

gabriela hernández



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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 always 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
Ethnography
Development/Entrepreneurship

MEDIA / COMPUTING / OTHER

Platforms: MAC + PC.
Software: Adobe Creative Suite, MS Office 2011, iWork, iMovie, Social Media and CMS platforms, currently learning HTML5.
Other skills: Digital photography, video editing and production, letterpress and book making, mixed media/digital collaging, brainstorming and ideation techniques.

EDUCATION

may 2011 Master in Fine Arts, emphasis in Graphic Design
School of Art and Art History, College of Fine Arts
University of Florida

may 2011 Latin American Studies Graduate Certificate
Center for Latin American Studies
University of Florida

april 2005 Bachelor of Arts in Mass Communication-Advertising
School of Mass Communication
University of Costa Rica

august 2007-
may 2008

Graduate Assistant-Monitor
Workshop of Art, Research, and Practice (WARP)
School of Art and Art History, 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-
july 2007

Media Director
Ad Agency IDEAS MCW Comunicación, San José, Costa Rica
Development of communication campaigns based on media shares and new technologies for a myriad of local and regional clients.

april 2005-
november 2005

Creative Director
Ad Agency IDEAS MCW Comunicación, San José, Costa Rica
Development of advertising campaigns and key concepts for a myriad of national and regional clients.

PROFESSIONAL EXPERIENCE

august 2008-
may 2011 Instructor of Record
School of Art and Art History, University of Florida
Teach 2000 level and 4000 level courses: Visualizing Science, Typography I, Visual Methods & Processes.
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.

july 2004-
july 2007

Freelance designer, San José, Costa Rica
Development of communication and design plans for a myriad of national clients and professionals.

june 2004-
august 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.

may 2009-
may 2011 Design Consultant
Center of Excellence for Regenerative Health Biotechnology
University of Florida
Collaborative development of didactic materials for the course *Introduction to Industrial Biotechnology*.

october 2002-
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.

may 2008-
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.

june 2001-
august 2002

Anchor and Production Assistant
Radio Shows *Hablemos de Salud* and *Pueblos y Ciudades de Costa Rica*—Radio Centro 96.3 FM, San José, Costa Rica
Activities included the production and presentation of different segments, live interviews and commercials.

professional experience continued

april 2001-
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.

january 2001-
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.

july 2000-
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 2000-
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.

january 2000-
june 2000
Design Assistant
Kinko's Tiko, Cartago, Costa Rica
Assist in the development of commercial materials and documents for a myriad of local and national clients.

DESIGN RESEARCH EXPERIENCE

april 2009-
may 2011
Master in Fine Arts, Creative Project
Swimming Against the Currents: entrepreneur women of Chira Island, Costa Rica
Development of materials to communicate 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 inspire other women to carry out their own development projects.

january 2011-
may 2011
Ethnographic Research: *Contemporary Issues and Methods*
Activities and exercises to improve my understanding and accurate 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
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 society and how it relates to a wide variety of disciplines and social and anthropological studies.

september and
october 2010
Design Criticism—Illustrated article
Information Design and the Audience
Analysis of infographics and other kinds of data diagraming that don't take into account the final user, its corresponding context, and media. I revised David Sless' "Information Design Process Model", incorporating more precise design steps, resulting in a new information design model.

august and
september 2010
Invasive Plant Species
Catalog with the most invasive plant species that can be found in Gainesville, Fl.
Intended to be used by small land owners and small farmers around the city, who know little or nothing about invasive plants. 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
Redefining the Oxcart
I studied the history, motifs, and uses of the Costa Rican 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-
december 2009
Design 4 Development—UF Graphic Design Group
Artisan's Workshops, Xyaat Cooperative Identity, Felipe Carrillo Puerto Visual Identity, Maya Labels
Projects developed collaboratively with indigenous Maya groups in Quintana Roo, Mexico.

august-
november 2008
Forest Succession
Collaborative project with a group of PhD students from the School of Natural Resources and Environment of the University of Florida.
Development of tools to communicate the complex forest succession process to general audiences.