

## EDUCATION

- 1993-1996 | **Pratt Institute**  
MS degree in Communication Design. (*Dean's list*)
- 1988-1992 | **Pratt Institute**  
BFA degree. Major in drawing and a minor in print-making. (*Dean's list*)
- 2016 | **General Assembly**  
UX Design certificate

## WORK EXPERIENCE

- 2000-2016 | **Design is Culture** *Founder / Creative Director / Graphic Designer*  
Proprietor of a successful and profitable graphic design business. Services consist of conception, design and production of editorial design, book design, font design, graphics for apparel, event design and branding. Design is Culture also offers excellence in font products available for on-line purchase. Research and cultural understanding is a practice essential to the Design is Culture design process. Design is Culture work has been featured in a range of print and on-line publications. (*See publications list*)
- Client list:*
- |                           |                             |
|---------------------------|-----------------------------|
| Sneaker News Magazine     | The New York Times Magazine |
| Museum of Modern Art      | Zoo York                    |
| ESPN                      | Cooper-Hewitt Design Museum |
| Harper Collins Publishing | DaCapo Press                |
- 2000-2014 | **Parsons the New School for Design** *Full-time Faculty, Asst. Professor*  
Responsibilities of a full-time faculty member include teaching, advising, coordinating the yearly senior exhibition, and committee work. Non-teaching duties include lecture planning (lecturers include James Victore, Felipe Taborda, John Downer and Christian Acker), search committees, curriculum committees, and staff meetings. Was hired by then chair, William Bevington and worked under chairs, Charles Nix, Colleen Macklin and Sven Travis and directors Jane Pirone and Juliette Cezzar.
- Senior classes taught:* Advanced Graphic Design, Senior Thesis, Experimental Typography. *Junior classes taught:* Topics: Print Studio. *Sophomore classes taught:* Communication Design I and II, Typography I and II. *Freshman classes taught:* Image: Core Studio.
- 1999-2000 | **Ogilvy & Mather, Brand Integration Group** *Art Director / Graphic Designer*  
Worked with Executive Creative Director, Brian Collins designing for corporate clients like Miller Lite, Motorola, PeoplePC and Maxwell House to develop various design media including brand languages, product design and packaging. Designed packaging for Maxwell House that was developed into their on-shelf coffee packaging system. Helped Ogilvy pitch and win 'agency of record' for Motorola. Art Directed photo shoots, and was involved in the production of various television commercials. Experienced large and important client presentations. Managed and directed interns, junior designers and production artists.

1997-1999 | **The National Hockey League** *Permalence Designer*  
Was hired by Creative Director, Aaron Brashear to work on campaigns and identities for the league. Designed adverts for the league as well as apparel and branding for both the league and individual NHL teams. Designed an extended branding system for the league's yearly, nationwide street hockey tournament called Breakout.

1996-1997 | **Digital Pulp** *Staff Designer*  
Fresh out of grad school, worked as a designer with this influential multi-media design agency. In these early days of websites, worked with clients like Doubleclick and Cigar Aficionado to create consistent brand languages across web and print formats.

*On-site Freelance:*

Young & Rubicam      Seigel & Gale      Cyclops Productions

#### OTHER TEACHING EXPERIENCE

- 2015 | **School of Visual Arts** *Adjunct Faculty*  
One year appointment as adjunct instructor at SVA's BFA Design department. Taught *Graphic Communication Design 1* and 2 to junior students.
- 2014 | **The Cooper Union** *Adjunct Faculty*  
Adjunct instructor at Cooper's School of Art. Taught *Graphic Design 1* to sophomore students.
- 2012 | **California College of the Arts** *Visiting Adjunct Faculty, Artist-in-residence*  
Was invited to CCA in San Francisco as an artist-in-residence for the Spring 2012 semester. Classes taught: *Advanced Studio: Experimentation* and *Advanced Studio: Identity* to junior and senior graphic design students. Was responsible for writing syllabi, critiques, advising, and grading.
- 1999-2000 | **Maryland Institute College of Art** *Adjunct Faculty*  
Classes taught: *Graphic Design I and Graphic Design II* to sophomore graphic design students. Was responsible for writing a syllabus, critiques, advising, and grading. Was hired by the chair of MICA's Graphic Design department, Ellen Lupton.
- 2003-11 | **Altos de Chavón, School of Design, Dominican Republic** *Visiting Professor, Summer Intensives*  
*Classes taught:* Social Awareness Campaigns, The Art of Typography, and Design, Culture, & Place. Taught week long intensive courses every summer over three years. Responsibilities included writing assignments and syllabi, lecturing, meeting with students after class, critiques and grading.

#### AWARDS AND ACHIEVEMENTS

- 2001 | **Art Directors Club Young Guns III**  
Was selected by the Art Directors Club to this elite group of artists. Exhibited along with forty five other top designers under 30.
- 2008 | **ALIGA Design Journeys Archives**  
Chosen as one of 25 designers to represent outstanding designers of diverse backgrounds. Individuals selected for *Design Journeys* are published in an online archive that includes visual samples of their work with an insightful, biographical essay. A traveling exhibition titled *You Are Here* is planned for 2010.
- 2004 | **Type Directors Club (New York), Typeface Competition Judge**  
Viewed over one hundred typefaces over two days serving as one of six judges in the annual typeface design competition.
- 2008 | **Best Documentary Short Award - Urbanworld Film Festival**  
My 2008 documentary film *El Play* won this award at the legendary New York City film festival sponsored by BET and Vibe Magazine.
- 2008 | **Excellence in Filmmaking Award - Baseball Hall of Fame Film Festival**  
The 2008 documentary film *El Play* won this award at the Baseball Hall of Fame in Cooperstown, NY.

## EXHIBITIONS

- 1999 | **Cooper-Hewitt National Design Museum, Design Triennial**  
Five of my typeface designs were exhibited at the Design Triennial, the most prestigious design exhibition in the country. Other exhibiting participants included, Karim Rashid, Tinker Hatfield, Apple Computers, IDEO, and Imaginary Forces.
- 2010 | **AIGA NY, Design Journeys: You Are Here**  
*You Are Here* is an exhibition that celebrated diversity amongst designers. Was chosen as one of the 25 exhibitors. The exhibit took place at the AIGANY galleries from May 2010 to August 2010.
- 2003 | **Museum of Modern Art (NY) Book Exhibition**  
Book design for *Coisa Linda* was a book I collaborated on with Brazilian Artist Beatriz Milhazes. Exhibited in the entrance gallery of MoMA QNS.
- 2001 | **Art Directors Club Young Guns III**  
Exhibited along with forty five other top designers under 30.
- 2012 | **Type Directors Club, A Mission in the Mission**  
Exhibited 12 paintings in the gallery of the prestigious Type Directors Club in New York. The paintings were made during my one-semester stay as an artist-in-residence at California College of the Arts.
- 2012 | **111 Minna Gallery, Mission on Minna**  
Exhibited ten paintings at this prominent San Francisco gallery. They were made during my one-semester stay as an artist-in-residence at California College of the Arts.
- 2011 | **Parsons Festival**  
Exhibited a project titled Exquisite Corpse Typography that was developed with the students from my Experimental Typography class.
- 2007 | **Chelsea Art Museum, 10 Years Running**  
Exhibited a video and a photograph in the *10 Years Running* exhibit, a group exhibit of faculty and alumni at Parsons School of Design.
- 2005 | **Zakka Bookstore and Gallery**  
Solo exhibition of a series of handmade posters installed in the well known Zakka gallery.

## EXHIBITIONS, COORDINATED

- 2010 | **CD+DT Thesis Exhibition 2010**  
Co-coordinator and Director of Branding for the 2010 BFA Thesis Exhibition. Responsibilities included designing the overall exhibition branding system, selecting work, working with students and faculty to develop projects and mounting the exhibit.
- 2009 | **AMT Thesis Exhibition 2009**  
Co-curator and co-coordinator of the 2009 BFA Thesis Exhibition. Responsibilities included selecting work, working with students and faculty to develop projects, placing work with the exhibition designer Ivan Kucina, art directing all the graphic deliverables including invitation, window and wall graphics, name cards, and animated bumpers.

## PRESS

**The Daily Heller (printmag . com)**, Steven Heller's blog, October 8, 2015  
**The Daily Heller (printmag . com)**, Steven Heller's blog, December 17, 2014  
**The Daily Heller (printmag . com)**, Steven Heller's blog, August 2013  
**El Safari . cl**, Chilean design blog, 2013  
**Slanted Magazine**, Cuba, the New Generation, 2013  
**Imprint . com**, Print Magazine's Blog, June 2012  
**Typo Latino**, Published by Index Book, By Jordi Villafranco, 2012  
**Obey Giant . com**, Shepard Fairey's Blog, 2011  
**Design Journeys, AIGA** One of 25 designers to be highlighted on AIGA's website.  
**Florense Magazine**, Brazillian Design Magazine, 2011  
**R:ED Magazine**, Published by Parsons The New School for Design, 2010  
**Design for Obama**, Student work published in book curated and edited by Spike Lee, 2009  
**12 Ounce Prophet**, Article and photography on street art in Buenos Aires, 2009  
**Parallel Strokes**, Published by Wordshape, 2007  
**Slanted Magazine (Germany)**, Published by Magma/Brand Design, 2007  
**TDC Annual**, Typography 25, Published by the Type Directors Club, 2005  
**R:ED Magazine**, Published by Parsons The New School for Design, 2005  
**Communication Arts**, Published by Coyne & Blanchard, Inc., 2004  
**Type Design, Radical Innovations and Experimentation**, (UK) Published by Thames & Hudson, 2004  
**The Education of a Typographer**, Published by Allworth Press, Edited by Steven Heller, 2004  
**Idea Magazine (Japan)**, Typography Special Issue, 2001  
**Idea Magazine (Japan)**, Made in America issue, 2000  
**Design Culture Now**, Published by Princeton Architectural Press  
**How Magazine**, Published by F&W Publications, 1999

## LECTURES

**Pratt Institute** Grad program lecture series, 2014  
**Apple Store SoHo** ADC Young Guns lecture series, 2014  
**Arsenal Center for the Arts, Text and Context**, Boston, 2013  
**SVA MFA Designer as Author Lecture Series**, 2013  
**Dejando Huella 10&6 conference**, Querétaro, México, 2013  
**Shillington Design School**, New York, 2012  
**Type Directors Club**, New York, 2012  
**California College of the Arts**, San Francisco, 2012  
**School of Visual Arts**, MFA Motion Graphics Class, 2011  
**La Universidad Javeriana**, Design Consciousness Conference, 2011  
**The Museum of Arts and Design (MAD)**, How Can Typography Help Haiti?, 2010  
**TODA Design, Inc.**, Print Design Now, 2009  
**Parsons the New School for Design**, Print Design Now, 2009  
**New York Institute of Technology**, Designers Without Borders, lecture and panel discussion, 2009  
**Universidad APEC**, Escuelas de publicidad y diseño gráfico, 2008  
**Fairleigh Dickinson University**, 2005  
**Parsons the New School for Design**, 2003  
**Pratt Institute**, Grad program lecture series 1998

## VOLUNTEER

### **Free Arts NYC**

Led various lettering workshops for New York City high school teenagers.

### **East New York Farms**

Volunteer during fall harvest to prepare the farm for the winter months.

### **122 Street Block Association**

Developed a community branding project with Creative Director, Charles Hall to establish a brand identity for this Harlem block association.

### **ESL**

Taught English as a second language to New York City immigrants.

## OTHER

- Fluent in Spanish.
- Proficient in industry standard UX, graphics, illustration, font design, desktop publishing and video editing software.
- Passionate practitioner of sustainable design and environmental awareness.
- Has travelled to countries in the following continents: Africa, Europe, North, Central and South America.
- In excellent health. A daily practitioner of Ashtanga Yoga and Vipassana meditation.