

## PABLO CARBONELL BORBOLLA



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Portfolio: [www.higabino.com](http://www.higabino.com) | [Book](#)

### OBJECTIVE

Multidisciplinary background in Business, Public Relations, Psychology, Neuroscience, Software Development. I aim to leverage my diverse expertise in research, technology, science, business and arts; **to support creative and innovation projects to increase added value.**

### KEY SKILLS

- Business Development & Digital Branding
- Creative development with a multidisciplinary and multicultural approach.
- Five years leading startups focused on the sale of technological products, sports promotion, and artistic exhibitions.
- Applied research in neurotechnology (prosthetics and phantom pain).
- Market development and consolidation focused on digital business and B2B and B2C commercial relations.

- Strategic capacity of technical, scientific, creative, and sales groups.
- Social, scientific, and technological research.

## PROFESSIONAL EXPERIENCE

### *Hi Gabino*

*Founder & Business Developer | 2019 – Present*

- Developed a company focused on digital development and branding for freelancers and SMEs.
- Led design projects combining technology and visual storytelling.

### *Avocado Shop*

*Founder & Brand Developer | 2021 – Present*

- Sell and Promotion of Decorative Art Online

[Avocado Shop](#)

### *Totec Slackline*

*Founder & Brand Developer | 2015 – 2018*

- Developed a brand for slackline equipment distribution.
- Organized workshops and public events promoting slackline culture.

### *La Clandestina*

*Business Developer | 2015 – 2016*

- Developed a craft beer brand, overseeing branding, marketing, and distribution.

## Results

- **Growth:** Developed 15+ brands for freelancers/SMEs, increasing their online visibility by an average of 40%
- **Innovation:** Designed custom web solutions combining visual storytelling and technology

- **Impact:** Trained 30+ professionals in digital branding through practical workshops
- **Sales:** 200+ annual transactions with a 35% profit margin
- **Curating:** Selected and promoted decorative art with a focus on sustainable trends
- **Leadership:** Organized 12 mass events promoting alternative sports (800+ participants)
- **Logistics:** Designed an efficient distribution system, reducing costs by 25%

## RESEARCH EXPERIENCE

- **Master's Thesis;**

*Manual for Treating Pain Catastrophizing: A Neuropsychological and Social Intervention for Phantom Limb Pain Syndrome — "A Virtual Doctor Approach" | 2023*

- **Undergraduate Thesis:**

*Hackerspace: Vicissitudes of a Self-Management Project in the Neoliberal Era | 2015 – 2016*

- **Researcher:**

- Masculinity, sex, and gender projects | 2016
- Migration and immigration processes of Latin American populations in North America. Conducted fieldwork in Guatemala, Mexico, the U.S., and Canada | 2016 – 2018

## EDUCATION

- **Bachelor's Degree in Software Development Engineering** (*Currently studying, 5th semester*)

Open and Distance University of Mexico (Online modality)

- **Bachelor's Degree in Psychology** (*Research Focus*)

Autonomous Metropolitan University, Mexico City

- **Specialization in Social Psychology**

Autonomous Metropolitan University, Xochimilco Campus | 2015 – 2016

- **Diploma in Bionic Prosthetics**

Topics: 3D modeling, microelectronics, design, mechanics, and printing.

P4H Bionics | 2021 - 2022

- **Masters in Neurosciences** (*Non Graduated Yet*)

Autonomous University of Barcelona, Spain | 2021 – 2023

- **Masters in Economics, Management, and Policy for Innovation** (*Truncated*)

Autonomous Metropolitan University | 2018

## COMPLEMENTARY ACADEMIC EXPERIENCE

- **International Exchange Program**, CBPR Research Center, Sweden

Developed a psychological therapy adjunct for patients with Phantom Limb Pain.

- **Representative of the Faculty of Biosciences in the Collegiate Administrative Body, Universidad Autónoma de Barcelona 2022-2025**
- **Technical Assistant in Open Labs Disseny. 3D Printing, CNC, Wood Router. 2022 Jan – 2022 Jul**
- **Certified in JavaScript**, Algorithms and Data Structures | 2020 – 2021
- **Level 1 Psychotherapist Training**, Clinical Psychology with Cognitive-Behavioral Approach (Rational Emotive Behavioral Therapy) | 2021
- **Web Design Certificate** | 2019
- **Geospatial Information Representation Training** | 2020
- **Psychopathologies in Childhood, Adolescence, and Adults** | Autonomous University of Barcelona | 2014

## LINGUISTIC SKILLS

- **Languages:** Spanish (Native), English (Fluent), French (Fluent), Japanese (N5 - In progress)
- **French Language Training:** University of Montreal | 2015

- **Certificate and Reading Comprehension of Academic Texts in French, University of Montreal, Interchange Student | 2014**

## **ART / SPORTS**

- **Theatre:** Performance, juggling, clowning, and circus arts.
- **Climbing Club Design & Projection**, South Mexico City, 2016
- **Graphic Design 2D and 3D** *Portfolio available at:* [Demo Portfolio](#)
- **Certified Climbing Route Opener**, French Federation of Climbing and Mountaineering | 2019
- Slackline Promotor.

## **INTERESTS**

- **Business**
- **Integration of technology, science, health care, art and innovation.**
- **Exploring the intersections between neuroscience, psychology, software - hardware and art.**
- **Promoting alternative sports and cultural activities through community engagement.**
- **Development and research.**