

Resume

Lorena Howard-Sheridan
801 East 48th Street
Austin, TX 78751

(512) 758 02 90
lorena.howard@gmail.com
<http://www.lorenahoward.com>

| | |
|-------------------------------------|--|
| GENERAL INFORMATION | Born in August 22nd, 1966, in Mexico City, Mexico. Dual citizen, Mexican and American. Currently living in Austin, TX. |
| EDUCATION | Graphic Design Degree, Universidad Iberoamericana, Mexico City, 1985–1989. Visual Communication Diploma, Basel School of Design, Switzerland, 1996–1999. |
| HOBBIES AND SKILLS | Drawing, photography and pottery. Software: InDesign, Illustrator, Photoshop. Basic HTML and CSS. |
| ACADEMIC AND PROFESSIONAL INTERESTS | Development of writing systems and the alphabet; neuroscience research on perceptual and reading processes, curriculum development, design as a research and/or research as design methodology. |
| ACADEMIC EXPERIENCE | Vermont College of Fine Arts , VT: Lecturer and faculty, Spring 2014. Centro de Diseño, Cine y Televisión , Mexico City: Adjunct instructor for “Conceptual Maps” (Information display, Graduate program in Design Studies, Fall 12, 13, 14), and “The Interactive Message” (Undergraduate, Information and interaction, Spring 09). Advisor to the committee in the development of a graduate program in Design Studies (Fall 09). Adviser for the development of a disarmament campaign by students in conjunction with Design Center at Pasadena, CA. Saint Edward’s University , Austin, TX: Adjunct instructor of Typography (Spring 12–14, Fall 12, 14), History of Graphic Design (Fall 12, 13). The Art Institute of Boston at Lesley University , from Fall 2004 to Spring 2007: Assistant Professor of Design and manager of the inhouse design service (projects developed by students). Instructor of Information Design, The Language of Form, Design, Typography 1, Foundation Seminars 1 and 2, and Visiting Designers. Rhode Island School of Design , Fall 2005 and Fall 2003: Adjunct Faculty of Form and Communication (05), Typography and Color (03). Universidad Anáhuac , Mexico City, from Spring 2000 to Spring 2003: Adjunct faculty of Form and composition, Color, Introduction to experimental typography, Signage, Drawing. |
| PROFESSIONAL EXPERIENCE | Principal at Salted Caramel Books , publishing house. Independent Graphic Designer, mainly focused in Editorial and Corporate Identity projects, with clients like: <ul style="list-style-type: none">• National University, Mexico City, Mexico (publication design and book covers).• The Art Institute of Boston at Lesley University (redesign of graphic image and development of visual standards, in collaboration with Jim Hood).• The House of Mexico in Paris (CI, web site, design of 50 year anniversary book).• University of Guadalajara Press (CI, Design for diverse book collections, book covers, promotional material. In collaboration with <i>HappyDesign</i>).• Rochester University Press (book covers).• The Octavio Paz foundation, Mexico (poster, brochure and promotional materials). |
| LECTURES | The unspoken Rules of Mexican naïve lettering presented at: Vermont College of Fine Arts, Spring 2014 Residency; the Symposium “New Views: repositioning Graphic Design History”, London College of Communication, School of Graphic Design, London, UK, 2005; University of Illinois at Chicago, 2003; Dartmouth University of Massachusetts, 2003; and Rhode Island School of Design, 2003 and 2005. |