

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.*

COURSES AND WORKSHOPS

April and October 2010 Dreamweaver cs4 Training: Essential Skills 1 and 2 (40 hours). Instructor: Roman Villarreal, Lumenbrite Adobe authorized Centre, Austin, TX, USA.

Fall 2004 *The Awakened Eye*, visual awareness, Bauhaus-oriented workshop (8 hours). Instructor: Adi Gropious, *Historic New England*, Lincoln, MA, USA.

Summer 2002 *Unfolding meaning*. (Semiotics, 24 hours). Instructor: Tom Ockerse, Rhode Island School of Design, RI, USA.

Fall 2002 Teaching methodologies. *Universidad Anáhuac, Mexico City.*

Fall 2000, Spring 2001, Spring 2003 Typography workshops for faculty (20 hours each). Instructors: Urs Graf (Basel, Switzerland), Linda Bracamontes (UI at Chicago), *Universidad Anahuac, Mexico.*

Summer 1994 Film and Literature in Mexico. Instructor: Gustavo García, *Universidad del Claustro de Sor Juana, Mexico.*

April 1992 Illustration workshop. Instructor: Peter Olpe, (*Schule für Gestaltung, Basel* and *U. Anáhuac, Mexico.*)

November 1991 Printed production. *Grupo Gráfico Romo, Print shop, Mexico.*

SKILLS AND HOBBIES

Ceramic wheel throwing, drawing and illustration, photography.

DESIGN SOFTWARE

Photoshop, Illustrator, InDesign, Dreamweaver, Quark XPress. Basic HTML and CSS.

LANGUAGES

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

ACADEMIC INTERESTS

Curriculum development; history of the Alphabet, the development of script and lettering; perception and neuroscience notions of image versus language interpretation. Design potential explored through information design: design as research tool and research as design methodology, Design as a learning tool.

	As Adjunct Faculty:	
Spring 2014–2012, Fall 2012 & 2014	<ul style="list-style-type: none"> • <i>Typography 1</i>, Graphic Design BA. 	Saint Edwards University, Austin, TX.
Spring 2014	<ul style="list-style-type: none"> • <i>Documentation as Design Methodology</i>, workshop; Graphic Design MFA. Adviser for two students and mentorship for one thesis project. 	Vermont College of Fine Arts, Montpelier, VT.
Fall 2012, 2013, 2014	<ul style="list-style-type: none"> • <i>Mapas conceptuales (Conceptual maps: information design and visual research workshop)</i>; Design Studies Masters program. 	<i>Centro de Diseño, Cine y Televisión</i> (Center for Design, Film and Television), Mexico City.
Fall 2012 & 2013	<ul style="list-style-type: none"> • <i>History of Graphic Design</i>. 	Saint Edwards University, Austin, TX.
Spring 2009	<ul style="list-style-type: none"> • <i>The Interactive message</i>. Visual Communication BFA. • Member of the committee in charge of creating the new <i>Design Studies</i> graduate program. • Advisor for disarmament campaign design project by Student group from <i>Centro</i> in collaboration with Design Center, Pasadena, CA. 	<i>Centro de Diseño, Cine y Televisión</i> (Center for Design, Film and Television), Mexico City.
Fall 2005 Fall 2003	<ul style="list-style-type: none"> • <i>Form & Communication</i>. • <i>Typography 1</i>. • <i>Color</i>. 	Rhode Island School of Design, Providence, RI.
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>. 	<i>Universidad Anahuac</i> , Mexico City.
Fall 2004– Spring 2007	<p>As Assistant Professor of Design:</p> <p>ACADEMIC AREA: Advising, portfolio reviews, interdisciplinary critiques, organization of lectures, workshops and other academic activities.</p> <p>Instructor for the following courses:</p> <ul style="list-style-type: none"> • <i>Language of Form</i>. • <i>Typography I</i>. • <i>Design I</i>. • <i>Information Design</i>. • <i>Visiting Designers</i> (short workshops + lecture series by community professionals). • <i>Foundation Seminars 1 and 2</i>. <p>SERVICE AREA:</p> <ul style="list-style-type: none"> • 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. <p>[...]</p>	The Art Institute of Boston at Lesley University, Boston, MA.

[...]
ACADEMIC
EXPERIENCE

- 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).

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

SCHOLARSHIP AREA:

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

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

LECTURES
AND PUBLICATIONS

2003 to date

The unspoken Rules of Mexican naïve Lettering.

Publication of *Sideway Glances: Mexican Lettering on the way* (author's edition available online).

Vermont College of Fine Arts, Montpelier, 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, Providence, RI, 2003 and 2005; The Art Institute of Boston at Lesley University, Boston, MA, 2004 and 2006; Dartmouth University of Massachusetts, MA, 2003; University of Illinois at Chicago, ILL, 2003.

PROFESSIONAL
EXPERIENCE

2000 to date
Independent
Graphic Designer

Currently launching a publishing house with the mission of fostering pleasure in reading and learning languages (Spanish-English).

Salted Caramel Books, Austin, TX.

Book cover design, cover and layout design for various publications.

- National University of Mexico.
- Rochester University Press,
- *Pecata Minuta* Publishers and others.

CI Visual Standards: Development of basic applications and visual standards for promotional and graphic material.

The Art Institute of Boston, Boston MA. In collaboration with Jim Hood and Kristina Lamour, the *Design Task Force*.

Design management for diverse internal documents and projects.

Art Gallery at the The Art Institute of Boston, Boston MA.

Design and co-curation of the exhibit *The language of vision: the work of Gyorgy Kepes*.

The Art Institute of Boston, 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 *happyDesign*, multidisciplinary group.

Corporate Identity, Web Site, and 50th Anniversary book.

The House of Mexico in Paris.

Layout Design for monthly literary magazine supplement *Al pie de la letra* ("to the letter").

National University, Mexico City.

[...]

PROFESSIONAL
EXPERIENCE

Magazine prototype design for technology and communication publications: *Net@*, *Capital Digital*, *E-semanal*, *Mundo Sayrols*, *Personal Computing*.
Sayrols, Publishing House, Mexico City.

Poster and brochure for the conference: *Octavio Paz: 50 years of The Labyrinth of Solitude*.
Octavio Paz foundation, Mexico City.

Corporate Identity.
Prometek, IT Solutions Company, GA.

Diverse collaborations for book design.
TCG, design firm, Mexico City.

Design and illustration for internal brochure for Citi Bank.
Arquetip, design firm, Mexico City.

Poster and invitation to promotional events.
Cifa, industrial machinery importer, Mexico.

Design of publication covers.
Bimsa, information Company, Mexico.

Design for series of three posters and tent-cards, advertising Mexican chocolates in Japan.
Chocolates Turin, food company, Mexico.

Brochure about air plane luggage restrictions.
Incentivos y convenciones, travel agency and event organization company, Mexico.

Design of logotype, poster and applications for the “interactive” radio-show *The heritage*.
Radio Televisa, radio company, Mexico.

1993–1996	Art Director Responsible for design and pre-press production of some commercial magazines.	Grupo Medios, Publishing House, Mexico.
	Collaborator for Night life and Gastronomy columns.	Donde Ir (<i>Where to go</i>) Magazine.
1991–1993	Senior Designer Responsible for design and development of graphic design projects.	J.M. Diseño y producción, Design and advertisement Agency, Mexico.
1988–1991	Junior Designer Responsible for production of prototypes, mechanical drawings and illustration for various projects.	Caliope/Heydenreich, Graphic Design Studio, Mexico City.
1987–1988	Production and props assistant for commercial movies.	Arellano Group, film producers, Mexico City.
1986–1987	Art department assistant.	Saucedo, Álvarez e Icaza, advertisement agency, Mexico City.

RECOGNITIONS

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.	Quorum, Design organization, Mexico.