

## Resume

(updated December 2017)

**Lorena Howard-Sheridan**

4804 Eilers Avenue  
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.  
Dual Mexican-American Citizen.

### EDUCATION

Graphic Design BFA, Universidad Iberoamericana,  
Mexico City, 1985–1989.  
Visual Communication Diploma, Basel School  
of Design, Switzerland, 1996–1999.

### ACADEMIC EXPERIENCE

**Vermont College of Fine Arts**, VT: Faculty, Spring 2014  
and Fall 2015 to date.

**Centro de Diseño, Cine y Televisión**, Mexico City.

Adjunct instructor:

- *Conceptual Maps*: design as research workshop, Masters in Design Studies, Fall 12 to date.
- *The Interactive Message*, BFA in Vis-com, Spring 09.
- Adviser for the committee in the development of the 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., Fall 09.

**Saint Edward's University**, Austin, TX. Adjunct instructor:

- Typography, Spring 12–14, Fall 12, 14; type essentials and introduction to design software.
- History of Graphic Design, Fall 12, 13; academic course.

**The Art Institute of Boston at Lesley University**,

Fall 2004 to Spring 2007: Assistant Professor of Design and manager of inhouse design service by students.

Instructor of: *Information Design*, *The Language of Form*, *Design*, *Typography 1*, *Foundation Seminars 1 and 2*, and *Visiting Designers* workshop and lecture series.

**Rhode Island School of Design**, Fall 2005 and Fall 2003: adjunct instructor of *Form and Communication* (05), *Typography* and *Color* (03).

**Universidad Anáhuac**, Mexico City; adjunct instructor from Spring 2000 to Spring 2003: Adjunct faculty of *Form and Composition*, *Color*, *Introduction to experimental typography*, *Signage* and *Drawing*.

### LECTURES

- The unspoken Rules of Mexican naïve lettering.
- Past Into the Future: stories about beautiful book layouts.
- Research and Design Methodology.

### PUBLICATIONS

- *Sideway Glances: Vernacular Mexican Lettering*.
- *Candy, a Frog and a Comet* (Spanish-English short stories).
- *Modular Type Elements*, a workbook.

### ACADEMIC 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, multidisciplinary and collaborative projects, mixed media and technologies research.

### CURRENT PROFESSIONAL PRACTICE

Principal at *Salted Caramel Books*, specialized in small and/or experimental editions, and partnering in lettering, printing and self-publishing workshops along with other experimental and collaborative projects.

### PROFESSIONAL EXPERIENCE

Independent Graphic Designer, mainly focused in Publishing and Corporate Identity projects, with clients like the National University of Mexico (publication design), The Art Institute of Boston at Lesley University (redesign of graphic image and development of visual standards; collaboration), The House of Mexico in Paris (CI, web site, design of 50 year anniversary book), University of Guadalajara Press (CI, Design for book collections, promotional material; collaboration), Rochester University Press (book covers), The Octavio Paz foundation, Mexico (conference identity). Previous experience in magazine design, advertising, commercial movies and illustration.

### HOBBIES AND SKILLS

Lettering, printing, binding, wheel-pottery.  
Adobe cc (especially InDesign, Illustrator and Photoshop). HTML, CSS.