaborations

- As co-founder of Caja Azul I've collaborated with all its debates.
  - 2014 – Caja Azul 14va. edición: La influencia de National Geographic en la fotografía a color. Tino Soriano, José Manuel Navia y Rafa Badia. La Fábrica. Madrid.
  - 2014 – Caja Azul 13ra. edición: La influencia de National Geographic en la fotografía a color. Tino Soriano y Rafa Badia. – Centre Civic Pati Llimona. Barcelona.
  - 2013- Fotómetro – Termómetro fotográfico que refleja la visión del ciudadano sobre la actualidad. – Concepto, diseño y comisariado. junto a Fran Simó, Godo Chillida, Silvia Omedes, David Lladó. – Circuit2013 Fotografía Documental Barcelona.
  - 2013 – Caja Azul 12va. edición: La fotografía como herramienta de intervención social. – Centre Civic Can Basté. Antonio Amendola y Samuel Aranda. Barcelona.
  - 2013 – Caja Azul 11ma. edición: La fotografía como objeto artístico. Fernando Peracho y Vicenç Boned. – Centre Civic Pati Llimona. Barcelona.
  - 2013 – Caja Azul 10ma. edición: Ritmos analógicos en tiempos digitales: Enric de Santos y Siqui Sánchez. – Biblioteca de can Manyer. Vilassar de Dalt. Barcelona.
  - 2013 – Caja Azul 9na. edición: Fotografiando la arquitectura del ser humano. Scott Conarro, Claude Nori y Tuca Vieira. Vila-real, Valencia.
  - 2012 – Caja Azul 8va. edición: Fotoreporterías – Ofelia de Pablo y Consuelo Bautista – Centre Civic Pati Llimona. Barcelona.
  - 2012 – Caja Azul 7ta. edición: Fotografía de viajes. Tina Bagué, Toru Morimoto y Rafa Pérez. – Centre Civic Pati Llimona. Barcelona.
  - 2012 – Caja Azul 6ta. edición: Street photography. Txema Salvans y Marcelo Caballero. – Centre Civic Pati Llimona. Barcelona.
  - 2011 – Caja Azul 5ta. edición: La edición gráfica. Pepe Baeza y David Airol. – Centre Civic Pati Llimona. Barcelona.
  - 2011 – Fotoblogueando. La imagen de la semana de Barcelona Photobloggers. Maremagnum. Barcelona.
  - 2011 – Enfocat al Gótico. Barcelona Photobloggers. Centre Civic Pati Llimona. Barcelona.
  - 2011 – Caja Azul 4ta. edición: La obsesión fotográfica. Silvia Omedes, Rafa Badia y Fran Simó. – Fiesta de la filosofía. Centre Civic Can Basté – Barcelona.
  - 2010 – Caja Azul 3ta. edición: Fotoperiodistas en zonas de conflicto: situaciones y límites. Alfonso Moral y Alberto Arce. – 11è Fòrum Fotogràfic Can Basté. Barcelona.
  - 2010 – “Arrinconado” – Proyecto de arte colaborativo de Barcelona Photobloggers. Maremagnum, Barcelona.
  - 2010 – Caja Azul 2da. edición: Ser fotoperiodista, una cuestión vital. Mattia Insolera y Bru Rovira. – Centre Civic Pati Llimona. Barcelona.
  - 2010 – Caja Azul 1ra. edición: Lectura fotográfica: Los procesos de valoración en fotografía. María Rosa Vila, Rafa Badia, Paco Elvira, Manel Úbeda y Alfons Rodríguez. – IDEP. Barcelona.
- “Branguilí va ser aquí, I tu?” and “Barcelona 2000-2011” software, social networking, promotion for open participation. Exhibition: CCCB, Barcelona.

- Support to **Photographic Social Vision** in “DOMESTIC, a network space”: software, social networking, promotion for open participation. Exhibition: Centre Cultural Caja Madrid, Barcelona, 198 photographers, 1049 pictures, May and June 2010.

## Software engineering experience

### Hotelbeds

#### Lead Solution Architect

01/12/2023 – 30/08/2024 – Palma, Spain

Lead the design and implementation of a scalable data architecture utilizing Kafka, Kafka Connect, Airflow, DBT, Snowflake, Tableau, and other technologies. This architecture supports real-time data processing and MLOps initiatives, ensuring robust data management and governance across the organization.

#### Key Responsibilities:

- Architectural Leadership: Coordinate the deployment of a data architecture that integrates real-time data streams and machine learning operations.
- Technology Integration: Manage the selection and implementation of key data tools, ensuring seamless interoperability and alignment with business goals.
- Governance Frameworks: Oversee the creation of an Architecture Reference Model (ARM) and Technology Reference Model (TRM) to guide the technology stack.
- Data Management: Enable data autodiscovery and governance through tools like Open-Metadata, fostering data transparency and accessibility.
- Cross-functional Collaboration: Partner with data engineers, data scientists, and stakeholders to support analytics and MLOps use cases.
- Continuous Improvement: Optimize the architecture for performance, scalability, and cost-effectiveness while staying current with industry trends.

#### Enterprise Architect

16/03/2021 – 01/12/2023 – Palma, Spain

As an Enterprise Architect (EA), I am driving the definition of our company's data architecture and strategy to enable a data-driven business. I leverage tools such as Airflow, Kafka Connect, Snowflake, Tableau, and others to build a robust infrastructure. Our goal is to lay the foundation for advanced analytics, with plans to integrate MLOps in the near future.

#### Applied Science Solution Architect

31/12/2018 – 16/03/2021 – Palma, Spain

Worked with internal clients and data scientists to find the best way to Nationality: Spanish, Argentinian implement the solutions that helps the company to be take more data oriented decisions using from standard statistics to machine learning.

Developed internal Python standards, created training material for development teams, and defined Airflow implementation.

## **QA Manager**

30/11/2016 – 31/12/2018 – Palma, Spain

Help the organization to transform testing strategies to achieve Continuous Deployment by implementing a test automation suite to cover functional testing.

Support company wide agile transformation in a "bimodal" delivery model (waterfall legacy and continuous deployment)

Create an automated testing architecture for both back and front end systems and a test automation development team.

Manage a 40+ team. Working with London, Barcelona and Tel Aviv, remotely and in site.

## **Change and Release Manager**

30/11/2016 – 30/11/2017 – Palma, Spain

Manage a team of Change, Release and Deploy analyst.

Support the Continuous Deployment initiative by given the organization new process to facilitate the transformation to a product oriented methodology.

## **Release and Deployment Manager**

22/06/2014 – 30/11/2016

Deployment coordination for 24x7 service, with a complex infrastructure and application interdependency. 200 cataloged applications. Coordination of 25 people in intervention with system stop.

Coordinate CAB meetings. Intervention calendar maintenance.

Consulting within the "Environments Redesign Project" to implement a complete life cycle development process. Including: source code branching model, continuous integration, full traceability from demand to production deploy.

Stash, Bamboo, JIRA integration.

## **Indra Sistemas S.A.**

### **Configuration and Release Management**

31/01/2006 – 19/06/2014

- Ensure source automatic merging and deployments for daily testing and production environments
- (linux/weblogic)
- Design, develop and implement life cycles for software development from change requests to
- deployments using subversion, hudson/jenkins, ant, maven and scripting. (Implementing SCM patterns)
- Configure Continuous Integration tools and testing environments: Linux, hudson (servers and slaves), subversion, apache,
- sonar servers.
- Also design, manage and implement JIRA workflows.

## **Programmer analyst**

31/12/2000 – 30/12/2005

- Analyze and design new developments and assign task to developers (2-4 members)
- Debug and solve priority incidents.
- Manage source code and version distribution.
- Platform: Visual Basic
- First contacts with JEE technologies.
- Also: Manage teams of teachers during a nation wide implementation of Loto systems.

## **Cruïlla Informàtica SCCL**

### **Computer systems analyst**

31/01/1999 – 30/12/2000

- Visual Basic programming and testing.
- Novell network administration.

## **Freelance IT consulting**

31/12/1990 – 30/08/1998

- Network configuration consulting and maintaining. Commercial systems programming COBOL, BASIC, Pascal y Clipper.
- Environments: Novell 3.12, DOS, Win 3.1/95/98, LANtastic, Linux.
- Software: Paradox para Windows, MS FoxPro 2.5, Delphi, C++., RM-Cobol 74, 8x y 85. Borland Turbo.
- Basic. Borland Pascal. CA-Clipper 87, 5.1.