

PROFESSIONAL PHILOSOPHY

Graphic Design is a discipline that can leverage social change, improve systems, communication, methods, and ways of life. The empathy that a story can generate, solidarity among people, discussion, and collaboration are all possible through a kind of design that understands the value of empowerment and the incorporation of different design research methods, where interdisciplinarity and the inclusion of end-users into the creation processes are vital.

My work intends to incorporate that type of Social Design in our lives, our communities, and our countries. I believe that both the professional practice and academia are important spaces to achieve that goal. Therefore, I want to stay active in both spaces, to help the new generations of designers to have a bigger impact in their societies and to help them work towards more solid and fair economies, based on equal opportunities for development.

RESEARCH AND DESIGN INTERESTS

Design Research, Design Thinking, Information Design, Typography, Ethnography, Development.

COMPUTING | MEDIA | OTHER

Platforms: MAC + PC | *Software:* Adobe CS5, MS Office 2011, iWork, iMovie, CMS platforms, currently learning HTML5. | *Other skills:* Digital photography, video editing, letterpress and book making, mixed media/digital collaging, brainstorm and ideation techniques, ethnographic research methods. Avid social media user. Member of AIGA. Native Spanish speaker.

EDUCATION

- may 2011 **Master in Fine Arts, emphasis in Graphic Design.**
School of Art and Art History, College of Fine Arts, University of Florida.
THESIS PROJECT: *Swimming Against the Currents: entrepreneur women of Chira Island, Costa Rica.*
The project is based on the work and life of the members of the Women's Association of Chira Island. My objective was to create different ways to visualize the story of these women, in order to inspire other women of rural areas of Costa Rica and Latin America to carry out their own initiatives of development.
- may 2011 **Latin American Studies Graduate Certificate.**
Center for Latin American Studies, University of Florida.
- april 2005 **Bachelor of Arts in Mass Communication, emphasis in Advertising.**
School of Mass Communication, University of Costa Rica.

PROFESSIONAL EXPERIENCE

- may 2011 to present **GRAPHIC DESIGN RESEARCHER + CONSULTANT**
Design research consulting: ethnography, branding, information graphics and multi-disciplinary visual communication.
Especially interested in multidisciplinary and development/culture-related projects. Some clients and collaborators include the Emerging Pathogens Institute, Center of Excellence for Regenerative Health Biotechnology, College of Fine Arts–University of Florida, and Brazilian Investment Group.
- august 2008 to may 2011 **INSTRUCTOR OF RECORD**
School of Art and Art History, College of Fine Arts, University of Florida.
Teach 2000 level and 4000 level courses. Responsibilities included course structure, developing and grading of projects, assignments, exams, exercises, and other in/out of class activities, creation of lectures, blogs and other media to support learning processes and improve input among the students.
- **VISUALIZING SCIENCE: art4930c – Spring 2011**
I proposed, developed, and instructed this class for the school to offer students around campus and from different majors the opportunity to learn graphic design basics, to be applied in the communication of different kinds of information, research, and data.
 - **TYPOGRAPHY I: gra 2208c – Fall 2010**
Studio course, teaching history, anatomy, vocabulary, and classification of typography. Coursework focuses on awareness and creative use with emphasis on the relationship between image and type.
 - **VISUAL METHODS & PROCESSES: gra 2111c – Fall 2008, Spring 2009, Fall 2009, Spring 2010.**
Studio class, teaching the basic concepts of 2D design. It focuses on design process, methodologies, and communication theories in order to foster the relationship between content and meaning. Students are also introduced to design research methods (such as brainstorming/ideation and project development, and prototyping).
- may 2009 to may 2011 **DESIGN CONSULTANT**
Center of Excellence for Regenerative Health Biotechnology, University of Florida.
Design of didactic materials for the course *Introduction to Industrial Biotechnology*.

PROFESSIONAL EXPERIENCE (CONTINUED)

- may to august
2008
- OPERATIONS AND MARKETING INTERN**
Harn Museum of Art, Gainesville, FL
Development of research and marketing activities to develop a program of Museum Guides, to offer visitors a more educational and informative experience when visiting the museum.
- august 2007
to may 2008
- GRADUATE ASSISTANT: MONITOR AT WORKSHOP OF ART, RESEARCH AND PRACTICE (WARP)**
School of Art and Art History, College of Fine Arts, University of Florida
I worked with students to develop their ideas for projects, research techniques, and solving technical issues. I also supervised the maintenance of the space: class and gallery.
- november 2005
to july 2007
- MEDIA DIRECTOR**
Ad Agency IDEAS MCW Comunicación (San José, Costa Rica)
Development of media campaigns based on media shares and new technologies for a myriad of local and regional clients.
- april 2005 to
november 2005
- CREATIVE DIRECTOR**
Ad Agency IDEAS MCW Comunicación (San José, Costa Rica)
Development of visual communication, branding, and marketing campaigns and key concepts for a myriad of national and regional clients.
- july 2004 to
july 2007
- FREELANCE DESIGNER**
Cartago, Costa Rica
Development of communication and design plans for a myriad of national clients and professionals.
- august to
december 2004
- CREATIVITY AND PRODUCTION ASSISTANT**
Halsband World Wide Partners (San José, Costa Rica)
Assist the Creative Department and Audiovisual Production Department in group meetings, presentation of key ideas for communication campaigns and field production of commercials and PPRR activities.
- june to
august 2004
- CREATIVITY INTERN**
Ad Agency IDEAS MCW Comunicación (San José, Costa Rica)
Assist the Creative Department in the formulation and presentation of key concepts for the development of advertising campaigns for a myriad of national and regional clients.
This internship corresponded to the Professional Practice Requirement for the Bachelor's degree in Mass Communication, emphasis in Advertising, University of Costa Rica.
- october 2002 to
november 2004
- PRODUCTION ASSISTANT AND HOST**
TV Show *Imágenes de Costa Rica*
Channel 13—National Network of Radio and Television (San José, Costa Rica)
My activities included field research and production of segments, interviews, and commercials, and the presentation and voice-over of those segments.
- august to
december 2002
- ANCHOR AND PRODUCTION ASSISTANT**
Radio Show *Hablemos de Salud*
Radio Centro 96.3 FM (San José, Costa Rica)
Activities included the production and presentation of segments, live interviews and commercials.
- june to
december 2001
- ANCHOR AND PRODUCTION ASSISTANT**
Radio Show *Pueblos y Ciudades de Costa Rica*
Radio Centro 96.3 FM (San José, Costa Rica)
Activities included the production and presentation of segments, live interviews and commercials.
- april to
september 2001
- HOST AND RESEARCH ASSISTANT**
TV Show *Nuestros Artistas*
Channel 29 (San José, Costa Rica)
Assist in the field research production, presentation and development of segments and interviews.

PROFESSIONAL EXPERIENCE (CONTINUED)

january to
june 2001

DESIGN ASSISTANT
Ofimax (San José, Costa Rica)

Assist in the development of commercial materials and documents for a myriad of local and national clients in the university district.

january to
june 2000

DESIGN ASSISTANT
Kinko's Tiko (Cartago, Costa Rica)

Assist in the development of commercial materials and documents for a local and national clients.

july to
december 2000

PRODUCTION ASSISTANT AND HOST
TV Show *Fiesta Latina*
Channel 2 (San José, Costa Rica)

Assist in the production of segments, find locations, get interviews, and invite talents and singers to be part of the show, which was intended to be for a younger audience interested in national music. I also presented some of the segments and interviews.

may to
december 2000

PRODUCTION AND MARKETING ASSISTANT
TV Show *Pueblos y Ciudades de Costa Rica*
Channel 2 (San José, Costa Rica)

Assist field production of different segments, including interviews, documentation, and research, and support marketing efforts and production of commercials.

GRANTS

april 2009

TINKER FIELD RESEARCH GRANT

Awarded by the Center of Latin American Studies, to conduct research and field work for my MFA Creative Project, in Chira Island, Costa Rica. The fieldwork was carried out in July and December, 2009.

february 2009,
august 2008,
january 2008

GRADUATE FIELD RESEARCH GRANT

For traveling to Quintana Roo, México, to develop design research activities and entrepreneurship projects in Maya villages, as part of the initiative Design4Development of the School of Art and Art History, University of Florida.

PUBLIC
LECTURES
AND TALKS

october 2011

LECTURE—*Design Research Processes*

Information Design Course, School of Art and Art History, University of Florida.

I gave a lecture about processes and activities related to the development of design research across disciplines, contextualizing the role of design in today's society and how it is incorporated into solving different visual and systematic problems in society.

january 2010
and 2011

LECTURE—*Graphic Design Basics Applied to the Development of Scientific Posters*
Latin American Studies Field Research Poster Clinics, University of Florida.

Introduction to Design Basics for their application to the design of scientific posters, for both qualitative and quantitative data. This lecture was given to PhD and Master students, intending to participate in the Poster Clinic.

october 2010

LECTURE—*Some Principles For Better Information Design Processes*

Technical Writing Course, Department of English, University of Florida.

I gave a lecture about the good application of design principles to improve the development of materials and documents dealing with very specific kinds of information and audiences.

april 2010

PUBLIC LECTURE—*Integrating Design Research Practices to Tell a Story*
Annual Colloquium, Anthropology Department, University of Florida.

I discussed some of the anthropologic research methods I have incorporated into my own research, and how they can open the possibilities to collect data and understand society into the design discipline.

march 2010

PUBLIC LECTURE—*Graphic Design Meets Science: graphic design basics applied to the communication of science and humanities*

Department of Housing and Residence Education, University of Florida.

Open to all Graduate Housing residents interested in graphic design basics, to improve the communication of their research and projects to different kinds of audiences and in a variety of contexts.

EXHIBITIONS

- april 2010 UNIVERSITY GALLERY
School of Art and Art History, University of Florida
Master in Fine Arts Creative Project Exhibition
Project title: *Swimming Against the Currents: entrepreneur women of Chira Island, Costa Rica.*
- february 2010 LATIN AMERICAN STUDIES FIELD RESEARCH CLINIC POSTER SESSION
Reitz Union Colonnade, University of Florida
Project title: *Swimming Against the Currents: entrepreneur women of Chira Island, Costa Rica.*
- september 2009 MASON MURER FINE ARTS GALLERY
Atlanta, Georgia
Work: *Memories of Maya Modernity I and Living in Degree Zero I, II, III.*
- august 2009 WARPHAUS GALLERY
MFA First and Second Year Exhibition
Gainesville, FL
Work: *Memories of Maya Modernity I & II.*
- august 2008 WARPHAUS GALLERY
MFA First and Second Year Exhibition
Gainesville, FL
Work: *Juan Santamaria's Day Letterpressed Cards and Democracy T-shirt Collection.*

The following research projects incorporate different design research methods, multidisciplinary collaborations, and user-testing techniques.

APPLIED
RESEARCH
PROJECTS
—examples

- october 2011 to present FLORIDA VECTOR-BORNE DISEASE ALLIANCE (ongoing)
Multidisciplinary project exploring ways to communicate the objectives and research activities of this alliance.
My activities include the collaborative creation of a branding plan aimed to inform and invite public and private sectors to join their work towards the elimination of vector-borne diseases, such as Dengue and Malaria in Florida.
- july 2011 to present HEALTHY GULF, HEALTHY COMMUNITIES (ongoing)
Multidisciplinary project researching the recovery and resiliency of communities in coastal areas after the Deepwater Horizon Oil Spill.
My activities include the collaborative conceptualization and development of this project's visual identity, materials, and mediums that facilitate the field work of the Principal Investigators and the communication activities with the communities in coastal areas (collaborators include professionals from the Mass Communication, Psychology, Sociology, and Toxicology areas from the University of Florida).
- april 2009 to may 2011 MASTER IN FINE ARTS, CREATIVE PROJECT
Swimming Against the Currents: entrepreneur women of Chira Island, Costa Rica.
Development of materials to tell the story of the members of the Women's Association of Chira Island in three different ways: through time, space, and voice. These materials support the efforts of these women to tell others about their work and personal experiences, while inspiring other women to carry out their own development projects.
- january to may 2011 CONTEMPORARY ISSUES AND METHODS OF ETHNOGRAPHIC RESEARCH
Academic development of micro-projects, intended to improve my practice of design research applied to specific case studies and audience analysis where ethnographic methods can be applied.
- november and december 2010 DESIGN ACTIVISM CAMPAIGN
A Public Redefinition of Graphic Design in Art Schools
The objective of this project was the creation of materials to inform students, staff, and faculty of the School of Art and Art History of the University of Florida, about the role that Graphic Design has in our societies and how it relates to a wide variety of disciplines and social studies, taking away the concept that design is solely related to consumerism or advertising.

APPLIED RESEARCH PROJECTS (CONTINUED)

september and
october 2010

DESIGN CRITICISM: ILLUSTRATED ARTICLE

Information Design and the Audience

This article discusses the use of infographics and other kinds of data diagramming that don't take into account the final user, its corresponding context, and media. I also revised David Sless' Information Design Process Model, through the incorporation of more precise design steps, resulting in a new information design model.

august and
september 2010

CATALOG

Invasive Plant Species in Gainesville, Fl

This catalog is intended to be used by small land owners and small farmers around the city, who know little or nothing about invasive plants, how to identify them or how to denounce their presence in their properties. The catalog is composed by basic characteristics of the plants, short descriptions, colorful images, and a guide of leaves, that allows the reader to identify the plants directly by looking at their leaves.

The project was developed in collaboration with the School of Natural Resources and Environment, IFAS-Center for Aquatic & Invasive Plants and the Florida Exotic Pest Plant Council.

october and
november 2009

VISUAL ANTHROPOLOGY

Redefining the Oxcart

The traditional Costa Rican oxcart is one of the more emblematic symbols of the country's culture. I studied the history, motifs, and uses of the oxcarts since they started to be utilized in the 1800s and redefined their visual legacy, to be incorporated in items that work both as decorative and educational pieces.

january 2008 to
december 2009

DESIGN4DEVELOPMENT: UF GRAPHIC DESIGN GROUP

Artisan's Workshops, Xyaat Cooperative Identity, Felipe Carrillo Puerto Visual Identity, Maya Labels

The Design4Development initiative, conducted by professor Maria Rogal, has been one of my biggest research influences. Participating in the group allowed me to have first-hand experiences in different contexts and cultures, mainly in the Riviera Maya, México.

The projects mentioned above were part of bigger design research efforts: application of ethnographic methods into field research, creation of networks and collaborative work groups, development of discovery and competition documents, and visits to maya villages and other experiential activities to get immersed in different cultural identities and different societies.

august to
november 2008

CROSS-DISCIPLINARY DESIGN RESEARCH

Forest Succession

Collaborative project with a group of PhD students from the School of Natural Resources and Environment of the University of Florida. The objective of the project was the creation of tools to communicate the complex forest succession process to general audiences: from the first-grader to the farmer and investor. Research, discussions, visits to reserves, prototyping, and critique sessions were some of the activities carried out during these months.

REFERENCES

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