

education

- Tyler School of Art, Temple University
MFA, summa cum laude, Graphic and Interactive Design, 2004
- Temple University, Summer Arts and Culture Seminar, Rome, Italy
Summer 2003
- Villanova University
BA, cum laude, English, 1995

professional experience

- 2004-present
University of Texas at El Paso
500 W. University Avenue, El Paso, TX 79968
Position: Associate Professor of Art with tenure, Graphic Design

Instruct beginning and advanced graphic design and interactive (web) design courses and oversee Masters of Art candidates. The beginning courses deal with the exploration of effective visual communication with emphasis on problem solving and conceptual development, along with a foray into three-dimensional packaging and experimentation with materials. Topics include typography and letter form, symbol design, setting of body copy and headline types, combining text with images, and layout of the page. The advanced courses deal with design expression and conceptual approaches to solving graphic communication problems with an emphasis on an awareness of graphic design history. Topics include the use of typography in conjunction with photography, drawn images and the integration of form and content, function and context, and how concepts are formulated to communicate to specific audiences. All courses integrate a project designing for the community.

In service to the Department of Art, I participate in once-a-semester official departmental advising days as well as ongoing student advising throughout the year. I serve on the committee to select a speaker/judge for the Annual Juried UTEP Student Art Exhibition in Graphic Design. Recent past selections include Tim McGrath of 3 Advertising Gail Anderson Creative Director/Design at of Spotco, Alejandro Magallanes, and Dirk Fowler of F2 Design. I have played a leading role in developing a new graphic design curriculum which was implemented in the Fall 2008 semester. In addition to streamlining the degree plan down to a proper 120-credit hours, and identifying and eradicating all "hidden pre-requisites", this curriculum now includes web design and a class focused solely on typography and the history of graphic design. I created and maintain the department's web site. From 2005-6 I led a group of ten art students to the annual Chinati Open House in Marfa, TX where they served as docents to the internationally-known collection of art work on display. I also manage two state-of-the-art graphic design computer labs containing over 40 Mac G5 stations, three large-format Epson printers, two large-format Epson scanners, two laser printers as well as peripheral equipment students may borrow like digital cameras, Wacom tablets, etc. I also oversee two work-study students who monitor the labs on a daily basis.

In terms of service to the University at large, I am Chair of the Programmatic Learning Outcomes Committee for the Department of Art and delivered a plan for learning outcome assessment to the Dean of the College of Liberal Arts (under whose jurisdiction the Department of Art falls) that was implemented in the Spring, 2009 semester. This plan is part of a greater effort to maintain UTEP's accreditation by The Commission on Colleges of the Southern Association of Colleges and Schools (SACS). SACS serves as the common denominator of shared values and practices among the diverse institutions in Alabama, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Texas, Virginia and Latin America and other international sites approved by the Commission on Colleges that award associate, baccalaureate, master's, or doctoral degrees.

curriculum vitae

- Summer 2004
Temple University Japan, Tyler Summer Art Workshop in Graphic Design
2-8-12 Minami Azabu, Minato-ku, Tokyo 106-0047
Position: Assistant Professor of Graphic and Interactive Design
Instructed an advanced graphic/interactive design six-week course focused on the students' distillation of an aspect of Tokyo or Japanese culture within a specific area of the city. Emphasis on expanding design and typographic skills and completion of a large-scale final project.
- 2002-2004
Tyler School of Art, Temple University
7725 Penrose Avenue, Elkins Park, PA 19027
Position: Computer Lab Graduate Assistant
Oversaw the operation of two undergraduate and one graduate graphic design computer lab.
- 2001-2004
Networks for Training and Development, Inc.
The Commons at Valley Forge, 1220 Valley Forge Rd, Unit #17, Box 206, Valley Forge, PA 19481-0206
Position: Graphic and Web Designer
- 1999-2000
The Vanguard Group, Vanguard Brokerage Services, 100 Vanguard Blvd, Malvern, PA 19355-2331
Position: Writer/Correspondent, Expedited Action & Response Services Team
- 1996-1998
United States Peace Corps, Espargos, Ilha do Sal, Cape Verde Islands, West Africa
Position: Volunteer, Teacher of English as a Foreign Language

selected freelance design clients

- El Paso Museum of Art, El Paso, TX
Position: Graphic Designer
2010-11 Fiftieth Anniversary catalog design for *European Treasures at the El Paso Museum of Art*
2009 Exhibit catalog design for *Into the Desert Light: Early El Paso Art 1850-1960*
2007 Trifold brochure design for *The Sacred and the Secular: Women in Renaissance, Baroque and Rococo Prints and Picasso's Women: Prints From the Permanent Collection*
- Cinco Puntos Press, El Paso, TX
Position: Book and Graphic Novel Designer
2011 Design currently in progress for *What Side Are You on Anyway?* by George Ella Lyon,
Illustrated by Christopher Cardinale
2010 *Border Senses Series* book series designer
2009 *Mr. Mendoza's Paintbrush* by Luis Alberto Urrea, Illustrated by Christopher Cardinale
2008 *Pitch Black* by Youme Landowne and Anthony Horton
2006 *The Shadow of the Shadow* by Paco Ignacio Taibo II
- The Centennial Museum and Chihuahuan Desert Gardens at the University of Texas at El Paso, El Paso, TX
Position: Museum Exhibit Designer
2011 *A River Interrupted: Making the Case for Changing our Management of the Rio Grande*
2008 *To the Ends of the Earth: UTEP at the Poles*
2008 *Building a Bosque: 10 Years of Habitat Restoration at Rio Bosque Wetlands Park*
- El Paso Museum of History, El Paso, TX
Position: Bilingual Museum Exhibit Designer
2010 *El Paso: The Other Side of the Mexican Revolution*

selected freelance design clients (continued)

- The El Paso Public Library, Main Branch
Position: Bilingual Exhibit Designer
2011 *Building a City and a Nation: Immigration Stories from El Paso, Texas*
- The Stanlee & Gerald Rubin Center for the Visual Arts at the University of Texas at El Paso, El Paso, TX
Position: Art Director, Graphic, Environmental, and Web Designer
2008 *Claiming Space: Mexican Americans in U.S. Cities*, Exhibition Catalog Designer
2008 *Unknitting: Challenging Textile Traditions*, Exhibition Catalog Designer
2007 *Julia Barello: Swirl*, Exhibition Catalog Designer
2007 *El Maestro Francisco Toledo: Art from Oaxaca, 1959-2006*, Exhibition Catalog Designer
2006 *Multiplicity: Contemporary Ceramic Sculpture*, Exhibition Trifold and Catalog Designer
2006 *Beverly Penn: Weeds*, Exhibition Catalog Designer 2006 *UTEP Department of Art Biennial Faculty Exhibition*, Exhibition Catalog Designer
2005 *Hanging in Balance: 42 Contemporary Necklaces*, Exhibition Catalog Designer
- The Frontera Land Alliance, El Paso, TX
Position: Logo and Web Designer
2007 www.fronteralandalliance.org

awards | exhibitions

- 2011 *Victory for Tyler: Works on Paper and Posters Juried Exhibition*, Juried by Luba Lukova, Crane Arts Center, Temple University, Philadelphia, PA
- 2011 Gold ADDY award and Special Judges' Award, Advertising for the Arts category for *European Treasures at the El Paso Museum of Art*, Fiftieth Anniversary catalog, Advertising Federation of El Paso
- 2010-11 Participated in the internationally traveling poster exhibit *Peace of Art*, raising awareness of the drug violence in Juárez, Mexico
- 2010 Finalist, 11th International Biennial of the Poster, Mexico City, Mexico for posters *Juárez: Once a City, Now Statistics* and *Juárez*.
- 2009-11 Invited to participate in the 2010 poster exhibit *Voices in Freedom*, celebrating the Bicentennial of Mexican Independence and the Centennial of the Mexican Revolution, sponsored by the Eleventh International Poster Biennial of Mexico. Only one hundred designers from around the world were invited (50 men and 50 women). This collection is currently traveling internationally.
- 2009 Silver ADDY award, Advertising for the Arts category for *Claiming Space: Mexican-Americans in U.S. Cities* exhibition catalog, Advertising Federation of El Paso
- 2008 Finalist, 10th International Biennial of the Poster, Mexico City, Mexico for posters *Stop Global Warming and You Can Reduce Global Warming*
- 2008 UTEP Department of Art Biennial Faculty Exhibition, Stanlee and Gerald Rubin Center for the Visual Arts at the University of Texas at El Paso, El Paso, TX
- 2008 Silver ADDY award, Advertising for the Arts category for *El Maestro Francisco Toledo: Art from Oaxaca, 1959-2006*, exhibition catalog, Advertising Federation of El Paso
- 2007 Gold ADDY award, Advertising for the Arts category for *Multiplicity: Contemporary Ceramic Sculpture* exhibition catalog, Advertising Federation of El Paso
- 2006 Honorable Mention, 9th International Biennial of the Poster, Mexico City, Mexico for poster *One-Third of the Earth's Surface Has Been Affected by Desertification*
- 2006 Silver ADDY award, Advertising for the Arts category for *Beverly Penn: Weeds* exhibition catalog, Advertising Federation of El Paso
- 2006 UTEP Department of Art Biennial Faculty Exhibition, Stanlee and Gerald Rubin Center for the Visual Arts at the University of Texas at El Paso, El Paso, TX
- 2005 Finalist, Tyler School of Art *Interact 5* Web Design Competition, Philadelphia, PA
- 2005 Gold ADDY award, Advertising for the Arts category for *Hanging in Balance: 42 Contemporary Necklaces*, Advertising Federation of El Paso

awards | exhibitions (continued)

- 2004 MFA Thesis Exhibition, Tyler School of Art, Philadelphia, PA
- 2004 Tyler School of Art 14th Annual Packaging Exhibition, Philadelphia, PA
- 2003-2007 Work selected for the Tyler School of Art graphic design website (<http://www.temple.edu/tyler/gd>)
- 2002-04 Full-tuition graduate assistantship with stipend, Tyler School of Art, Philadelphia, PA
- 2002-03 Work selected for Tyler School of Art catalog
- 2002 Honorable Mention, American Institute of Graphic Arts (AIGA) Student Poster Competition on Tolerance, three posters on display at AIGA, New York, NY

professional associations

- Board member, Border Art Residency, La Union, NM

skills

- Proficient in both Mac and PC platforms. Adobe Illustrator, Photoshop, ImageReady, InDesign, Dreamweaver, Flash, After Effects, Streamline, Director, SoundEdit, QuarkXpress, Microsoft Office. Fluent in Portuguese Creolo (language of the Cape Verde Islands) and functional in Portuguese, Italian and Spanish