

## Education

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- 2018 **Master of Fine Arts, University of Texas Rio Grande Valley**  
2D Design, 4.0 GPA, Certified in: Printmaking & 3D Studio Art
- 2008 **Bachelor of Arts, University of Texas at Austin**  
Major: Government, Minor: Visual Journalism

## Academic Appointments

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- 2024 – Present **Associate Professor of Graphic Design**  
**Graphic Design Internship Coordinator**  
Texas A&M University – Corpus Christi, Corpus Christi, Texas
- 2019 – 2024 **Assistant Professor of Graphic Design**  
Texas A&M University – Corpus Christi, Corpus Christi, Texas
- 2022 – 2023 **Interim Co-Director of University Galleries**  
Texas A&M University – Corpus Christi, Corpus Christi, Texas
- 2016 – 2018 **Graduate/Teaching Assistant**  
University of Texas Rio Grande Valley, Edinburg, Texas

## Artist/Design Residencies

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- 2018 **Zea Mays Printmaking**, Florence, MA, attended September 18-30, 2018  
Founded in 2000, Zea Mays Printmaking is one of the first community studios in the USA to focus on safer and non-toxic printmaking practices. Housed in a mid-19th century brick factory building in a sleepy section of Northampton, Massachusetts, their studio comprises 6000 sq. feet of printmaking bliss. The Residency Program provides an opportunity for artists to work in a cutting-edge studio, research center, educational institution and artistic community. They strive to create an environment that is both professional and personal with great respect for the creative process of each artist.
- 2018 **Otis College of Art and Design**, Los Angeles, CA, attended June 4-30, 2018  
The L.A. Summer Residency at Otis College of Art and Design offers artists and designers the opportunity to work side-by-side in an immersive environment within the vibrant art and design community of Los Angeles. Through access to Otis College's advanced production studios, facilities, and deep engagement with the Los Angeles contemporary arts community, participants can produce unique work and investigate new ideas.

## Fellowships

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- 2024 **Writing Space**, Chicago, IL  
 Writing Space hosted the 2024 Design Writing Fellowship, a program to encourage and facilitate scholarly pursuits within the field of design.  
 » *Design Writing Fellowship*, Books Group
- 2022 **Fellow, AIGA Design Educators Community** American Institute of Graphic Arts  
 » Design Writing Fellowship, Selected as part of a peer-reviewed process, 18 selected participants from a total of 34 applicants. (acceptance rate: 52%)

## Awards

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### INTERNATIONAL

- 2024 **Graphis International Poster 2025 Competition**, New York, NY  
 Graphis, Inc. is an international publisher of books and awards for the visual communications industry. Graphis is committed to presenting and promoting the work of exceptional talent in Design, Advertising, Photography and Art/Illustration. Graphis award competitions are juried by award-winning leading creatives.  
 » *Silver Award*, Poster- “Wigout at the Disco”  
 » *Honorable Mention*, Poster-“Wigout: Street Style Edition”
- International Design Awards**, Los Angeles, CA  
 The International Design Awards (IDA) recognizes, celebrates and promotes exceptional design visionaries and works to discover emerging talent in Architecture, Interior, Product, Graphic, and Fashion Design worldwide. Members of the selected professional jury committee evaluate each work based on its merit assigning it a score.  
 » *Gold Award*, Print-Catalogs – “Now Let Us Shift” collaboration with Michael Cortez  
 » *Honorable Mention*, Multimedia-Brand Identity – “Coastal Action Network” collaboration with Joshua Duttweiler  
 » *Honorable Mention*, Print-Displays – “En el Frente” collaboration with Joshua Duttweiler
- 2023 **Graphis International Poster 2023 Competition**, New York, NY  
 Graphis, Inc. is an international publisher of books and awards for the visual communications industry. Graphis is committed to presenting and promoting the work of exceptional talent in Design, Advertising, Photography and Art/Illustration. Graphis award competitions are juried by award-winning leading creatives.  
 » *Silver Award*, Poster- “Done”  
 » *Honorable Mention*, Poster-“We Rise”  
 » *Honorable Mention*, Poster-“A Real Look at Immigration”
- 2022 **International Design Awards**, Los Angeles, CA  
 The International Design Awards (IDA) recognizes, celebrates and promotes exceptional design visionaries and works to discover emerging talent in Architecture, Interior, Product, Graphic, and Fashion Design worldwide. Members of the selected professional jury committee evaluate each work based on its merit assigning it a score.  
 » *Gold Award*, Print-Zines And Flyers – “Push Notification” collaboration with Joshua Duttweiler, 10,000+ submissions, less than 145 Awarded Gold (acceptance rate: 1.4%)  
 » *Honorable Mention*, Wigout at the Disco, 10,000+ submitted, 3500 awarded (acceptance rate: 35%)  
 » *Honorable Mention*, American Advertising Awards Gala Collateral, 10,000+ submitted, 3500 awarded (acceptance rate: 35%)

- 2021 **International Design Awards**, Los Angeles, CA  
 » *Bronze Award*, Print-Zines And Flyers – “A Real Look at Immigration” for Voces Unidas  
 » *Honorable Mention*, Print-Catalogs – “Drawn Worlds” for Art Museum of South Texas

**APEX 2021 33rd Annual Awards for Publication Excellence**, Alexandria, VA

The APEX Awards are based on excellence in graphic design, editorial content, and the ability to achieve overall communications excellence. APEX Awards of Excellence recognize exceptional entries in each of the individual sub-categories. The panel of judges for APEX 2021 included Ken Turtoro, APEX Senior Judge and Concepts Executive Editor; John De Lellis, Concepts Editor & Publisher; Christine Turner, Contributing Editor of the Writing That Works Archives; and Bill Londino, Consulting Editor of Writer’s Web Watch.

- » *Award of Excellence*, Print Media- Catalogs, Directories & Guides – “Drawn Worlds Catalogue” for Art Museum of South Texas, Work selected from over 1,200 entries, 471 Awards of Excellence. (acceptance rate: 39%)

- 2019 **Brownsville Museum of Fine Art’s 47th International Art Exhibition**, Brownsville, TX  
 » *1st Place Water Media Prize* – “What’s Your Problem” Gouache Painting

- 2018 **Brownsville Museum of Fine Art’s 46th International Art Exhibition**, Brownsville, TX  
 » *1st Place Printmaking Prize* – “Voyeur” Polyester Plate Lithography

## NATIONAL

- 2025 **American Illustration 44**, New York, NY  
 Jury included: Jenn Boggs, Art Director, Virginia Quarterly Review; Jade Cuevas, Visuals Editor, Politico; Tiffany Forrester, Senior Art Director, HarperCollins; Katty Huertas, Art Director and Illustrator, The Washington Post; Erin Mayes, Creative Director, Partner, EmDash  
 Mia Meredith, Designer, The New York Times for Kids; Terresa Moses, PhD, Creative Director, Blackbird Revolt; Ariel Richardson, Senior Editor, Chronicle Books; Adam Vieyra, Creative Director, Mother Jones; Kurt Woerpel, Partner, TXTbooks  
 » *Annual Award Book*, American Illustration, “Siesta,” Work selected from over 7,453 submitted, one of only 388 illustration winners. (acceptance rate: 5%)

- 2024 **American Illustration 43**, New York, NY  
 Jury included: Michael Houtz, Art Director, GQ; Chuck Kerr, Creative Director, Entertainment Weekly; Julia Knetzer, Art Director, Garden & Gun; Lisa Larson-Walker, Art Director, ProPublica; Taylor Le, Design Director, Los Angeles Times; Kelly Lynch, Creative Director, Workman Publishing / Hachette Book Group, Anjali Nair, Art Director, WIRED; Marci Senders, Art Director, Disney+Hyperion; Minh Uong, Art Director, The New York Times Sunday Business; Alexandra Zsigmond, Art Director, The New Yorker  
 » *The Archive*, American Illustration, “Yours to Keep,” Work selected from over 8,000 submitted, one of only 366 illustration winners. (acceptance rate: 4.5%)

**Communication Arts 2024 Illustration Competition**, Menlo Park, CA

Jury included: Fernando Ambrosi, art director, Mondadori Libri, Milan, Italy; Deanna Donegan, art director/designer, The New York Times, New York, NY; Xoana Herrera, illustrator/graphic designer, Camarillo, CA; Mike Holm, executive producer, Anchor Point, Seattle, WA; Kako, illustrator/creative director, Arvore Immersive Experiences, São Paulo, Brazil; Amy Ng, writer/arts educator/researcher focusing on art entrepreneurship, Kuala Lumpur, Malaysia; Laurent Pinabel, art director/illustrator, Montreal, Canada; Rinee Shah, creative director/illustrator, Oatly, Sacramento, CA

- » *Illustration Shortlisted Applicant*, Yours to Keep, Self Promotion, 910 were shortlisted from 3,639 entries submitted (acceptance rate: 25%)

**2023 American Illustration 42**, New York, NY

Jury included: Emily Crawford, Vanity Fair; Lixia Guo, Money.com; Ted Halbur, Target; Anton Ioukhnovets, 30 Point; Matthew James-Wilson, Heavy Manners Library; Annie Jen, The New York Times Magazine; Katie Kalupson, TIME; Esther Sarah Kim, Tor Books; George McCalman, McCalman.Co; Angela Panichi, Air Mail; Steven Wardlaw, BlueQ; Sam Yates Meier, University of Kansas/Hallmark

- » *The Archive*, American Illustration, “Wigout at the Disco,” Work selected from over 8,000 submitted, one of only 403 illustration winners. (acceptance rate: 5%)

**Communication Arts 2023 Illustration Competition**, Menlo Park, CA

Jury included: Greg Breeding, president/creative director, Journey Group, Charlottesville, VA; Nicole Caputo, VP/creative director, Catapult, Counterpoint Press and Soft Skull Press, co-founder She Designs Books, Phoenicia, NY; André Carrilho, illustrator, Lisbon, Portugal; Jeremy Dimmock, creative director/co-founder, Polyester Studio, Toronto, Canada; Maria G. Keehan, creative director, Smithsonian magazine, Washington, D.C.; Michele Lovison, art director, Corriere della Sera, Milan, Italy; Desdemona McCannon, illustrator/principal lecturer in illustration, University of Worcester, United Kingdom; Kadir Nelson, illustrator/artist/author, Los Angeles, CA; Jane Piampiano, manager, art buying group, DDB NY, New York, NY; Merav Salomon, illustrator/art director/founder of Salomon & Daughters books, Tel-Aviv, Israel

- » *Illustration Shortlisted Applicant*, Tragic Loss, The Washington Post, 833 were shortlisted from 3,819 entries submitted (acceptance rate: 21%)

**2022 American Illustration 41**, New York, NY

Jury included: Keith Henry Brown, Art Director/Illustrator; Shoshana Gordon, Axios; Dian Holton, AARP; Leeya Rose Jackson, Noise Makers Design; Ben King, BuzzFeed; Justin Long, Vanity Fair; Angelica McKinley, Disney, formerly Google Doodles, Matt Singer, Warby Parker; Andrea Zagata, The New York Times; Zipeng Zhu, Dazzle

- » *The Archive*, American Illustration, “La Familia,” Work selected from over 7,000 submitted, one of only 529 illustration winners. (acceptance rate: 7.5%)
- » *The Archive*, American Illustration, “Taco P Forever,” Work selected from over 7,000 submitted, one of only 529 illustration winners. (acceptance rate: 7.5%)

**2021 American Illustration 40**, New York, NY

Jury included: Gail Anderson, Chair, BFA Design and BFA Advertising SVA, Jury Chair; Lynne Carty, Art Director, Wall Street Journal; Debora Cheyenne Cruchon, Art Director, BUCK; Neeta Patel, Designer, The New Yorker; Chris Rukan, Art Director, The Washington Post; Jackie Seow, VP, Executive Director of Art, Trade Division, Simon & Schuster; Faith Stafford, Senior Art Director, Entertainment Weekly.

- » *The Archive*, American Illustration, “Know Your Rights,” Work selected from over 7,000 submitted, one of only 559 illustration winners. (acceptance rate: 7.9%)
- » *The Archive*, American Illustration, “A Type of Girl,” Work selected from over 7,000 submitted, one of only 559 illustration winners. (acceptance rate: 7.9%)

**Communication Arts 2021 Illustration Competition**, Menlo Park, California

Jury included: Nigel Buchanan, illustrator, Queenstown, New Zealand; Brian Danaher, art director/designer/illustrator, St Paul, Minnesota; Mirabel Fawcett, editorial designer, The Economist, London, United Kingdom; William Gicker, director of stamp services, United States Postal Service, Washington, DC; Jay Grandin, partner/creative director, Giant Ant, Vancouver, Canada; Dian Holton, senior deputy art director, AARP Media, Washington, DC; Maria Middleton, art director Candlewick Press/Walker Books US, Somerville, MA; Gloria Pizzilli, illustrator, Florence, Italy; Nok Sangdee, creative director, VMLY&R, Chicago, IL; Whitney Sherman, illustrator/educator/entrepreneur, Baltimore, MD

- » *Illustration Shortlisted Applicant*, “Know Your Rights Campaign,” 1,188 were shortlisted from 4,074 entries submitted (acceptance rate: 29%)

- 2020 **American Illustration 39**, New York, NY  
 Jury included: Milan Bozic, Senior Art Director, HarperCollinsPublishers; Maëlle Doliveux, Creative Director & Designer, Beehive Books; Christine Foltzer, Associate Art Director, Tor; Emily Glaubinger, Senior Designer, Anthropologie Home; Rodrigo Honeywell, Art Director, The New York Times; Anton Ioukhnovets, Creative Director, 30 Point; and Carolyn Perot, Creative Director, Mother Jones.
- » *The Archive*, American Illustration, Illustrations “El Viaje,” Work selected from over 7,000 submitted, one of only 407 winners. (acceptance rate: 5.8%)
  - » *The Archive*, American Illustration, Illustrations “Pink and Blue and everything in between,” Work selected from over 7,000 submitted, one of only 407 winners. (acceptance rate: 5.8%)
- 2019 **American Illustration 38**, New York, NY  
 Juried by Chris Brand, Crown Publishing; Hannah K Lee, The New York Times; Janet Michaud, Politico; Dennis Huynh, Buzzfeed; Maria G. Keehan, Smithsonian; Aaron Rinas, Art + Mechanical; and Marianne Seregi, National Geographic
- » *The Archive*, American Illustration, Illustration “Peek-a-Peep,” Work selected from over 7,000 submitted, one of only 413 winners. (acceptance rate: 5.9%)

## REGIONAL

- 2024 **American Advertising Awards**, Corpus Christi American Advertising Federation – *Includes full-scale advertising agencies that represent national clients from 3 states such as McGarrah Jessee, The Richards Group and Lopez Negrete.*
- » *Silver ADDY Award* – Now Let Us Shift Exhibition Catalog, Cain Gallery, Del Mar College 2023, collaboration with Michael Cortez
- 2023 **Texas Association of Schools of Art**, Her.Mosa Collective, TASA Conference 2023
- » *Excellence in the Field*
- 2021 **American Advertising Awards**, District-10 American Advertising Federation – *Includes full-scale advertising agencies that represent national clients from 3 states such as McGarrah Jessee, The Richards Group and Lopez Negrete.*
- » *Bronze ADDY Award* – Art Museum of South Texas Drawn Worlds Catalog
- 2020 **American Advertising Awards**, District-10 American Advertising Federation – *Includes full-scale advertising agencies that represent national clients from 3 states such as McGarrah Jessee, The Richards Group and Lopez Negrete.*
- » *Silver ADDY Award* – Art Museum of South Texas Confluence Exhibition Catalogue
- 2018 **American Advertising Awards**, District-10 American Advertising Federation – *Includes full-scale advertising agencies that represent national clients from 3 states such as McGarrah Jessee, The Richards Group and Lopez Negrete.*
- » *Silver ADDY Award* – District-10 ADDY Silver Winner, Ice Cream Man Poster

## LOCAL

- 2025 **American Advertising Awards**, Corpus Christi American Advertising Federation
- » *Best of Sales & Marketing* – Wigout in Wonderland Event Collateral, K Space Gallery, collaboration with Michael Cortez
  - » *Gold ADDY Award* – Target Texas: Studio Practice Exhibition Catalogue, Art Museum of South Texas, collaboration with Michael Cortez
  - » *Gold ADDY Award* – Wigout in Wonderland Event Collateral, K Space Gallery, collaboration with Michael Cortez

- 2024 **American Advertising Awards**, Corpus Christi American Advertising Federation  
 » *Gold ADDY Award* – Now Let Us Shift Exhibition Catalog, Cain Gallery, Del Mar College, collaboration with Michael Cortez
- 2023 **TAMUCC College of Liberal Arts College Awards**, Spring 2023  
 » *Excellence in Creative Activities Award*
- American Advertising Awards**, Corpus Christi American Advertising Federation  
 » *Special Judges “Most Cohesive” Award* – K Space Contemporary Wigout at the Disco Event Collateral  
 » *Bronze ADDY Award* – K Space Contemporary Wigout at the Disco Event Collateral
- 2022 **The Mary and Jeff Bell Library and Center for Faculty Excellence**  
 » *Outstanding Faculty Speaker*, Spring 2022
- 2021 **American Advertising Awards**, Corpus Christi American Advertising Federation  
 » *“Best of Show” ADDY Award* – Art Museum of South Texas Drawn Worlds Catalog  
 » *Gold ADDY Award* – Art Museum of South Texas Exhibition Catalog Drawn Worlds  
 » *Bronze ADDY Award* – Equal Voice Network Know Your Rights Campaign
- 2020 **Brownsville’s International Women’s Day**, Revival of Cultural Arts  
 » *“Inspirational Woman of the Year”* finalist in Cultural Arts
- American Advertising Awards**, Corpus Christi American Advertising Federation  
 » *Special Judges “A great read” ADDY Award* – Art Museum of South Texas Confluence Exhibition Catalogue  
 » *Gold ADDY Award* – Art Museum of South Texas Confluence Exhibition Catalogue
- 2019 **Topophilia Juried Show**, Edinburg, Texas – Top 10 published in Pulse Magazine  
 » *1st Place* – Illustration “They Were About To”
- American Advertising Awards**, RGV American Advertising Federation  
 » *Gold ADDY Award* – Pulse Magazine Cover Artist
- 2018 **American Advertising Awards**, RGV American Advertising Federation  
 » *Gold ADDY Award* – Ice Cream Man Film Poster  
 » *Silver ADDY Winner* – Beneath the Surface Poster

## Commissioned Work: Professional Practice

Professional practice is loosely defined as the application of commissioned and implemented design work in the professional arena for clients. Professional practice involves strategy, brand, identity development, copywriting, information design, motion graphics, publication design, illustration, digital design, etc. The produced form can be visual, fabricated, sonic, or written. The following work was produced for paying clients and/or pro-bono clients. The selection of a designer by a client is in itself a competitive and highly selective process that includes considerations of quality and competence (SECAC 2014).

- 2024 **Art Museum of South Texas**, Catalog Design, Corpus Christi, Texas  
 The curator of exhibitions at AMST commissioned me to work on a catalog project for the Target Texas: Studio Practice Exhibition. (Collaboration with Michael Cortez)

**Whataburger**, Illustration Commission, San Antonio, Texas

Whataburger is an American regional fast food restaurant chain that specializes in hamburgers. It opened its first restaurant in Corpus Christi, Texas, in 1950. As part of the Her.Mosa Collective I created “Whatagurls”, the official poster to kick off Hispanic Heritage Month with a campaign full of flavor. (Collaboration with Mónica Lugo and Sam Rawls)

**Cain Gallery, Del Mar College**, Catalog Design, Corpus Christi, Texas

The directors at Cain Gallery commissioned me to work on a catalog project for the Now Let Us Shift Exhibition. (Collaboration with Michael Cortez)

**KSpace Contemporary**, Rebranding Project and Event Collateral, Corpus Christi, TX

WIGOUT 24 at kSpace Contemporary is their signature “FUN” draiser. “WigOut in Wonderland” celebrated the whimsical world of Lewis Carroll, author of the delightfully imaginative Alice’s Adventures in Wonderland and Through the Looking Glass. (Collaboration with Michael Cortez)

2023 **Environmental Defense Fund (EDF)**, Branding and Strategy Project, New York, NY

EDF commissioned me to work on a branding project for a coalition of local non-profits working toward climate justice. (Collaboration with Joshua Duttweiler)

**University of Arkansas**, Publication Design and Workshop, Fayetteville, AR

The publication, *Give Your Social Universe a Shape*, accompanied a workshop I provided at the University of Arkansas’s Design Clinic on happiness.

**KSpace Contemporary**, Rebranding Project and Event Collateral, Corpus Christi, TX

WIGOUT 23 at kSpace Contemporary is their signature “FUN” draiser. WigOut “Street Style Edition” celebrated all things from the graffiti movement including Jean Michel Basquiat and Keith Haring, and later, Banksy, OBEY, and KAWS.

2022 **The Washington Post**, Commissioned Illustration, Washington, D.C.

Marissa Vonesh, Art Director of The Washington Post commissioned me to create an illustration for their Art With a Point column focusing on the effects of gun violence.

**Tecate Alta**, Billboard Design, McAllen, TX

Tecate® beer is a well known and respected beer company served across the globe. It has deep roots in both Mexico and the US. As part of Her.Mosa Collective we were contacted to create a mural for their billboard advertisement present at MXLAN festival. This mural is now stationed at their headquarters office. (Collaboration with Mónica Lugo and Sam Rawls)

**City De Arte**, Logo Design, Brownsville, TX

Tequila Group commissioned me to produce a logo for the program City de Arte. At the corner of the Historic Capitol Theatre, Capitol Block Party is a free interactive, 3,000-person capacity live music experience celebrating nuestro talento, nuestra comida & nuestra cultura. Open to All Ages. To contribute to the revitalization of Downtown Brownsville by celebrating our cultura, local artists, musicians and venues, our valuable natural assets and resources in order to increase community engagement, awareness and tourism.

**KSpace Contemporary**, Rebranding Project and Event Collateral, Corpus Christi, TX  
 K Space Contemporary is a 501(c)3, non-profit organization dedicated to presenting and promoting contemporary art. As a forum for creative exchange and experimentation, they aspire to educate and build awareness for innovative art in South Texas. WIGOUT 22 at kSpace Contemporary is their signature “FUN”draiser. I created the event collateral including logo, posters, social media graphics and ephemera. WigOut at the Disco celebrated all things from that sparkling era of The Hustle, Donna Summer, and Studio 54! Guests wore their favorite wig and Boogie Shoes and caught a case of Saturday Night Fever all while bidding on contemporary works of art by popular Corpus Christi and South Texas artists.

**Michelle Vallejo for Congress**, Branding Campaign, South Texas, USA

Michelle Vallejo was recruited to run for Congress by LUPE Votes, a community organization that uses grassroots organizing to push for the interests of underrepresented and neglected people. Michelle is a passionate advocate for uplifting working-class Americans and not corporate interests. Her run for Congress is to help build stronger and healthier communities so that people of all backgrounds can thrive in South Texas. <https://michellefortx15.com>

2021 **Ulta Beauty**, Commissioned Illustration, Bolingbrook, IL

Ulta is an American chain of beauty stores. I was commissioned to create an illustration that highlighted the beauty in my Latinx culture. Additionally, I wrote an accompanying caption telling the Ulta audience about my work, myself, and my heritage. This work was shared on their social media channels with an audience of over 6.7 million followers.

**Planned Parenthood of South Texas**, Event Collateral, San Antonio, TX

Designed event collateral for distribution during the Annual Luncheon held at the San Antonio Botanical Garden.

**Urban Signature Appliance**, Promotional Advertising, McAllen, TX

Urban Signature Appliances is a full-service appliance store. The concept and vision set by Jaime Parra of the Parra Corporation is to provide elegance in kitchen appliances for both indoor and outdoor settings. They commissioned me to create a full-page advertisement for the magazine, Texas Living, to promote transitioning your patio from Summer to Fall with pieces from Urban.

**Cenizo West**, Branding Project and Website Design, USA

This branding project for Cassandra Everett, owner and designer of jewelry company Cenizo West, included a logo, business cards, brand story card, packaging stickers, and social media collateral. Cenizo West designs beautiful, comfortable jewelry that melds the rugged, rustic, expressive, edgy, and bold styles that influence the artist.

**Shah Eye Center**, Rebranding Campaign, South TX

Shah Eye Center provides expert eye care to all patients, combining some of the most advanced technology with the skill sets of accomplished Ophthalmologists and skilled Optometrists. They commissioned me to design their rebrand campaign materials with a modern corporate aesthetic. Work included brand identity package (business cards, letterhead, envelopes), folders, advertisement template, and appointment cards.

**South Texas Careers Academy**, Promotional Advertising, McAllen, TX

STCA provides students with the knowledge and training necessary for career success in the beauty and wellness industry. By learning in an atmosphere of professionalism and excellence, students gain a successful foundation for a satisfying career. I created a series of promotional collateral advertising their Grand Opening Specials.

**Coffee Artista**, Promotional Advertising Series, Mission, TX

Designed a series of advertisements for the reopening of Coffee Artista's restaurant serving world-class coffee and beverages.

2020 **Trucha**, Rebrand and Website Design truchargv.com, South TX

Trucha is an independent multimedia platform dedicated to the people, the culture and social movements of queer and migrant communities of color. They create and curate audio, video, writing, multimedia projects and community events to craft a more nuanced and holistic narrative.

**Brownsville South Padre Island International Airport**, Billboard Design, Brownsville, TX

Designed a billboard campaign advertising the Airport's newly added terminal. Located in the southernmost part of Texas with quick access to the Gulf of Mexico & the US Interstate highway system, the Brownsville South Padre Island International Airport serves as a strategic port of entry.

**McNay Museum**, Family Day Event Materials, McNay Museum, San Antonio, TX

The McNay Art Museum is a modern art museum in San Antonio specializing in 19th- and 20th-century European and American art. A landscape makeover gave the Museum more visibility and they found themselves in need of a way-finding tool for guests to understand the new grounds. This work highlights the updates to the museum and showcases the sculptures and audience with a bit of flair.

**Greater Brownsville Economic Development Corp.**, Event Design, Brownsville, TX

The Greater Brownsville Economic Development Corporation, formerly Greater Brownsville Incentives Corporation (GBIC) is a publicly-funded organization created in 1992 to help companies establish or expand operations in the Brownsville area. To strengthen the local economy, they work with the community to support local business owners, entrepreneurs, and startups. I was commissioned to create event collateral advertising their informational sessions.

**Equal Voice Network**, "Amendment #4" Campaign, Brownsville, TX

This campaign work clarifies our 4th Amendment rights and empowers the community to deny police from entering their home without a warrant. This series of illustrations created in a comic book style has been created in both English and Spanish and was shared in print, web, and social.

**Equal Voice Network**, "Public Charge" Campaign, Brownsville, TX

This work discusses the ins and outs of Public Charge. Before the pandemic and a slew of emergency orders, concerned with the Trump administration's newest rules that were designed to deny immigrant families access to vital support programs. This illustrated comic strip serves as a resource in your communications with immigrant households who may be looking for information that clarifies where one can find the support they need.

**American Civil Liberties Union of Texas and Equal Voice Network**, “Know Your Rights” Campaign, Brownsville, TX

This campaign clarifies our 1st Amendment rights and empowers the community to act against SB4. This series of 10 illustrations created in a comic book style follows the narrative of a bystander filming a traffic stop by police and border patrol. This work has been created in both English and Spanish and was shared in print, web, and social.

**Equal Voice Network**, “We Rise” campaign, Brownsville, TX

This fundraising poster pays tribute to the community’s strength and those who have worked hard to raise awareness and affect change in immigration policy.

**San Antonio Express News**, Editorial Illustration, San Antonio, TX

San Antonio Express-News has been the voice of South Texas since 1865 and provides news and information to a community of more than 2 million people. The “Birth on Demand” series is focused on maternal health care and high rates of interventions such as C-sections and episiotomies at a hospital here in Texas, which we’ve found are driven by care that centers on physicians’ convenience rather than the experiences of laboring people and their babies.

**Art Museum of South Texas**, Drawn Worlds exhibition catalog design, Corpus Christi, TX

This 52-page catalogue profiled the work of six Texas artists who depict their “worlds” in graphite. Through drawing, these artists depict interior thought, memory, and imagined states of being. In designing, my goal was to ensure each artist’s work was respected and given equal weight throughout by developing a flexible grid system.

**Equal Voice Network**, “A Real Look at Immigration” Publication, Brownsville, TX

This illustrated publication sheds light on immigrant detention, a component of militarization, harnessed as a money-making scheme that does little to protect communities. The illustrations depict the journey (el viaje) one goes through and the landscape they encounter in immigrating from Latin America to the United States. The poster compiles all of the images from the booklet into one full color image.

**Presa House Gallery**, T-Shirt design, San Antonio, TX

Presa House is an artist-run gallery that hosts monthly art exhibitions with a commitment to provide space for emerging and mid-career artists to experiment freely, express innovative ideas, and engage with a diverse audience. Presa House is an event-driven gallery that promotes an eclectic range of local, national, and international artists. I was commissioned to create a t-shirt design promoting the gallery.

**Las Imaginistas**, Proyecto Azteca, San Juan, TX

Las Imaginistas are a socially engaged arts collaborative based in the Rio Grande Valley. In addition to being practiced artists De Luna, Houle and Guevara are all experienced educators and activists working in partnership with their community to advance justice and equity in the region.

2019 **Films to Defend**, The Jeffers Live film titles, New York City, NY

Commissioned by Director Xtian Cather, film screened officially at Lost River Film Fest. Created the film title slide and film poster.

**Equal Voice Network**, Where and Why? infographics, Brownsville, TX  
 Non-profit design work created for the RGV Equal Voice Network in partnership with Detention Watch Network and Freedom for Immigrants. This work consists of a series of maps and infographics shared publicly at the Let's Talk Freedom presentations in Alamo and Brownsville, Texas. This work showcases the locations of the RGV's US Immigration and Customs Enforcement Detention Centers, a profit-driven government practice of incarcerating human beings while they wait for a decision on their immigration status or future deportation.

**LUPE (La Unión de Pueblo)**, "Somos Mas Fuerte del Miedo" Event Collateral, Alamo, TX  
 Non-profit design work to support the fundraising Gala event in Alamo, Texas . LUPE was founded by labor rights activists César Chávez & Dolores Huerta, LUPE builds stronger, healthier communities where colonia residents use the power of civic engagement for social change.

**Duke University**, Illustration Art Commission, Durham, NC  
 This project highlighted the work and lives of Latina women and Latina artists. Editorial art of Latina women Javiera Caballero and Cathy Quiroz Moore.

**Hambidge Center**, Website Redesign, Atlanta, GA  
 The Hambidge Center provides a residency program that empowers talented individuals to explore, develop, and express their creative voices. Along with Nancy Miller we were commissioned to redesign the website and transfer the site to another website building platform.

## Professional Consulting

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- 2021 **Corpus Christi ISD**, Adobe Creative Applications Standardized Testing  
 ACAT Training Workshop Co-Creator and Co-Leader. Leading 20+ CCISD Teachers in preparing for their ACA Certifications for improvement in district ratings.

## Art/Design Exhibition Record

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### SOLO EXHIBITS

A solo show or solo exhibition is a presentation of work by a single artist. The process typically involves a range of activities, including sourcing materials such as paper, paint, and frames; creating the artwork; marketing the exhibition through print and social media; writing press releases for media outreach; painting and assembling the pieces; framing the works for display; drafting the artist exhibition statement and concise descriptions detailing the inspiration, techniques, and themes of each piece; preparing artwork labels; transporting the pieces to the gallery; scheduling media interviews; planning the artist reception; installing the exhibition; delivering an artist talk at the reception; promoting the show throughout its duration; and finally, de-installing the exhibition and returning the work to the studio.

- 2027 **Fruits of Their Labor**, Women and their Work, Austin, TX (upcoming)
- 2025 **Fruits of Their Labor**, Box 13 ArtSpace, Houston, TX
- 2024 **Mango o Nada**, Texas A&M University–Kingsville, Kingsville, TX  
**Memories Blurred with Fiction**, Brownsville Museum of Fine Art, Brownsville, TX

- 2023 **Yours to Keep**, Presa House Gallery, San Antonio, TX  
**Pero Eres Feliz? But Are You Happy?**, University of Arkansas Design Clinic,  
 Fayetteville, AR
- 2022 **Para Ella**, Carla Hughes Art Gallery, Harlingen, TX
- 2021 **A Type of Girl**, K Space Contemporary, Corpus Christi, TX  
**A Type of Girl**, La Palmera Gallery, Corpus Christi, TX
- 2019 **Typecast**, Rusteberg Art Gallery, Brownsville, TX
- 2018 **Might be Tragic**, University of Texas Rio Grande Valley, Visual Art Gallery, Edinburg, Texas

## CURATORIAL PROJECTS

- 2024 **En El Frente: Celebrating the Impact of Chicano Independent Publications**, M Street Gallery, California State University–Fresno, Fresno, California (collaboration with Joshua Duttweiler)  
 This exhibit highlights the remarkable design and profound influence of Chicano independent publications from the 1960s and 1970s. It represents the culmination of extensive research by Professors Alexandria Canchola and Joshua Duttweiler, who have visited multiple institutional archives in the Southwest to uncover the historical and contemporary significance of Chicano publication design.
- Riso-Rama Symposium / Paradiso Exhibition 2024**, Weil Gallery, Texas A&M University–Corpus Christi, Corpus Christi, Texas (collaboration with Joshua Duttweiler)  
 Riso-Rama is an independent publishing event that brings together artists, students, and community members to highlight risograph print work and connect creatives. Paradiso is a national Risograph exhibition curated by Alexandria Canchola and Joshua Duttweiler with prizes juried by our keynote speakers Secret Riso Club.
- 2023 **En El Frente: Celebrating the Impact of Chicano Independent Publications**, Weil Gallery, Texas A&M University–Corpus Christi, Corpus Christi, Texas (collaboration with Joshua Duttweiler)  
 This exhibit highlights the remarkable design and profound influence of Chicano independent publications from the 1960s and 1970s. It represents the culmination of extensive research by Professors Alexandria Canchola and Joshua Duttweiler, who have visited multiple institutional archives in the Southwest to uncover the historical and contemporary significance of Chicano publication design.
- Soy de Aquí**, Weil Gallery, Texas A&M University–Corpus Christi, Corpus Christi, Texas (collaboration with Joshua Duttweiler)  
 “Soy de Aquí,” showcased the work of eight artists, all with deep-rooted connections to the Lone Star State. Each artist, through their unique lens and creative expression, presents a visual representation of identity, reflecting the diverse and rich tapestry that makes up the Texan populace. The artists, through their work, challenge the status quo, question the prevailing narratives, and provoke a dialogue about the importance of recognizing and celebrating all identities. Featured Artists: Julia Arredondo, Ari Brielle, Maclovio Cantú IV, Angel Faz, Vick Quezada, Josué Ramírez, Ingrid Leyva Vazquez, Wendy Yamilett

**Riso-Rama Symposium / Paradiso Exhibition 2023**, Weil Gallery, Texas A&M University–Corpus Christi, Corpus Christi, Texas (collaboration with Joshua Duttweiler)  
Riso-Rama is an independent publishing event that brings together artists, students, and community members to highlight risograph print work and connect creatives. Paradiso is a national Risograph exhibition curated by Alexandria Canchola and Joshua Duttweiler with prizes juried by our keynote speakers S.A.R.A.

#### PUBLIC ART

- 2022 **La Galeria Mural**, La Retama Park Corpus Christi, Texas  
Corpus Christi Mural Fest, Downtown Corpus Christi, Collaboration with Mónica Lugo and Sam Rawls
- Las Trenzas Mural**, Artspace 111 in collaboration with Sundance Square, Fort Worth Texas  
Transform and activate Sundance Square in Downtown Fort Worth by adding creative placemaking elements that support artists. Selected mural artists. Collaboration with Mónica Lugo and Sam Rawls
- Entre Dos Mundos Mural**, MXLAN Festival, McAllen, TX  
MXLAN is the summer music and arts festival that celebrates the past, present, and future Latinx cultural influence. MXLAN is where young and rising Latinx artists, thought leaders and revelers reconnect with pre-colonial traditions while expressing their own vision of an ever-evolving culture. Collaboration with Mónica Lugo and Sam Rawls
- La Palmera Mural**, Curio 409, Brownsville, TX  
A destination in the historic 1852 Miller Webb Drug Store Building, an event driven and transitional community hub/incubator, dining, and gathering space where local art, food, and artisanal goods are accessible for people who are passionate about everything local. Collaboration with Mónica Lugo and Sam Rawls
- 2021 **Love Float: Every Body Cared For**, House Float Parade, San Antonio, TX  
The King William Association, Lavaca Neighborhood Association and Roosevelt Park Neighborhood Association, Presa House Gallery in collaboration with Planned Parenthood South Texas, Organized by Rigoberto Luna. A House Float Parade is an idea inspired by the people of New Orleans who, despite the postponement of Mardi Gras, created a unique new form of visual celebration, transforming their homes into stationary...but exuberant parade floats. Our float features 13 women artists from across South Texas from our 2020 and 2021 calendar of exhibitions, including Angelica Raquel, Calder Kamin, Jenelle Esparza, Josie Del Castillo, Wendy Yamilett, Bailey Kidder, Andie Flores, Ashley Perez, Gaby Magaly, Alexandria Canchola, Lauri Garcia Jones, Jennifer Arnold, and Audrey LeGalley.
- 2019 **Three Graces Murals**, The City of Brownsville, AARP Grant, Brownsville, TX  
AARP Texas #CommunityChallenge grant to transform and activate the 14th Street Plaza adding creative placemaking elements that support local artists, providing seating options for people of all ages, and adding landscaping elements. Selected mural artists. Collaboration with Mónica Lugo and Sam Rawls

#### GROUP EXHIBITIONS, 2-4 PERSON

- 2024 **What if we just stayed here? ¿Y si nos quedamos aqui?**, STC Pecan Campus, McAllen, TX  
The work of the Her.Mosa Collective (Alexandria Canchola, Monica Lugo, and Sam Rawls) celebrates joy, optimism, and the wish for a peaceful world, a safe haven. Our work explores themes of empowerment through sisterhood, using geometric faces, curvilinear figures, intricate patterns, dynamic compositions, and a vibrant color palette to highlight our cultural roots.

- 2020 **Four Rooms, About Her Installation**, Presa House Gallery, San Antonio, TX  
Four Rooms featured four Texas-based artists given a dedicated space to transform into a series of installations. Curated by Rigoberto Luna each artist responded in their chosen aesthetic and medium to complement the different areas of the gallery and invite guests to step into their world, creating a uniquely immersive experience. Collaboration with Jennifer Arnold, Lauri Garcia Jones, and Audrey LeGalley.

#### GROUP EXHIBITIONS, JURIED

- 2023 **Mujer-Eres International Art Exhibition**, Brownsville Museum of Fine Arts, Brownsville, TX, Awards Juried by Nancy Moyer, Curated by Sam Rawls and Ruby Garza  
**Women of Resistance**, La Chicharra Studio, Brownsville, TX, Curated by Sam Rawls and Cecilia Sierra
- 2022 **Mujer-Eres International Art Exhibition**, La Chicharra Studio, Brownsville, TX, Juried by Gina Gwen Palacios, Curated by Sam Rawls
- 2020 **Art Room's 4th Annual Small Works Show**, Art Room FW, Fort Worth, TX  
Juried by Deedra Baker and Katie Murray  
**Third Coast Biennial 2020**, K Space Contemporary, Corpus Christi, TX, Juried by Rigo Luna
- 2019 **Portals: Small Works 2019**, Alex Ferrone Gallery, Cutchogue, NY  
**5<sup>th</sup> Annual Mujer-Eres International Art Exhibition**, B&E Art Studio, Brownsville, TX  
**47<sup>th</sup> International Art Exhibition**, Brownsville Museum of Fine Art, Brownsville, TX
- 2018 **46<sup>th</sup> International Art Exhibition**, Brownsville Museum of Fine Art, Brownsville, TX  
**UTRGV Juried Student Exhibition**, Rusteberg Gallery, Brownsville, TX, Juried by Cande Aguilar
- 2017 **11th Annual School of Art Juried Student Exhibit**, Upper Valley Art League, University of Texas Rio Grande Valley, Edinburg, TX

#### GROUP EXHIBITIONS, INVITED

- 2025 **Terrenos**, Keijsers Koning Gallery, Indianapolis, IN, Curated by Ever Velasquez  
**Tierras**, Guichelaar Gallery, Indianapolis, IN, Curated by Alejandra Carillo and Leyda Melgar
- 2023 **iSofrito!**, Los Alamos Market, Live in America, Springdale, AR, Curated by Justin Favela
- 2022 **CAA Art Exchange**, C33 Gallery, Columbia College, Chicago, IL, Curated by Hollis Hammonds  
**Marches that Move Us**, Carlotta K Petrina Cultural Center, Brownsville, TX, Curated by Josie del Castillo and Carla Hughes  
**Segundo de Febrero**, Centro Cultural Aztlan, San Antonio, TX, Curated by Hector Garza

**Transmissions From: Pressure Island**, Produce Gallery, Corpus Christi, TX, Curated by Ryan O'Malley

**Rockport Art Fair**, Presa House Gallery, Rockport, TX, Curated by Rigoberto Luna

- 2021 **In Pursuit Of**, Presa House Gallery, Virtual on Artsy.net  
**o to 60**, Presa House Gallery, San Antonio, TX  
**Archipelago Faculty Biennial Exhibition**, Art Museum of South Texas, Corpus Christi, TX
- 2020 **Artovation**, Texas Association of Schools of Art (TASA), Virtual  
**Disfruta el Sabor**, K Space Contemporary, Corpus Christi, TX
- 2019 **Holiday Exhibit**, Titan Studio & Gallery, Harlingen, TX  
**Latina Voices - Voces de Mujeres Latinas**, East Regional Library, North Regional Library, Durham, NC  
**Confluence Art & Design Faculty Biennial**, Art Museum of South Texas, Corpus Christi, TX  
**La Merienda**, Coastal Cotillion, Islander Gallery, Corpus Christi, Texas  
**Chicas Bonitas**, La Retama Central Library, Corpus Christi, TX
- 2018 **TASA Exhibition**, University of Texas Rio Grande Valley, Visual Art Building, Edinburg, TX  
**Empowered Women, Empower Women**, 5th Annual FridaFest, Edinburg City Hall, Edinburg, TX  
**Celebration of the Fine Arts**, The Art Gallery 333, Corpus Christi, TX  
**Open Studios: L.A. Summer Residency Exhibit**, Otis College of Art and Design, Los Angeles, CA  
**4th Annual Mujer-Eres Exhibition**, Platform 204, Harlingen, TX

## Publications

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### BOOKS

- 2024 **En el Frente: Impact and Legacy of Chicano Independent Publication Design**. Co-authored with Joshua Duttweiler. Book under contract with Bloomsbury Visual Arts. This book explores the unique visual style and social impact of Chicano independent publications from the 1960s and 1970s. Combining archival research, interviews with activist-designers, and scholarly essays, it examines the historical, social, and technological contexts of these revolutionary newspapers, inspiring future generations by celebrating their transformative role in the social justice movement. Expected Publication Fall 2027.

**Imperfect Index: Volume 01.** Edited by Abbie Vickress and Laura Parke. Sold Out Publishing, 2024. Contributed the essay “En el Frente.”

imperfect index is a reference document, a non-linear, imperfect guide to a more expansive understanding of graphic design. The publication examines the field’s discriminatory past and present, envisioning more diverse and inclusive futures. Contributors include Alexandria Canchola, Alison Place, Amandine Forest-Aguié, Arjun Harrison-Mann, Beatrice Sangster, Conor Foran, Dellana Arievta, Dimitri Reist, Dina Benbrahim, Dohee Kwak, Elaine Lopez, Es-pranza Humphrey, Joshua Dutweiler, Kaiya Waerea, Kaleena Sales, Kelly Walters, Kinda Savarino, Lara Dautun, Lihao Zhu, Lynne Elvins, Michele Y. Washington, Mister Samo, Nina Paim, Poppy Thaxter, Radical Characters, Stephan Rosger, Tony Stiles, and Zed Gregory.

- 2019 **Latino Voices in Duke, Durham and Beyond**, editorial paintings of Latina women Javiera Caballero and Cathy Quiroz Moore, gouache paint on paper, Duke University, Durham, NC. Selected Visual Arts Book Contributor.

### JOURNAL ARTICLES

- 2024 **MASTHEAD: Logos from Chicago Newspapers**, Dialogue. Accepted. Collective Inquiry into the Visual Essay: AIGA Design Educators Community 2022 Design + Writing Fellowship, Written by AIGA Design Educators Community and Edited by Rebecca Tegtmeier and Liese Zahabi (co-author Joshua Duttweiler)
- 2023 **En El Frente: A Study of Chicano Newspaper Covers**, Dialectic. Accepted. (acceptance rate: 30%)  
Dialectic is open access, double-blind-peer reviewed, and the official journal of the AIGA Design Educators Community (DEC). (co-author Joshua Duttweiler)

**Screens Grids Tabs Boxes and Boxes Windows: The Hybrid Shift**, SHIFT{ed} Proceedings Publication, Dialogue, Accepted.

Dialogue is the ongoing series of fully open-access proceedings of the conferences and national symposia of the AIGA Design Educators Community (DEC). Issues of Dialogue contain papers from DEC conferences that focus on topics affecting design education, research, and professional practice, although each conference varies in theme. Michigan Publishing, the hub of scholarly publishing at the University of Michigan, publishes Dialogue on behalf of the AIGA DEC.

- 2019 **riverSedge: A Journal of Art and Literature**, Volume 32, I’m not hiding, I swear, University of Texas Rio Grande Valley, Community of Literary Magazines and Presses, May 2019. Selected Visual Arts Contributor.
- 2018 **Interstice 2018**, Literary Arts Journal, South Texas College, McAllen, TX, “Is This It?”. Selected Visual Arts Contributor.

### BOOK REVIEW

- 2023 **Self Help Graphics at Fifty: A Cornerstone of Latinx Art and Collaborative Artmaking**, Book Review. Design and Culture. Invited. (acceptance rate: 11%)  
Publishes research on design that nurtures new or overlooked lines of inquiry and thinks critically about social justice, exclusion, and privilege. (co-author Joshua Duttweiler)

### CONFERENCE PROCEEDINGS

- 2023 **Chicano Independent Publications: A New Generation of Activist Designers**, Printing History. Issue 33. Peer reviewed, releasing Fall 2023. American Printing History Association. (co-author Joshua Duttweiler)

- 2022 **Critiquing the design critique: Examining traditional assessment methods and shifting to new ways of co-sharing feedback**, in Lockton, D., Lenzi, S., Hekkert, P., Oak, A., Sádaba, J., Lloyd, P. (eds.), DRS2022: Bilbao, 27 June - 3 July, Bilbao, Spain. <https://doi.org/10.21606/drs.2022.970>, (co-authors Nedić, D., Schuerman, P., Hernández, G., McMahon, B.)

**Chicano Publication Design and its Impact**, In UCDA Design Education Summit Proceedings. Smyrna, TN: UCDA. (co-author Joshua Duttweiler)

#### WEBSITE PUBLICATIONS

- 2022 **Zine Zeitgeist: Design And Independent Publications' Role In Social Movements**, Trucha RGV, Edited by Josue Ramirez and Abigail Vela, August 9, 2022 <https://truchargv.com/zine/>

#### CREATIVE

- 2021 **The Push Notification**, self-published project in collaboration with Joshua Duttweiler, Papercut Zinefest, Weird Corpus, April 2021, Corpus Christi, TX
- 2019 **Undertone Mag**, On Intimacy, Issue 03, Undertone Collective. "They Were About To," Selected Visual Arts Contributor.

#### Grants

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- 2025 **Research Enhancement Award**  
This project for Research Enhancement funding investigates and documents the graphic design history of Chicano independent publications from the 1960s and 1970s, culminating in a scholarly book written and design in collaboration with Joshua Duttweiler (Texas State University). Chicano in Print: Graphic Design History in Chicano Newspapers will showcase the role of independent Chicano newspapers through archival research, visual analysis, and first-hand interviews with Chicano designers. These publications played a critical role in shaping identity and communication while developing a distinct visual language that remains influential today.
- » \$5,000 Awarded for "Chicano in Print" Proposal, University Research Enhancement Committee, Texas A&M University–Corpus Christi
- 2024 **Pan American Round Table of Corpus Christi, Texas Faculty Enhancement Grant Application**
- » \$2000 Awarded for "Chicano Independent Publications Archival Research Trip"
- FTSCA Research Enhancement Funding**
- » \$290 Awarded for "Blurring Memory with Fiction: Solo Art Exhibition at the Brownsville Museum of Fine Art." Texas A&M University–Corpus Christi

**2023 Frazier Family Foundation Award**

TAMU-CC Camp DPI (Design Preparation & Inspiration) is a fully grant-funded summer residency program led by Nancy Miller and Alexandria Canchola. The opportunity provides discovery of the Graphic Design field of study for participating campers and the development of the next generation of visual communication professionals for the broader field. In the two-week camp, qualifying underserved high school Juniors from across the state came together to undergo hands-on workshops and creative curriculum to explore the study and profession of Graphic Design under the direction of faculty and local professionals.

- » \$30,000 Awarded for “Camp DPI” Proposal, Texas A&M University–Corpus Christi (co-PI with Nancy Miller)

**Humanities Texas: Grant Award**

\$2,000 Awarded for “Chicano Publications Exhibition” Proposal, Texas A&M University–Corpus Christi (co-PI with Joshua Duttweiler)

**FTSCA Research Enhancement Funding**

- » \$1,000 Awarded for “Riso-Rama, Independent Publishing Event Visiting Artist Panel.” Texas A&M University–Corpus Christi (co-PI with Joshua Duttweiler)

**2022 Frazier Family Foundation Award**

TAMU-CC Camp DPI (Design Preparation & Inspiration) is a fully grant-funded summer residency program led by Nancy Miller and Alexandria Canchola. The opportunity provides discovery of the Graphic Design field of study for participating campers and the development of the next generation of visual communication professionals for the broader field. In the two-week camp, qualifying underserved high school Juniors from across the state came together to undergo hands-on workshops and creative curriculum to explore the study and profession of Graphic Design under the direction of faculty and local professionals.

- » \$30,000 Awarded for “Camp DPI” Proposal, Texas A&M University–Corpus Christi (co-PI with Nancy Miller)

**Research Enhancement Award**

This application for Research Enhancement funding is to produce an exhibition in the University Galleries in Fall of 2023 that examines the design and impact of Chicano independent publications in the 1960’s and 1970’s. This exhibition is in line with our current scholarly research which examines the historical and contemporary impact of Chicano publication design. Much of this revolutionary visual work has not yet been explored in the context of design history and serves as an important template for future designers, scholars, and students seeking to make social justice change.

- » \$7,341 Awarded for “Chicano Publication Exhibition” Proposal, University Research Enhancement Committee, Texas A&M University–Corpus Christi (co-PI with Joshua Duttweiler)

**College of Liberal Arts Summer Grant Fellows Award**

- » \$2,000, Texas A&M University–Corpus Christi , Awarded for Chicano Publications Design, Texas A&M University–Corpus Christi (co-PI with Joshua Duttweiler)

**FTSCA Research Enhancement Funding**

- » \$827 Awarded for Chicano Publication Visual Essay, Texas A&M University–Corpus Christi (co-PI with Joshua Duttweiler)

**2021 Frazier Family Foundation Award**

Camp Design Preparation & Inspiration (Camp DPI). Camp DPI will provide enrichment to minority students to discover the Graphic Design field of study and the development of the next generation of visual communication professionals. The inaugural Camp will take place in June of 2022.

» \$25,000 Awarded for “Camp DPI” Proposal, Texas A&M University–Corpus Christi (co-PI with Nancy Miller)

**Research Enhancement Award**

Camp DPI provides enrichment to underserved students for the discovery of the Graphic Design field of study and the development of the next generation of visual communication professionals. In the proposed two-week summer residency program, qualifying high school Juniors would come together to undergo hands-on workshops and learning opportunities under the direction of current program faculty, exceptional upper-level students, and local professionals. We have sought funding opportunities for this program that will foster the pursuit of creative excellence while giving back to reach, teach and enrich the artistic experience of inadequately represented, prospective students of our University and the professional field in general.

» \$9,975 Awarded for “Camp DPI” Proposal, University Research Enhancement Committee, Texas A&M University–Corpus Christi (co-PI with Nancy Miller)

**College of Liberal Arts Summer Grant Fellows Award**

This fellowship funded the grant seeking work for the Camp DPI program that fosters the pursuit of creative excellence while giving back to reach, teach and enrich the artistic experience of inadequately represented, prospective students at our university and of the professional field in general.

» \$1,500 Awarded, Texas A&M University–Corpus Christi

**2020 SAMC FTSCA Research Enhancement Funds**, Fees funded a solo exhibition at K Space Contemporary in downtown Corpus Christi, Texas scheduled February 2021

» \$1,000 Awarded, Faculty Teaching and Scholarly/Creative Activities Award, Texas A&M University–Corpus Christi

## Presentations & Workshops

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**INTERNATIONAL**

**2025 Investigating the Potential of No-Cost Graphic Design Summer Camps to Inspire Underrepresented High School Students to Pursue Graphic Design in Higher Education and Foster Diversity Within the Industry**, Nineteenth International Conference on Design Principles & Practices, at LASALLE College of the Arts, Singapore, SG, February 25-27 (Accepted Presentation)

**2024 Typography as a Tool for Social Change: Unveiling the Power of Masthead Design in Chicano Publications**, TypeCon 2024, Society of Typographic Aficionados, Portland, Oregon, July 24-27 (Accepted Presentation, Blind Selection Process)

**Advancing Latinx Art Pedagogies: Promoting Racial Equity in Higher Education**, CAA 2024, College Art Association, Chicago, Illinois, February 13-15 (Accepted Presentation & Panelist)

**2023 Chicano Independent Publication Masthead Design**, presentation and panelist, Design Incubation Colloquium 9.2, CAA Annual Conference 2023, College of Art Association, New York, New York, February 18 (Accepted Workshop/Presentation)

- 2022 **Critiquing the Design Critique: examining traditional assessment methods and shifting to new ways of co-sharing feedback**, presentation and convener, DRS 2022, Design Research Society, Bilbao, Spain
- 2021 **Finding Purpose in the Design Canon**, presentation and panelist, Browning the Design Panel, CAA Annual Conference 2021, College of Art Association (Accepted Presentation, Virtual)
- 2020 **You Don't Need a Web Designer**, Workshop Presentation and Q&A, CAA Annual Conference 2020, College of Art Association, Chicago, Illinois, February 15, 2020 (Accepted Workshop/Presentation)
- 2019 **As Type Becomes Image, Mainstage Presentation**, TypeCon 2019, Society of Typographic Aficionados, Minneapolis, MN, September 1, 2019 (Accepted Presentation, Blind Selection Process)

### NATIONAL

- 2022v **Chicano Publication Design and its Impact**, UCDA Design Education Summit: Agency. East Tennessee State University, Johnson City, TN: University & College Designers Association. May 2022
- Chicano Independent Publications: A New Generation of Activist Designers**, APHA: Making Artist Noise. Los Angeles, CA: American Printing History Association. October 2022

### REGIONAL

- 2023 **Unlocking the Power of Collaboration: A Case Study of Transformative Murals**, El Rancho Creatives 2023 TASA Conference, Texas Association of Schools of Art, October 19-21, 2023 (Accepted Presentation)
- En El Frente: Archive Projects by Artists and Designers**. Antonio Serna, Alexandria Canchola, and Joshua Duttweiler, Presa House Gallery, San Antonio, TX (invited discussant)
- Give Your Social Universe a Shape**, Design Clinic, University of Arkansas, Fayetteville, Arkansas. April 2023 (Invited Workshop)
- 2020 **Drawing, Painting, and smiling with Adobe Fresco**, Texas Association of Schools of Art 2020 Virtual Conference "Innovation in Uncertainty", Texas Association of Schools of Art, October 23, 2020 (Accepted Workshop/Presentation, Virtual)
- 2019 **Build Your Portfolio Website with Squarespace**, 2019 Annual TAEA Conference-100 Years of Art, Texas Art Education Association, Moody Gardens Conference Center, Galveston, TX, November 16, 2019 (Accepted Workshop/Presentation)
- You Don't Need a Developer**, San Antonio Entrepreneurship Week: Beyond the Glass Ceiling, Launch San Antonio, San Antonio, TX, June 25, 2019 (Accepted Workshop)

### LOCAL

2022 **Latinx Matrix**, Oso Bay XXII Printmaking Symposium, Chair, Full Court Press and the Department of Art & Design at TAMU-CC  
Latinx Matrix presents artists who utilize printmaking, print-related, and multi-media formats such as performance, film, social media, etc, to disseminate diverse ideas and perspectives. In conjunction with Hispanic Heritage Month programming at Texas A&M University-Corpus Christi, their personal stories and creative works will inspire students and faculty, members of the Corpus Christ community, and attendees from the state of Texas and beyond!

**As Type Becomes Image**, People's Poetry Festival, Visual Poetry Panel, Texas A&M University-Corpus Christi, February 25, 2022 (Invited Panelist)

2019 **Rule Your Site Like a Lady Boss**, Women's Entrepreneur Society of Corpus Christi, Del Mar College Small Business Development Center - SBDC, Corpus Christi, TX, September 30, 2019 (Invited Workshop)

## Professional Development

### WORKSHOPS

- 2024 **ZineHug**, Riso Animation Workshop  
Creating animations with the risograph printer and Adobe After Effects.
- 2021 **Op-Ed Project**, Write to Change the World Workshop  
At the end of the workshop participants will have op-ed drafts they can send out as well as access to a national network of journalist mentors
- 2019 **Teaching at an HSI**, Texas A&M University-Corpus Christi, Center for Faculty Excellence  
Panel facilitated by Dr. Amy Aldridge Sanford, Associate VP for Academic Affairs

### CONFERENCE ATTENDANCE

- 2022 **SURFACE Design Educators Conference**, AIGA National Design Conference, Seattle, WA  
**47th Annual APHA National Conference**, Los Angeles, CA  
**Incomplete Latinx Stories OF DISEÑO GRÁFICO/Borderlands/ La Frontera**, BIPOC Design History, Polymode  
Incomplete Latinx Stories of Diseño Grafico centers the work and histories of art and design in Latin America. From a Latinx diasporic perspective, we look at the pluralistic work that comes out of the diverse cosmologies, perspectives, and points of view from the continent—inspired in part by Gloria Anzaldua's seminal *Borderlands/ La Frontera*. It is the second in a series of BIPOC Centered design history courses facilitated by Ramon Tejada and Polymode. Through live and asynchronous lectures, readings, and discussions, the class sheds light on moments of oppression and visibility. The series revisits and rewrites the course of design history in a way that centers previously marginalized designers, cultural figures—and particularly BIPOC and QTPOC people.  
**The Difference that Difference Makes: Diversity, Equity, and Inclusion in Research by Dr. Michael Ramirez**  
On February 10, 2022, Dr. Michael Ramirez, Professor of Sociology will be giving a Research Café presentation on Diversity, Equity, and Inclusion in Research. Dr. Ramirez will be presenting on his own diversity, equity, and inclusion (DEI) research activities, as well as how other researchers can incorporate DEI into their work. The presentation will be followed by an open discussion and all researchers are welcome to attend.
- 2021 **Shift{ED}: American Institute of Graphic Artists (AIGA) Design Educators Community Virtual Summit**, Panel Moderator and Attendee  
**Texas Art Education Association (TAEA)**, 2021 Conference, (Virtual), Attendee  
**Adobe for Education Summit 2021**, (Virtual), Attendee

- The National Student Show and Conference** (Virtual), Attendee
- 2020 **Texas Art Education Association (TAEA)**, 2020 Conference, (Virtual), Demonstration Presenter and Attendee  
**SHIFT: American Institute of Graphic Artists (AIGA)**, Design Educators Community Virtual Summit, Attendee  
**Adobe MAX The Creativity Conference** (Virtual), Attendee  
**Typographics**, Type@Cooper, (Virtual), Attendee
- 2019 **National Student Show and Conference**, (March 28, 2019 - March 31, 2019)  
**Texas Art Education Association (TAEA)**, Galveston, TX, Presenter and Attendee  
**San Antonio Entrepreneurship Week**, San Antonio, TX, Presenter and Attendee  
**Typecon**, Minneapolis, Minnesota, Main Stage Presenter and Attendee

## Professional Organizations

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- American Institute of Graphic Arts (AIGA)**, Member (2021-present)  
**Texas Association of Schools of Art (TASA)**, Board Member, Website Co-Editor, Newsletter Editor (2020 - Present)  
**UT Austin Texas Exes**, Scholarship Committee Member (2019-Present)  
**American Advertising Federation-Corpus Christi**, Member (2019-Present)  
**Texas Art Education Association**, Member (2019 - Present)  
**Women Who Draw**, Member (2019 - Present)  
**College of Art Association**, Member (2018 - Present)

## Courses Taught

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- 2019-Present **Building Websites**  
 Students design and maintain a scalable and functional website utilizing contemporary building platforms. (Open to all levels and majors)
- Concept and Making**  
 This hands-on course offers an in-depth study of approaching concept and idea generation to produce relevant and innovative design solutions. (Sophomores)
- Client Solutions** *formerly Corporate Identity*  
 This course covers the rigorous conceptual and visual standards pertinent to creating a brand. Through complex projects and numerous graphic design formats and applications, major aspects of visual identity are emphasized and developed. (Juniors)
- Digital Imaging and Illustration**  
 This studio course explores the foundations of digital illustration by examining the use of the computer and tablet as modern tools for artists and illustrators. (Open to all levels and majors)
- Foundations of Graphic Design**  
 This studio course explores fundamental components of design theory, concept, and composition. (First-years)

**Historical Perspectives of Graphic Design**

This studio course examines the history of graphic design from the invention of writing to present day composition. Students explore various movements in graphic design history and create design works that reflect these periods. (Sophomores)

**Portfolio and Professional Practices**

Capstone Graphic Design Course. This course teaches students the importance of self-promotion while focusing on professional practices. This studio course combines creative problem-solving, design prototyping, design refinement, and a public exhibition, which itself is a designed event. (Seniors)

**Publications and Editorial Design**

This studio course explores the foundations of publication and editorial design to expand students' design vocabulary. Students will explore the role of a graphic designer/art director in developing effective and innovative communication for long format design. (Juniors)

**Risograph Printing**

This advanced course introduced the fundamental principles and practices of Risograph printing, an analog technique noted for its unique textures and vivid colors. Students were introduced to the mechanics of the machine, the art of layering colors, and experimentation with different paper stocks. Additional topics of study included color theory, photo manipulation, and print production. (Open to all levels and majors)

## Service-Learning Projects

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**2024 GRDS 2302 Concept & Making**

In this project, you will collaborate in teams of 2-3 to create a series of promotional posters for the K Space ArtLab Podcast. The goal is to enhance the podcast's visibility and engagement within the art community. Each team will produce three distinct posters with a cohesive visual style, employing a variety of creative media that blend analog and digital methods including but not limited to: collage, 3D Printing, lasercutting, unconventional tools, etc. These posters will serve three purposes: promoting the podcast, informing potential listeners about the podcast's offerings, and recruiting artists to contribute their own stories and experiences to the podcast.

**2021 GRDS 3310 Corporate Identity**

Students were given a creative brief describing the Coastal Bend Council of Governments (CBCOG), its purpose, objectives, vision, membership, and customer base. The students then visited with a CBCOG representative via WebEx to answer questions about refreshing the organization's image. Then 12 students submitted designs with a narrative explaining their design. A panel of CBCOG staff and board members reviewed the submissions and selected Jacob Sazon's logo as the winning design.

**2020 GRDS 4306 Publication and Editorial Design**

Students completed a collaboration with Island Waves that included their research, concept, mood board, and executional plan as well as cover ideas, placeholder content, and some rough content and/or mockups. Students were asked to write a comprehensive design proposal which included a brief history of Island Waves, their analysis of the existing brand, and suggestions on how they would improve the publication's identity with a new design and format.

## Awards Won for Student Work Created Under My Direction

### INTERNATIONAL AWARDS

#### International Design Awards Competition

The International Design Awards (IDA) exists to recognize, celebrate, and promote exceptional design visionaries and discover emerging talent in Architecture, Interior, Product, Graphic, and Fashion Design for professionals and students worldwide.

- 2024 *Chris Gonzales*, Silver, Tesla Product Catalog  
*Grace Prusha*, Silver, The Wok Magazine  
*Jared Rios*, Bronze, PAF Catalog
- 2023 *Hannah Ryan*, Honorable Mention, Glossier Product Catalog  
*Hannah Ryan*, Honorable Mention, Evergreen Magazine  
*Victoria Contreras*, Honorable Mention, Harper's Bazaar Magazine Cover Poster  
*Victoria Contreras*, Honorable Mention, Beyond Animation Magazine
- 2022 *Jacob Sazon*, Gold, Print-Corporate Identity-Rebranding, Tandy Leather  
*Carson Bourque*, Silver, Print-Catalog, Herman Miller  
*Neiman Ward*, Honorable Mention, Multimedia Brand Identity, NW Brand  
*Neiman Ward*, Honorable Mention, Multimedia Web Design, NW Brand  
*Neiman Ward*, Honorable Mention, Print Editorial, Huddle Magazine
- 2021 *Neiman Ward*, Bronze, Bega Cheese Annual Report  
*Neiman Ward*, Honorable Mention, Adidas Shoe Catalog

### NATIONAL AWARDS

#### Salute Design Competition

Salute is a national juried interior design and graphic design (including illustration) student competition supported by ADOBE, Blick, REES, and Porch School & Art Supply.

- 2024 *Soleil Day*, Best in Graphic Design: Identity Category, Ulta Rebrand  
*Soleil Day*, Honorable Mention in Graphic Design: Publication Category, Girly Pop Magazine
- 2022 (Juried, 556 submissions, 17 awarded)  
*Frank Rubio*, Merit Award Winner: Identity, Peter Piper Pizza ReBrand  
*Victoria Contreras*, Merit Award Winner: Illustration, Chow Could This Happen
- 2021 *Neiman Ward*, Merit Award Winner, Graphic Design Publication category, Huddle Magazine.  
*Malena Margo*, Honorable Mention Award Winner, Graphic Design Publication category, The Sill.  
*Kimberly Peña*, Honorable Mention Award Winner, Graphic Design Publication category, Ana Luisa 2020 Collection Catalog.

#### National Student Show & Conference

Each year, NSSC selects industry leaders from across the nation to judge student work. Coming from diverse backgrounds and areas of expertise, ensuring a high quality show.

- 2024 *Rachel Wood*, Trader Joe's – Rebranding Campaign, Accepted
- 2023 *Mandy Espericueta*, Cafe Bustelo – Rebranding Campaign, Accepted  
*Kylie Marchitello*, Miu Miu Catalog, Accepted

2021 *Neiman Ward*, Best in Category, Adidas Catalog  
*Victoria Contreras*, Best in Category, Bazaar Historical Cover – Best in Illustration

2022 **WORK National Juried Student Design Competition**  
 Sponsored by the MFA in Visual Communication Design at Jacksonville State University  
*Hannah Ryan*, Selected, Evergreen Magazine

2022 **AIGA Baltimore’s Annual Flux Student Design Competition**  
 Flux is a nationwide competition that recognizes outstanding design work produced by students in the categories of Identity, Packaging, Poster, Publication, Social Impact Design, UX/UI, and Video/Motion Graphics. This year, 205 projects were selected by a jury of creative professionals including Jenny Hoffman, Alberto Rigau, Liese Zahabi. 631 entries were submitted making the 2022 Flux Student Design Competition one of our largest and most competitive yet!  
*Hannah Ryan*, Identity Category Finalist, Bluebell Rebrand

### American Advertising Awards

The American Advertising Awards is the advertising industry’s largest and most representative competition, attracting nearly 35,000 entries every year in local AAF Ad Club competitions. Climbing the three-tier competition is an extreme accomplishment as winning a National ADDY is statistically the most difficult creative award to receive. 214/30041 is the ratio of National Winners/Total Tier Entries.

### NATIONAL AWARDS

2025 *Chloe Hill*, National Award, Cholula Rebrand Campaign

### REGIONAL AWARDS

2024 *Rachel Wood*, District-10 ADDY Gold Award-Revivalist Magazine

2023 *Hannah Ryan*, District-10 ADDY Silver Award-Bluebell Rebrand

2022 *Drew Scott*, District-10 ADDY Gold Award, Waffle House Rebrand  
*Drew Scott*, District-10 ADDY Silver Award, Muse Magazine  
*GRDS Class of 2021*, District-10 ADDY Silver Award, Hue Branding

2020 *Antelmo Aguirre*, District-10 ADDY Best of Show Award, Body Magazine  
*Antelmo Aguirre*, District-10 Gold Award, Body Magazine Editorial Sprea  
*Rhiannon Howard*, District-10 Silver Award, In Season Magazine

### LOCAL AWARDS

2024 *Grace Prusha*, Local ADDY “Best of Show”, The Wok Magazine  
*Chris Gonzales*, Local ADDY Special Judges’ Award “Best Brand in Packaging”, Copper & Oak Mules  
*Chris Gonzales*, Local Gold ADDY, Copper & Oak Mules  
*Rachel Wood*, Local Gold ADDY, Revivalist Magazine  
*Grace Prusha*, Local Gold ADDY, The Wok Magazine  
*Soleil Day*, Local Silver ADDY, Ulta Beauty Rebrand

- 2023 *Tyler Schultz*, Local ADDY “Best of Show”, Danish Design Rebrand  
*Hannah Ryan*, Local ADDY Special Judges’ Award “Smoothest and Coolest Rebrand”, Bluebell Rebrand  
*Tyler Schultz*, Local Gold ADDY, Danish Design Rebrand  
*Hannah Ryan*, Local Gold ADDY, Evergreen Magazine  
*Tyler Schultz*, Local Silver ADDY, Sight & Sound Magazine  
*Hannah Ryan*, Local Silver ADDY-Bluebell Rebrand  
*TAMUCC Graphic Design Class of 2022*, Local Silver ADDY, Spark: TAMUCC Graphic Design Showcase  
*Hannah Ryan*, Local Bronze ADDY, Glossier Product Catalog  
*Paige Presley*, Local Bronze ADDY-, Siblings Product Catalog  
*Paige Presley*, Local Bronze ADDY, Tyler Home Fragrances Rebrand
- 2022 *GRDS Class of 2021*, Local ADDY “Best of Show”, Hue Branding  
*Drew Scott*, Rising Star Award, Waffle House Rebrand  
*Victoria Contreras*, Local ADDY Special Judges “Funniest” Award, Chow Could This Happen Illustration  
*Drew Scott*, Local ADDY Special Judges “Best Use of Illustration” Award, Muse Magazine  
*GRDS Class of 2021*, Local ADDY Gold Award, Hue Branding  
*Drew Scott*, Local ADDY Gold Award, Waffle House Rebrand  
*Drew Scott*, Local ADDY Gold Award, Muse Magazine  
*Jacob Sazon*, Local ADDY Silver Award, Create Community Poster  
*Victoria Contreras*, Local ADDY Silver Award, Chow Could This Happen Illustration  
*Carson Bourque*, Local ADDY Bronze Award, 2Face Magazine
- 2021 *Neiman Ward*, Local ADDY “Best of Show”, Bega Cheese Annual Report  
*Neiman Ward*, Local ADDY Gold Award, Bega Cheese Annual Report  
*Danielle Galindo*, Local ADDY Gold Award, ScifiNow Magazine  
*Danielle Galindo*, Local ADDY Silver Award, ScifiNow Magazine  
*Jason Sullivan*, Local ADDY Silver Award, Grown Trilogy Book Series  
*Neiman Ward*, Local ADDY Bronze Award, Huddle Magazine
- 2020 *Antelmo Aguirre*, Local ADDY Best of Show, Body Magazine Feature Spread  
*Rhiannon Howard*, Special Judge’s Award For “I’d Pick It Up.”, In Season Magazine  
*Rhiannon Howard*, Local ADDY Gold Award, In Season Magazine  
*Antelmo Aguirre*, Local ADDY Gold Award, Body Magazine Feature Spread  
*Bradley Platz*, Local ADDY Silver Award, FEATURED Magazine  
*Bradley Platz*, Local ADDY Silver Award, Atomic Omelette Branding Campaign  
*Bradley Platz*, Local ADDY Bronze Award, FEATURED Magazine Cover  
*Rhiannon Howard*, Local ADDY Bronze Award, Kids Can Make Cookbook Series  
*Sierra Lutz*, Local ADDY Bronze Award, abide. Magazine  
*Antelmo Aguirre*, Local ADDY Bronze Award, Body Magazine

## SCHOLARSHIPS

- 2023 *Dinah Bowman Honors Scholarship Endowment Fund 2022-2023*, Colby Gregory recipient, \$1750 scholarship, ADAPT Zine, Scientific Illustration

Department Service

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Ongoing **Graphic Design Lower Level & Upper-Level Portfolio Reviews**  
Assessment, Committee Member. Assess and provide feedback for graphic design majors at these two review checkpoints.

**Department of Art and Design MFA Candidate Review**

Reviewer. Assess candidate qualifications for admission in the MFA program.

**BFA Interims and BFA Application reviews**

Reviewer. Assess student work for perspective and active BFA majors.

**Risograph Printer + Workspace**

Supporter. Help fundraise and connect local artists and organizations with printing services and workshops to support the Riso workspace activities.

**La Merienda Annual Fundraising Exhibition**

Participant. Coastal Cotillion Club of Corpus Christi, Weil Gallery, Corpus Christ, TX. Participant. Donate work for annual University Galleries fundraising event.

**WEAVE Assessment Measures**

Committee Member. Assess BA in Graphic Design program.

**University Undergraduate Scholarship Distribution Committee**

Committee Member. Trained in Scholarship Universe software to rank applicants and distribute scholarship funds.

**ONE DAY Creative Public Service Campaign**

Faculty Advisor. AAF-CC & TAMU-CC This annual signature service event brings together professional and student designers, copywriters, media experts, and video experts to develop and implement marketing strategy and multi-media advertising campaign for a local, not-for-profit organization that has little or no marketing or advertising budget to promote their services to the community.

2020-2022 **TAMU-CC Graphic Design's Senior Exhibition**

Organizer. Oversaw the production and execution of TAMUCC's inaugural and subsequent Graphic Design Senior Exhibition & Showcase. This capstone event involved the creation of a final body of work for presentation in a themed exhibition of 17 of our graduating seniors. I supervised the exhibition committees and assisted in the creation of the exhibition's promotional materials such as invitations, videos, 3D virtual gallery. viewing rooms, social media graphics and a custom website. Coordinated the Senior online exhibition and refined all graduating students' final portfolios.

**TAMUCC Senior Preview & Portfolio Review**

Organizer. Secured, organized, and scheduled a virtual Portfolio Review for graduating seniors with 16 creative professionals across the country. Prepared students through mock interviews exercises so they would be ready for this event as well as future job interviews. Each student met with 4 professionals and received thoughtful feedback on their portfolios.

2023 **Riso-Rama Symposium and Art Book Fair**

Co-Organizer. Risograph focused conference and art book fair featuring national and international artists speakers.

**Gallery Director Search Committee**

Committee Member. Interviewed and assisted in hiring process.

**TAMUCC Senior Preview & Portfolio Review**

Reviewer. Met with 4 graphic design seniors and provided feedback on their portfolios.

**I <3 GD Mixer for Majors**

Co-Organizer. Facilitated an event for students to celebrate their love of design and mix with other majors

**2022 Papercut Zine Fest**

Program Representative. Risograph Demonstrations and Community Activities, The Bay Jewel

**Spaces & Places**

Co-Organizer. The Chamberlain, Graphic Design Student Exhibition

Partnered with Frazier Family Foundation to hold an exhibition of student design works, Spaces & Places, with a formal opening event.

**MFA Professional Practices Guest Critique**

Critic. Assisted Professor Ryan O'Malley with reviewing graduate students' portfolio websites

**2021 Texas Association Schools of Art THECB/Core Curriculum Meeting**

Attendee.

**Graphic Design Guest Speaker Series**

Secured two Guest Speakers: Aldo Arillo, Founder of NODO Type Foundry and Tomo Ediciones and Daniel "Danny" Torres, Jr., CPA, Business Discussion for Creative Professionals

**2020 Standards for Scholarly/Creative Activity in Graphic Design**

Contributing Author

**Comedian, Brand Designer, Art Director, Illustrator & Social Justice Designer: Guest Speaker Series!**

Co-Organizer. Secured two guest speakers Hector Sanchez of Academy Sports and Austin Monthly and Rigoberto Luna of Presa House Gallery

**Graphic Design Tenure Track Position Search Committee**

Committee Member. Interviewed and assisted in the authoring of HR docs

**2019-20 Graphic Design Curriculum Revisions 2021 Catalog, Curriculum Development**

Contributing Author. Wrote proposals outlining revisions to the BA in Graphic Design degree curriculum

**2019 Graphic Design Program Comparison Study & Audit with Associate Provost Dr. Sanford,**

Researcher and Contributor.

**Confluence Faculty Biennial Exhibition Catalogue**

Graphic Designer. Art Museum of South Texas and A&M University-Corpus Christi

**Art on the Bend: TAMU-CC Fine Art Student Symposium**

Peer Reviewer, Islander Gallery, Texas A&M University-Corpus Christi, Corpus Christi, Texas

## College Service

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- 2022-2023 **Interim Co-Director of University Galleries**  
The Co-Directors of Galleries are responsible for overseeing the operations of the Weil Gallery in the Center for the Arts and planning for the Maxwell Gallery in the TAMU-CC Downtown Building.
- 2021-23 **New Faculty Orientation**  
Panelist. “What I Wish I Knew Then” Panel, spoke about professional expectations and experience to new college faculty.

## University Service

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- Ongoing **Island Days Campus Preview**  
Graphic Design Program Presentation
- Spring Graduation Commencement**  
Faculty Volunteer
- 2022-23 **Study Abroad Program Coordination**, Mexico City Art & Graphic Design Faculty Led Program, Planning, Coordination, and Recruitment for Summer 2023, Collaboration with Joshua Duttweiler  
Students traveled to Mexico City, where they immersed themselves in the city’s rich art and culture while completing course objectives. With over 150 museums, they engaged with iconic works, broadening their worldview. Through a Documentation Journal, they recorded observations, integrating history and context into their creative practice.
- University Honors Committee, Member**
- McNair Scholars Program**  
Mentor to student Noah Melendez, Studio Art, Study Title: How Societal Pressures Impact Latinx Artists and Illustrators and Their Work
- Symposium for Student Innovation, Research, and Creative Activities.**  
Evaluator. Review student research projects.
- Art Bazaar Market, Islander Lights Participation & Fundraising Event**
- President’s Ball**  
Poster Designer. Riso printed poster ephemera to attendees.
- 2021 **Student Endowment Scholarship Committee**  
The committee approved over \$185,000 allocated funds.
- 2020 **Alumni Association Homecoming 2020**  
Design of Lotería Themed Collateral TAMU-CC Alumni Relations won a Gold Award for the campaign Islandería Lotería Nights in the CASE (Council for Advancement and Support of Education) District IV (TX,OK,AR & LA) 2020 Awards Competition.
- 2019 **Waves of Welcome**  
Greeted students as they arrived to campus.

## Community Service

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- 2019-22 **American Advertising Federation-Corpus Christi Chapter**, ONE DAY Public Service Event  
 This annual signature service event brings together professional and student designers, copywriters, media experts, and video experts to develop and implement marketing strategy and multi-media advertising campaign for a local, not-for-profit organization that has little or no marketing or advertising budget to promote their services to the community.

## Professional Service

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- 2025 **UCDA Design Education Summit Peer Review Panel**
- 2024 **UCDA Design Education Summit Peer Review Panel**
- 2022-present **Kspace Contemporary**  
 Board Member. K Space Contemporary is a 501(c)3, non-profit organization dedicated to presenting and promoting contemporary art. As a forum for creative exchange and experimentation, we aspire to educate and build awareness for innovative art in South Texas. K Space Contemporary is located in downtown Corpus Christi, Texas.
- 2022 **Skills USA Graphic Communication Chair**  
 Graphic Design Competition Chair. The SkillsUSA Championships are career competition events showcasing the best career and technical education students in the nation. Contests begin locally and continue through the state and national levels. I coordinated three state competitions, including contest prompt development, administration of the competitions, and securing the competition judges.
- 2021 **American Advertising Federation -Corpus Christi Chapter**, American Advertising Awards, Designer. Designed promotional event graphics (November 22, 2021)
- Shift{ED} Virtual Summer Summit**, American Institute of Graphic Artists (AIGA) Design Educators Community (August 2-6, 2021)  
 Panel Moderator. From International Connection to Inner Connection: A Digital Design Educator's COVID Pivot
- SkillsUSA Advertising Competition**  
 Judge for the State Arts. A/V Technology and Communication competition (April 15, 2021)
- 2020 **AAF Student Conference** - Portfolio Review Session (November 7, 2020)  
 Portfolio Reviewer. Met with 3 students and provided feedback and insight on industry
- 2020-2023 **Texas Association of Schools of Art (TASA)**  
 Board Member, Newsletter Editor. Populate content and develop functionality for the website. Create promotional digital collateral. Coordinate digital communications and platforms including virtual conferences and online exhibitions.
- 2019 **Texas Exes Scholarship**  
 Committee Member, Texas Exes Hidalgo-Starr Chapter, University of Texas at Austin, Austin, Texas. Committee reviewed 231 student applicants to award six university scholarships

## Media Contributions

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### PRINT MEDIA

- 2022 Could You Be My Garden, Uppercase Magazine 52 “Keep Showing Up”, Calgary, Alberta
- Downtown Corpus Christi to hold first Mural Fest, unveil six new ‘vibrant’ murals, John Oliva, Caller Times, May 31, 2022 <https://www.caller.com/story/news/local/2022/05/31/downtown-corpus-christi-hold-first-mural-fest-unveil-six-murals/9925434002/>
- 2021 The Artists Issue, The Bend, magazine, June 2021, selected cover artist and featured interview on pg 34-35, Archipelago, Art Museum of South Texas, exhibition catalogue, June 2021, pg 34-35
- 2020 Nubia Reyna, “Empowered Art: Womens’ Murals Open for Community,” The Brownsville Herald, Brownsville, Texas, January 10, 2020
- 2019 Confluence, Art Museum of South Texas, exhibition catalogue, April 2019, pg 16-17
- 2018 Britney Valdez, “Drawing a Crowd: Student artist creates narrative gallery experience,” The Rider, Edinburg, Texas, August 27, 2018.
- Sage Bazan, “Meet Artist Alexandria Canchola,” Pulse Magazine: Community Arts Anonymous, Edinburg, Texas, September 19, 2018. On the Cover, 2-3, 110-113.

### RADIO/TELEVISION/VIDEO

- 2021 Gaby Hernandez, Video Feature of Work “Latinx Identities and Self-Reflection in Traditional Design Learning Spaces,” Polymode’s BIPOC Design History “Incomplete Latinx Stories of Diseño Gráfico,” October 2021.
- Glasstire TV, Art Tours of Texas, “Five-Minute Tours: Alexandria Canchola at K Space Contemporary, Corpus Christi,” March 2021.
- 2019 Mario Gonzalez, Video Interview “14th Street Plaza Murals,” Brownsville.TV, Brownsville, Texas, December 2019.

### WEBSITE PUBLICATIONS

- 2023 Reconstructing Memory in Alexandria Canchola’s “Yours to Keep”, October 21, 2023, <https://glasstire.com/2023/10/21/reconstructing-memory-in-alexandria-cancholas-yours-to-keep/>
- “En El Frente”: Exploring Chicano Independent Publications at Texas A&M University-Corpus Christi, September 30, 2023, <https://glasstire.com/2023/09/30/en-el-frente-exploring-chicano-independent-publications-at-texas-am-university-corpus-christi/>
- Reconstructing Memories: A Tribute to a Loved One in ‘Yours to Keep’, November 1, 2023, <https://presahouse.com/2023/11/01/alexandria-cancholas-yours-to-keep/>

En El Frente: Celebrating the Impact of Chicano Publications By Alexa Rodriguez, September 14, 2023, <https://www.thebendmag.com/en-el-frente-celebrating-the-impact-of-chicano-publications/>

School of Art to Host Inaugural Events in the New Studio and Design Center, March 29, 2023, <https://news.uark.edu/articles/63819/school-of-art-to-host-inaugural-events-in-the-new-studio-and-design-center>

2022 Camp DPI with TAMUCC Graphic Design, Frazier Family Foundation, <https://www.frazierff.org/post/camp-dpi-with-tamucc-graphic-design>

Multi-Site Exhibition Resists Isolation Among Southwestern Artists, Samantha Anne Carrillo, September 12, 2022, <https://hyperallergic.com/758550/multi-site-exhibition-resists-isolation-among-southwestern-artists/>

Son de Allá y Son de Acá coming to four Albuquerque Galleries August 5, 2022, Tortuga Gallery, July 28, 2022, <http://www.tortugagallery.org/tortuga-updates/2022/7/28/son-de-all-y-son-de-ac-coming-to-four-albuquerque-galleries-august-5-2022>

Mural Fest Brings Vibrant Additions to Downtown Corpus Christi, By Tyler Schultz, May 30, 2022

14 Places That Will Make You Want To Dash Downtown, By Savannah Garza, Jul. 21, 2022 <https://Www.Visitcorpuschristi.Com/Blog/Post/Dash-Downtown/>

‘A Show of Women:’ An Exhibition of Perspective, Backgrounds, By Steven Hughes, March 3, 2022 <https://rgvisionmagazine.com/a-show-of-women-an-exhibition-of-perspective-backgrounds/>

Segundo de Febrero Celebration in San Antonio, Latinx Pop Lab, February 19, 2022 <http://latinxpoplab.la.utexas.edu/news/segundo-de-febrero-celebration-in-san-anto/>

Frazier Family Foundation Introduces Gallery to Highlight Boldness and Creativity <https://www.frazierff.org/post/frazier-family-foundation-introduces-gallery-to-highlight-boldness-and-creativity>

2021 Richard Guerrero, Texas A&M University–Corpus Christi (April 30, 2021) Islander Student Wins Local Logo Redesign Contest

Bryan Rindfuss, San Antonio CurrentBlock Party: Fiesta gets a new tradition with San Antonio’s first-ever House Float Parade (April 16, 2021)

Presa House Gallery, House Float Parade (April 15, 2021)

Glasstire (March 20, 2021) Five-Minute Tours: Alexandria Canchola at K Space Contemporary, Corpus Christi

The Bend (February 5, 2021) Alexandria Canchola: A Type of Girl Showing February 5th - March 19th

2020 KSpace Contemporary (October 1, 2020) Interview with KSpace Contemporary on Third Coast Biennial Exhibition work

Art Museum of South Texas (September 29, 2020) Local Art Through The AMST Lens: Alexandria Canchola

Unfiltered SA “Support Local Presa House Gallery” (June 29, 2020)

Texas A&M University – Corpus Christi “Islanders Steal the Show at ADDY Awards, Win 19 Student Trophies” (March 10, 2020)

Glasstire | Texas Visual Art, Four Rooms, Presa House Gallery (February 2020)

Tetty Betty (February 17, 2020) “Alexandria Canchola’s Illustrations Articulate Raw Emotion”

Mobi Spirit, “Alexandria Canchola’s Illustrations Have a Story to Tell”, (January 31, 2020)

Everyday Monkey, “Alexandria Canchola Has A Passion For Color”, (January 19, 2020)

2019 Neta RGV, “Typecast by Alexandria Canchola”, (October 1, 2019.)

## Professional Certifications

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2020 Best Practices in Online Instruction, ODELT Team.

2020-present Squarespace Circle Member, Squarespace Website

2019-present Graduate Faculty Status, TAMU-CC

## Professional Experience

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### 2011 – Present **Everything Looks Good**

#### Creative Director/Founder

- » Sole proprietor of a creative studio that works primarily with clients on visual solutions through strategy planning, concept development, and detailed design
- » Worked directly with clients as a graphic designer, illustrator, web designer and executed projects ranging from logos, books, annual reports, magazine layouts, web graphics, promotional materials, etc.
- » Design work has a proven track record of raising the profile of clients, including:
- » The Grinning Yogi based in Seattle, Washington, which was named “Best Yoga in Seattle”. The successful branding campaign elevated the exposure of the studio and led to an increased customer base and the business has now opened two other locations in Washington
- » Art Museum of South Texas Exhibition Catalogs have won several ADDY awards in local and District-10 American Advertising Federation increasing engagement in exhibitions
- » Equal Voice Network design and illustration projects have won awards from American Illustration and the American Advertising Federation, and have garnered much publicity toward the non-profit’s campaigning efforts
- » Video work has promoted the education, non-profit, and business sectors and has been featured on the Huffington Post, The Edible School Yard, HooplaHa, Ithaca Journal
- » Promoted work through print and web-related materials: lookbooks, blogging, brochures, website design, packaging design, and product photography

### 2013 – 2014 **IDEA Public Schools**

#### Graphic Designer

- » Organized, developed and managed over 20 design projects on a weekly basis, including branding materials such as logos, school mascots, advertisements, billboards, event collateral such as invitations, signage, and web designs
- » Launched a new marketing campaign that worked to increase student and teacher recruitment
- » Created a brand book that explained identity guidelines for the district such as language, style, colors, typography, and other standards
- » Produced the inaugural and subsequent issues of IDEA’s new magazine, “IMPACT,” that informed parents of school procedures as well as increased family affiliation with IDEA
- » Art directed photography & videography shoots on behalf of the marketing team from the planning and conceiving stage to clearly communicating the vision on shoot day
- » Concepted, pitched, and organized work for commercial videos (which were televised during the Superbowl)

### 2008-2011 **Ithaca Times**

#### Production Director

- » Created the weekly newspaper mockup, set layout, and sent weekly issue to press
- » Designed weekly newspaper covers, special sections, and creative content
- » Updated website to ensure that all print stories and news videos were featured online
- » Coordinated with advertising and editorial staff to ensure all materials were submitted to the production department