

Curriculum Vitae

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GENERAL INFORMATION

Born Mexico City, August 22nd, 1966
Nationality Mexican/American

EDUCATION

1985–1989 Graphic Design BFA. *Universidad Iberoamericana, Mexico City.*
1996–1999 Visual Communication Diploma. *Höhere Schule für Gestaltung, Basel, Switzerland.*

AREAS OF INTEREST

Academic

- Curriculum development as it pertains to evolving disciplines and economies.
- Multidisciplinary and collaborative projects between individuals, institutions and cultures that enable the exploration and observation of the possibilities of academic studies as applied to the professional field.
- Studio classes based on research as design methodology (and design as research) and a speculative approach in order to build a rich process.
- Development of writing systems, especially the alphabet; neuroscience research on perceptual and reading processes.
- Expressive typography, vernacular lettering.
- Form, composition and core components of the visual experience.

Professional

- Production of small and/or experimental publications exploring alternative ways of production, distribution and engagement with the audience.
- Partnering in lettering, printing and self-publishing workshops along with other experimental and collaborative projects.

HOBBIES AND SKILLS

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

LANGUAGES

Spanish—mother language, fluent in English (both written and spoken), basic German and French.

CONTINUED
EDUCATION

October 2017–January 2018	<i>Build Websites from Scratch</i> (October 2017–January 2018).	Codecademy online training.
June 2016	Letterpress on a Vandercook and binding workshop (16 hours).	Punchpress Studio.
April and October 2010	<i>Building a business from scratch</i> (16 hours).	Instructor: Regina Anaejionu, UT continuing education department.
Fall 2004	Dreamweaver cs4 Training: Essential Skills 1 and 2 (40 hours).	Instructor: Roman Villarreal, Lumenbrite Adobe authorized Centre, Austin, TX.
Summer 2002	<i>The Awakened Eye</i> , visual awareness, Bauhaus-oriented workshop (8 hours).	Instructor: Adi Gropius, <i>Historic New England</i> , Lincoln, MA.
Fall 2002	<i>Unfolding meaning</i> . (Semiotics, 24 hours).	Instructor: Tom Ockerse, Rhode Island School of Design, RI.
Fall 2000,	Teaching methodologies workshop.	<i>Universidad Anáhuac</i> , Mexico City.
Spring 2001, Spring 2003	Typography workshops for faculty (20 hours each).	Instructors: Urs Graf (Basel, Switzerland), Linda Bracamontes (UI at Chicago), <i>Universidad Anahuac</i> , Mexico.
Summer 1994	<i>Film and Literature in Mexico</i> .	Instructor: Gustavo García, <i>Universidad del Claustro de Sor Juana</i> , Mexico.
April 1992	Illustration workshop.	Instructor: Peter Olpe, (<i>Schule für Gestaltung</i> , Basel and <i>U. Anáhuac</i> , Mexico.)
November 1991	Printed production.	<i>Grupo Gráfico Romo</i> , Print shop, Mexico.

ACADEMIC
EXPERIENCE

Fall 2014, Spring 2016 to date	<p>Faculty and lecturer for the MFA in Graphic Design program. Role includes: lectures, critiques, group-working-sessions, individual meetings and adviser for independent and thesis projects, along with participation in Faculty meetings and rotating committees. Workshops and panels:</p> <ul style="list-style-type: none"> • <i>Documentation as Design Methodology</i>. • <i>The lettershop</i>, lettering workshop. • <i>Ever expanding circles of influence</i>, publishing panel (coordinator/presenter). 	<p>Vermont College of Fine Arts, MFA in Graphic Design program.</p> <p>Saint Edwards University, Austin, TX.</p> <p>Vermont College of Fine Arts, Montpelier, VT.</p>
February 4th–5th, 2017	<ul style="list-style-type: none"> • <i>Lettering into Press</i>, workshop open to the Austin community. 	<p>Via <i>Print Austin</i> festival, at Punchpress, Austin, TX.</p>
As Adjunct and visiting Faculty:		
Fall 2012 to date	<ul style="list-style-type: none"> • <i>Mapas conceptuales (Conceptual maps: design as research and research as design methodology intensive workshop)</i>; Masters in Design Studies program. 	<p><i>Centro de Diseño, Cine y Televisión</i> (Center for Design, Film and Television), Mexico City.</p>
March 7th–9th, 2016	<ul style="list-style-type: none"> • <i>Message versus medium: designing the reading experience</i>, graduate workshop, guest instructor and lecturer. 	<p>Miami University at Ohio.</p>
Spring 2015–2012, Fall 2012, 2014, 2015	<ul style="list-style-type: none"> • <i>Typography 1</i>, Graphic Design BA. 	<p>Saint Edwards University, Austin, TX.</p>
Fall 2012 & 2013	<ul style="list-style-type: none"> • <i>History of Graphic Design</i>. 	
Spring 2009	<ul style="list-style-type: none"> • <i>The Interactive message</i>. Visual Communication BFA. • Member of the committee in charge of the initial <i>Design Studies</i> graduate program. • Advisor for disarmament campaign design project by Student group from <i>Centro</i> in collaboration with Design Center, CA. 	<p><i>Centro de Diseño, Cine y Televisión</i> (Center for Design, Film and Television), Mexico City.</p>
Fall 2005 Fall 2003	<ul style="list-style-type: none"> • <i>Form & Communication</i>. • <i>Typography 1</i>. • <i>Color</i>. 	<p>Rhode Island School of Design, Providence, RI.</p>
Fall 2000–2003	<ul style="list-style-type: none"> • <i>Graphic Design 1, 2, 3 and 6</i> (composition, typography, application design and signage, respectively). • <i>Color</i>. • <i>Drawing 1</i>. 	<p><i>Universidad Anahuac</i>, Mexico City.</p>

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ACADEMIC
EXPERIENCE

Fall 2004–
Spring 2007

As Assistant Professor of Design:

The Art Institute of Boston
at Lesley University, Boston, MA.

ACADEMIC AREA:

Advising, portfolio reviews, interdisciplinary critiques, organization of lectures, workshops and other academic activities.

Instructor for the following courses:

- *Language of Form*.
- *Typography 1*.
- *Design 1*.
- *Information Design*.
- *Visiting Designers* (short workshops + lecture series by community professionals).
- *Foundation Seminars 1 and 2*.

SERVICE AREA:

- Participation in academic meetings and in the Design department curriculum development.
- Member of the following committees: internal policies, faculty development, curriculum development.
- Member of the editorial board for Lesley University Magazine.
- Coordinator for: the AIGA student group, the Design Department permanent and temporary exhibits, the Department's design projects by students (brochures, posters, signage development and announcements).

SCHOLARSHIP AREA:

Independent design projects, participation in conferences and lectures (specifically on Mexican vernacular lettering, read *Lectures* section).

Manager of AIB's graphic image: production, coordination and assessment of internal and promotional graphic applications.

LECTURES

2003 to date

The unspoken Rules of Mexican naïve Lettering.

Vermont College of Fine Arts, VT, 2014; Symposium "New Views: repositioning Graphic Design History", London College of Communication, School of Graphic Design, London, UK, 2005; Rhode Island School of Design, RI, 2003 and 2005; The Art Institute of Boston, MA, 2004 and 2006; Dartmouth University, MA, 2003; University of Illinois at Chicago, ILL, 2003.

2016 to date

Past Into the Future: stories about beautiful book layouts.

Vermont College of Fine Arts, VT, January and April 2016; Miami University at Ohio, March 2016.

2012 to date

Research and Design Methodology.

Vermont College of Fine Arts, VT, April 2014 and 2016; Centro, Mexico City, 2012 to date.

PUBLICATIONS	2016 and 2017	Modular Type Elements, a workbook, first and second editions.	Farmer & Chef Duo-labs: Salted Caramel Books, Punchpress.
	2015	Similar: Dual-language postcard-booklet.	Salted Caramel Books.
	2014	Sideway Glances: Mexican Vernacular Lettering. Candy, a Frog and a Comet. Short stories in two languages.	
PROFESSIONAL EXPERIENCE	2014 to date	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.	Salted Caramel Books.
	2000 to date Independent Graphic Designer	Book cover design, cover and layout design for various publications.	<ul style="list-style-type: none"> • National University of Mexico. • Rochester University Press, • <i>Pecata Minuta</i> Publishers and others.
		CI Visual Standards: Development of basic applications and visual standards for promotional and graphic material.	The Art Institute of Boston, MA. In collaboration with Jim Hood and Kristina Lamour, the <i>Design Task Force</i> .
		Design management for diverse internal documents and projects.	Art Gallery at the The Art Institute of Boston, MA.
		Design and co-curation of the exhibit <i>The language of vision: the work of Gyorgy Kepes</i> .	The Art Institute of Boston, MA. In collaboration with Kristina Lamour.
		Corporate Identity and Editorial Design for book collections, text books and promotional material such as posters and brochures.	University of Guadalajara Press, Guadalajara, Mexico. In collaboration with <i>happyDesign</i> , multidisciplinary group.
		Corporate Identity, Web Site, and 50th Anniversary book.	The House of Mexico in Paris.
		Layout Design for monthly literary magazine supplement <i>Al pie de la letra</i> (“to the letter”).	National University, Mexico City.
		Magazine prototype design for technology and communication publications: <i>Net@</i> , <i>Capital Digital</i> , <i>E-semanal</i> , <i>Mundo Sayrols</i> , <i>Personal Computing</i> .	<i>Sayrols</i> , Publishing House, Mexico City.
		Poster and brochure for the conference: <i>Octavio Paz: 50 years of The Labyrinth of Solitude</i> .	Octavio Paz foundation, Mexico City.
		Corporate Identity.	Prometek, IT Solutions Company, GA.
		Diverse collaborations for book design.	<i>tcc</i> , design firm, Mexico City.
		Design and illustration for internal brochure for Citi Bank.	<i>Arquetip</i> , design firm, Mexico City.

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PROFESSIONAL
EXPERIENCE

	Poster and invitation to events. Design of publication covers.	<i>Cifa</i> , industrial machinery, Mexico. <i>Bimsa</i> , information Company, Mexico.
	Design for series of three posters and tent-cards, advertising Mexican chocolates in Japan.	<i>Chocolates Turin</i> , food company, Mexico.
	Brochure about air plane luggage restrictions.	<i>Incentivos y convenciones</i> , travel agency and event organization company, Mexico.
	Design of logotype, poster and applications for the “interactive” radio-show <i>The heritage</i> .	<i>Radio Televisa</i> , radio company, Mexico.
1993–1996	Art Director Responsible for design and pre-press production of some commercial magazines.	<i>Grupo Medios</i> , Publishing House, Mexico.
	Collaborator for Night life and Gastronomy columns.	<i>Donde Ir (Where to go)</i> Magazine.
1991–1993	Senior Designer Responsible for design and development of graphic design projects.	<i>J.M. Diseño y producción</i> , Design and advertisement Agency, Mexico.
1988–1991	Junior Designer Responsible for production of prototypes, mechanical drawings and illustration for various projects.	<i>Calíope</i> /Heydenreich, Graphic Design Studio, Mexico City.
1987–1988	Production and props assistant for commercial movies.	<i>Arellano Group</i> , film producers, Mexico City.
1986–1987	Art department assistant.	<i>Saucedo, Álvarez e Icaza</i> , advertisement agency, Mexico City.

PARTICIPATION
IN SHOWS

2017	<i>Sin ríos ni callejones, (Neither rivers nor alleys)</i> , Mexican publishing design, from 2000 through 2017.	Abierto Mexicano de Diseño design Festival, Mexico City.
2017	<i>One of a kind objects</i> , pop-up show and sale. Ceramics and Printed goods.	Sharp Noggin, Workshop and Gallery space, Austin, tx.
2016	<i>Japonice</i> : Japonism in Mexican Contemporary Art.	EME Espacio Gallery, Mexico City.

RECOGNITIONS

2015	Bronze medal in Popular Culture category	Independent Publisher Awards, NY.
2005	Special mention for Poster Design for the lecture: <i>What Art can tell us about the brain</i> .	BONE awards, New England, USA.
2004	Second place for promotional brochure design for the U. Guadalajara Press.	<i>Quorum</i> , Design organization, Mexico.