

EDUCATION

- 2019 | **Type@Cooper, Cooper Union Continuing Education**
Python for Designers
- 2016 | **General Assembly**
UX Design certificate
- 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*)

WORK EXPERIENCE

2017-2020 | *On-site Freelance:*

SYPartners
The Fader / Cornerstone
Taskforce

Young & Rubicam
HUGE

Seigel + Gale
Walmart InHome

- 2016-2017 | **NRDC (Natural Resources Defense Council)** *Design Lead*
Responsible for leading projects from conception to completion at this prestigious environmental organization. Managed and mentored junior designers. Regularly presented project concepts to the organization's stakeholders. Worked with the Creative Director, Kevin Barclay and the Creative Manager, Amanda Sisk.
- 2000-2014 | **Parsons the New School for Design** *Full-time Faculty, Assistant 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.
- 2000-2019 | **Design is Culture** (Previously Cubanica) *Founder / Creative Director / Graphic Designer*
Proprietor of a successful and profitable graphic design business. Services consist of 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.

Client list:

Sneaker News Magazine
Museum of Modern Art
ESPN
Harper Collins Publishing

The New York Times Magazine
Zoo York
Cooper-Hewitt Design Museum
DaCapo Press

- 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** *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.

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* 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

- 2008 | **AIGA 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.
- 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.
- 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.
- 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.

EXHIBITIONS, GROUP

- 2020 | **Pleiades Gallery, Altered States**
- 2019 | **Catalyst Gallery, Small Works**
- 2018 | **Planthouse Gallery for VOCAL-NY and the Young Center for Immigrant Children Rights**
- 2018 | **Spectrum Miami at Art Basel, Miami**
- 2017 | **Benefit Exhibition for NRDC (Natural Resources Defense Council)**
- 2017 | **Benefit Exhibition for ACLU and IRAP (International Refugee Assistance Project)**
- 2016 | **Benefit Exhibition for Standing Rock Sioux Tribe**
- 2012 | **111 Minna Gallery, Mission on Minna**
- 2010 | **AIGA NY, Design Journeys: You Are Here**
- 2007 | **Chelsea Art Museum, 10 Years Running**
- 2003 | **Museum of Modern Art (NY) Book Exhibition**
- 2001 | **Art Directors Club Young Guns III**
- 1999 | **Cooper-Hewitt, Smithsonian National Design Museum, Design Triennial**

EXHIBITIONS, SOLO

- 2012 | **Type Directors Club, A Mission in the Mission**
- 2005 | **Zakka Bookstore and 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

Freehand New Typography Sketchbooks, edited by Steven Heller and Lisa Tatarico
NY Metro Newspaper Typeface design project featured, 2016
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 Vilafranco, 2012
Obey Giant . com, Shepard Fairey's Blog, 2011

PRESS CONT'D

Design Journeys, AIGA One of 25 designers to be highlighted on AIGA's website.
Florense Magazine, Brazilian 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

Type Directors Club, New York, 2017
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 & COMMUNITY

Drawbot Monthly

Leads a monthly meetup for designers interested in using programming as a design tool.

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.
- *Expert* in Photoshop, InDesign, Illustrator
Intermediate in Keynote
Beginner in Drawbot, After Effects, InVision, Sketch
Beginner in Python programming language
- Passionate practitioner of sustainable design
- 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.