

Education

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

July 2022 – Present

Texas A&M University – Corpus Christi
Interim Co-Director of University Galleries

January 2019 – Present

Texas A&M University – Corpus Christi
Assistant Professor of Art, Graphic Design

August 2016 – December 2018

University of Texas Rio Grande Valley
Graduate/Teaching Assistant

Professional Certifications

2020	Best Practices in Online Instruction, ODELT Team.
2020-present	Squarespace Circle Member, Squarespace Websites
2019-present	Graduate Faculty Status, TAMU-CC

Awards/Honors

INTERNATIONAL

2023

Graphis International Poster 2023 Competition

New York, NY

Silver Award, Poster- "Done"

Honorable Mention, Poster- "We Rise"

Honorable Mention, Poster- "A Real Look at Immigration"

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.

2022

International Design Awards*Los Angeles, California*

Gold Award, Print-Zines And Flyers – “Push Notification” collaboration with Joshua Duttweiler (10,000+ submissions, less than 145 Awarded Gold)

Honorable Mention, Wigout at the Disco (over 10,000 submitted, less than 3,500 Awarded Honorable Mention)

Honorable Mention, American Advertising Awards Gala Collateral (over 10,000 submitted, less than 3,500 Awarded Honorable Mention)

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.

2021

International Design Awards*Los Angeles, California*

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, Virginia*

Award of Excellence, Print Media- Catalogs, Directories & Guides – “Drawn Worlds Catalogue” for Art Museum of South Texas

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. With nearly 1,200 entries, competition, as always, was exceptionally intense with 471 Awards of Excellence recognizing exceptional entries in 100 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.

2019

Brownsville Museum of Fine Art’s 47th International Art Exhibition, Brownsville, Texas

1st Place Water Media Prize – “What’s Your Problem” Gouache Painting

2018

Brownsville Museum of Fine Art’s 46th International Art Exhibition, Brownsville, Texas

1st Place Printmaking Prize – “Voyeur” Polyester Plate Lithography

NATIONAL

2023

American Illustration 42, New York, NY – Work selected from over 8,000 submitted, one of only 403 illustration winners.

The Archive, American Illustration, “La Familia” and “Taco P Forever” awarded spots

Jury included: Emily Crawford, Vanity Fair; Lixia Guo, Money.com; Ted Halbur, Target; Anton loukhnovets, 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

Communication Arts 2023 Illustration Competition, Menlo Park, California – *833 were shortlisted from 3,819 entries submitted*

Illustration Shortlisted Applicant, Tragic Loss, The Washington Post

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

2022

Fellow, AIGA Design Educators Community, Design Writing Fellowship. AIGA.

American Illustration 41, New York, NY – *Work selected from over 7,000 submitted, one of only 529 illustration winners.*

The Archive, American Illustration, “La Familia” and “Taco P Forever” awarded spots

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

2021

American Illustration 40, New York, NY – *Work selected from over 7,000 submitted, one of only 559 illustration winners.*

The Archive, American Illustration, “Know Your Rights” and “A Type of Girl” awarded spots

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.

Communication Arts 2021 Illustration Competition, Menlo Park, California – *1,188 were shortlisted from 4,074 entries submitted*

Illustration Shortlisted Applicant, Know Your Rights Campaign

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

2020

American Illustration 39, New York, NY – *Work selected from over 7,000 submitted, one of only 407 winners.*

The Archive, American Illustration, Illustrations “El Viaje” and “Pink and Blue and everything in between”

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 loukhnovets, Creative Director, 30 Point; and Carolyn Perot, Creative Director, Mother Jones.

2019

American Illustration 38, New York, NY – *Work selected from over 7,000 submitted, one of only 413 winners.*

The Archive, American Illustration, Illustration “Peek-a-Peep”

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

REGIONAL

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

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

Publications

2022

En El Frente: A Study of Chicano Newspaper Covers, *Dialectic*. Accepted. Expected
 Publication Summer 2023. (co-author Joshua Duttweiler)

Dialectic is open access, double-blind-peer reviewed, and the official journal of the AIGA
 Design Educators Community (DEC).

Screens Grids Tabs Boxes and Boxes Windows: The Hybrid Shift, *SHIFT{ed} Proceedings*
 Publication, *Dialogue*, Accepted. Expected Publication Summer 2023.

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.

**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](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, Tennessee: UCDA. (co-author Joshua Duttweiler)

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/>

2021

The Push Notification, self-published project in collaboration with Joshua Duttweiler,
 Papercut Zinefest, Weird Corpus, April 2021, Corpus Christi, Texas

2019

Undertone Mag, On Intimacy, Issue 03, Undertone Collective. "They Were About To,"
Selected Visual Arts Contributor.

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, North Carolina. Selected Visual Arts Contributor.

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, Texas, "Is This It?".
Selected Visual Arts Contributor.

Art/Design Exhibition Record

SOLO EXHIBITS

A solo show or solo exhibition is an exhibition of the work of only one artist. Activities include the following: sourcing materials (i.e. paper, paint, frames), creating the work, marketing the exhibition through print and social media, writing press releases to share with media, painting and assembling the various artworks, framing the work so it is ready to hang, writing the artist exhibition statement as well as brief blurbs about the inspiration, technique, subject matter of each artwork, preparing labels for artwork, transporting artwork to gallery, scheduling interviews with media about exhibition, planning the artist reception, installing the show, presenting an artist talk at the reception, continuing to promote the show, and finally de-installing the show and transporting the work back to studio.

2023

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

Is This It?, Galeria 409, Brownsville, Texas

2017

100 Day Project, Weslaco Museum, Weslaco, Texas

COLLABORATIVE PROJECTS

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
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
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, 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.

Push Notification

Zine Fest, Corpus Christi Texas
Push Notification is a publication designed to create critical conversation around the current state of news through a historical lens. By using the visual language of newspapers and modern digital news formats, Push Notification critiques the past, examines the contemporary, and looks optimistically to the future of news. The publication analyzes the current state of news in three parts. Collaboration with Joshua Duttweiler.

2020

Four Rooms, About Her Installation

Presa House Gallery, San Antonio, Texas
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.

2019

Three Graces Murals

The City of Brownsville, AARP Grant

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 (JURIED)

2023

Mujer-Eres International Art Exhibition, Brownsville Museum of Fine Arts, Brownsville, Texas

Awards Juried by Nancy Moyer, Curated by Sam Rawls and Ruby Garza

Women of Resistance, La Chicharra Studio, Brownsville, Texas

Curated by Sam Rawls and Cecilia Sierra

2022

Mujer-Eres International Art Exhibition, La Chicharra Studio, Brownsville, Texas

Juried by Gina Gwen Palacios, Curated by Sam Rawls

2020

Art Room's 4th Annual Small Works Show, Art Room FW, Fort Worth, Texas

Juried by Deedra Baker and Katie Murray

Third Coast Biennial 2020, K Space Contemporary, Corpus Christi, Texas

Juried by Rigoberto Luna

2019

Portals: Small Works 2019, Alex Ferrone Gallery, Cutchogue, NY

5th Annual Mujer-Eres International Art Exhibition, B & E Art Studio, Brownsville, Texas

47th International Art Exhibition, Brownsville Museum of Fine Art, Brownsville, Texas

2018

46th International Art Exhibition, Brownsville Museum of Fine Art, Brownsville, Texas

UTRGV Juried Student Exhibition, Rusteberg Gallery, Brownsville, Texas

Juried by Cande Aguilar

2017

11th Annual School of Art Juried Student Exhibit, Upper Valley Art League, University of Texas

Rio Grande Valley, Edinburg, Texas

SELECTED GROUP EXHIBITIONS (INVITED)

2022

CAA Art Exchange, C33 Gallery, Columbia College Chicago

Curated by Hollis Hammonds

Marches that Move Us, Carlotta K Petrina Cultural Center, Brownsville, Texas

Curated by Josie del Castillo and Carla Hughes

Segundo de Febrero, Centro Cultural Aztlan, San Antonio, Texas

Curated by Hector Garza

Transmissions From: Pressure Island, Produce Gallery, Corpus Christi, Texas

Rockport Art Fair, Presa House Gallery, Rockport, Texas

Curated by Rigoberto Luna

2021

In Pursuit Of, Presa House Gallery, Virtual on Artsy.net

0 to 60, Presa House Gallery, San Antonio, Texas

Archipelago Department Faculty Biennial Exhibition, Art Museum of South Texas, Corpus Christi, Texas

2020

Artovation, Texas Association of Schools of Art (TASA), Virtual

Disfruta el Sabor, K Space Contemporary, Corpus Christi, Texas

2019

Holiday Exhibit, Titan Studio & Gallery, Harlingen, Texas

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, Texas

La Merienda, Coastal Cotillion, Islander Gallery, Corpus Christi, Texas La Retama Central Library, Corpus Christi, Texas

Chicas Bonitas, La Retama Central Library, Corpus Christi, Texas

2018

TASA Conference Exhibition, University of Texas Rio Grande Valley, Visual Art Building, Edinburg, Texas

Empowered Women | Empower Women, 5th Annual FridaFest, Edinburg City Hall, Edinburg, Texas

Celebration of the Fine Arts, The Art Gallery 333, Corpus Christi, Texas

Open Studios: L.A. Summer Residency Exhibit, Otis College of Art and Design, Los Angeles, California

4th Annual Mujer-Eres Exhibition, Platform 204, Harlingen, Texas

2017

MFA 2017 Exhibition Neuhaus Tower, Neuhaus Tower, McAllen, Texas

#subculture Feel The Beat, University of Texas Rio Grande Valley, Brownsville, Texas

Patient Zero: Emerging Texas Printmaking Showcase, Art Center of Corpus Christi, Corpus Christi, Texas

Spring!: 2nd Annual Chroma Pop-up Art Show, Chroma Student Organization, University of Texas Rio Grande Valley, Edinburg, Texas

Artwalk WITH US, Valley Arts Leadership Initiative, Roosevelt's at 7, McAllen, Texas

POP Up Art Show, International Museum of Art and Sciences, McAllen, Texas

Luminous: Selected Works from Women of Action, Creative Incubator, Edinburg, Texas

Kiss Me I'm Human, BOLD Organization of Designers, McAllen, Texas

2016

3rd Annual Holiday Show, Radius Gallery, Missoula, Montana

Artists at LFD, University of Texas Rio Grande Valley, McAllen, Texas

All Souls Night, BOLD Organization of Designers, McAllen, Texas

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, copy writing, information design, motion graphics, publication design, digital design, etc. The produced form can be visual, fabricated, sonic, or written. The following work was produced for paying 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).

2022

The Washington Post, 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, McAllen, Texas

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.

City De Arte, Brownsville, Texas

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, Corpus Christi, Texas

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 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, 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, Bolingbrook, Illinois

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, San Antonio, Texas

Created event collateral for distribution at Annual Luncheon at the San Antonio Botanical Garden

Urban Signature Appliance, Promotional Advertising, McAllen, Texas

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, 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 Texas

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, Texas

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, Texas

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 Texas

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, Brownsville, Texas

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, Texas

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 Corporation, event design, Brownsville, Texas

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.

Equal Voice Network, "Amendment #4" campaign, Brownsville, Texas

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 media.

Equal Voice Network, "Public Charge" campaign, Brownsville, Texas

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, Texas

This campaign work 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, Texas

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, Texas

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, Target Texas: Drawn Worlds Biennial Exhibition catalog design, Corpus Christi, Texas

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, Texas

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, Texas

Pres 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.

Las Imaginistas, Proyecto Azteca, San Juan, Texas

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, New York

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, Texas

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" (We are stronger than fear) event collateral, Alamo, Texas

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, North Carolina

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, Georgia

The Hambidge Center provides a residency program that empowers talented individuals to explore, develop, and express their creative voices.

Professional Consulting

2021

Corpus Christi ISD, Adobe Creative Applications Standardized Testing

Training Workshop Co-Creator and Co-Leader. Leading 20+ CCISD Teachers in preparing for their ACA Certifications for improvement in district ratings.

2012-19

Mighty Yoga, Graphic Design/Illustration/Video Consultant, Ithaca, New York

2016-18

VARCO Enterprise, Graphic Design/Illustration/Video Consultant, Brownsville, Texas

2015-17

IDEA Public Schools, Graphic Design/Illustration/Video Consultant, Weslaco, Texas

2015

Austin Monthly Magazine, Graphic Design/Illustration Consultant, Austin, Texas

2014

RGVision Magazine, Graphic Design/Illustration Consultant, McAllen, Texas

Be Yoga Project, Graphic Design/Illustration Consultant, Seattle, Washington

Grants

2022

Frazier Family Foundation Award, \$30,000 Awarded for "Camp DPI" Proposal, Texas A&M University–Corpus Christi (co-PI with Nancy Miller)

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.

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

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.

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-applicant Joshua Duttweiler)

FTSCA Research Enhancement Funding, \$827 Awarded for Chicano Publication Visual Essay, Texas A&M University–Corpus Christi (co-applicant Joshua Duttweiler)

2021

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

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.

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

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.

College of Liberal Arts Summer Grant Fellows Award, \$1,500 Awarded, Texas A&M University–Corpus Christi

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.

2020

SAMC FTSCA Research Enhancement Funds, \$1,000 Awarded, Faculty Teaching and Scholarly/Creative Activities Award, Texas A&M University–Corpus Christi

Fees funded a solo exhibition at K Space Contemporary in downtown Corpus Christi, Texas scheduled February 2021

2019

City of Brownsville/AARP Grant, The Three Graces Public Art, \$2,000 Awarded, Brownsville, Texas, United States, (October 15, 2019 - November 20, 2019)

Public Art Commission, The Three Graces, three large-scale murals (11x 11 ft.), latex paint, 14th Street Plaza, City of Brownsville, AARP Texas Community Challenge Brownsville, Texas (in collaboration with Monica Lugo and Samantha Rawls)

Presentations & Workshops

INTERNATIONAL

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, 2023 (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

2022

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

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 Christi 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)

2018

Narrative Art, University of Texas Rio Grande Valley, Graduate College Symposium, Edinburg, Texas

How to Print with Pronto Plates, School of Art, University of Texas Rio Grande Valley, Advanced Printmaking, Edinburg, Texas, April 3, 2018 (Invited Workshop)

2017

How to Print with Pronto Plates, University of Texas Rio Grande Valley, Advanced Printmaking, Edinburg, Texas, November 21, 2017. (Invited Workshop)

Block Printing on Recycled Bags Workshop, University of Texas Rio Grande Valley, School of Art, Scenic Arts Festival, Edinburg, Texas, November 4, 2017. (Invited Workshop)

Portfolio Building Workshop, BOLD Organization of Designers, University of Texas Rio Grande Valley, Edinburg, Texas, April 13, 2017. (Invited Workshop)

Courses Taught

Building Websites (*Summer 2019, Summer 2020, Summer 2021*)

An elective course open to all majors. Students design and maintain a scalable and functional website utilizing contemporary building platforms.

Concept and Making (*Fall 2021, Fall 2022*)

This hands-on course offers an in-depth study of approaching concept and idea generation to produce relevant and innovative design solutions.

Client Solutions formerly Corporate Identity (*Spring 2019, Spring 2020, Spring 2021, Fall 2022*)

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.

Digital Imaging and Illustration (*Summer 2021*)

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

Foundations of Graphic Design (Fall 2019)

This studio course explores fundamental components of design theory, concept, and composition.

Historical Perspectives of Graphic Design (Fall 2020)

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.

Portfolio and Professional Practices (Spring 2020, Spring 2021, Spring 2022)

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.

Publications and Editorial Design (Fall 2019, Fall 2020, Fall 2021, Spring 2022, Fall 2022)

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.

Student Evaluations of Instruction

GRDS 2301 Historical Perspectives of Graphic Design:

"I really feel like I have a true understanding about the history of graphic design. I enjoyed working toward a goal each week of a poster, even though it was quite challenging at times."

"The subject matter was interesting and I enjoyed learning about the different art movements. The poster series project itself was amazing and a really effective way for us to study and learn what each movement was about. Replicating the style really helped ingrain those stylistic traits for each movement. I really enjoyed having the live critiques where we would all chime in on each other's work while it was pulled up on the screen. I feel that I received the most honest, helpful feedback in this way."

GRDS 3310 Corporate Identity:

"She's so amazing. She fit's in so well and really cares about our learning experience. This doesn't mean her class is easy it's not but its the perfect balance of hard but fair. Keep up the great work."

"I hope you know we all love you and you are our new favorite professor. You've taught us so much in just one semester, we always leave class with a smile :) but you also pushed us to challenge ourselves and be better designers, you were so approachable, helpful and talking to you was really easy. One of the best classes I took!"

"Alexandria is amazing! She is a breath of fresh air for the graphic design program and inspires me in each and every one of our class meetings. She has boosted my self esteem in design and I've learned so much from her in one semester. I can't wait to have her as a professor again."

"I really appreciated the organization of the Blackboard as a whole. The ability to reach out

whenever and get clear feedback. The insight you have is very beneficial and will exceed past college classes and go into my professional career. I learned a lot from Professor Canchola. Although the semester was extremely trying because of outside aspects Professor Canchola took her personal time to check in with each student. She also gave us time to provide feedback to her to make sure everyone was on the same page. From all classes taken during the course of my major thus far this class definitely gave me the most insight into the professional career work ethic I am working on developing.”

GRDS 4306 Publication Design:

“At first I was really stressed out about this class. But it ended up being my favorite. I feel like I grew a lot in this class and was challenged to always try to push my work a step further. Sometimes I wish I would have waited to take this class to see what I would’ve made a year from now but I’m glad I took it. I definitely learned the most about myself as a person and a designer during publications. you da bomb canchola”

“Thank you for being so understanding and caring about me as a human not just a student. It really means a lot that you are so compassionate towards us when we need it and push us when you know we can handle it. I really appreciate you.”

“Greatest professor I’ve ever had! You genuinely care about our learning and how (to)make us better even when I’m being challenged. Thanks for being a great teacher. I wish I would’ve had you earlier in the program, I know for fact I would’ve grown so much.”

COURSE	TERM/YEAR	ENROLLED	RESPONSE RATE	OVERALL RATING
GRDS 3310 Client Solutions	Fall 2022	15	4/15	4.66/5
GRDS-2303 Concept and Making	Fall 2022	16	4/16	3.71/5
GRDS 4310 Portfolio and Professional Practices	Spring 2022	14	5/13	4.96/5
GRDS 3304 Publication & Editorial Design	Spring 2022	16	9/16	4.43/5
GRDS-3304 Publication Design	Fall 2021	13	6/13	4.92/5
GRDS-2303 Concept and Making	Fall 2021	10	8/10	4.52/5
GRDS 4391 Digital Imaging & Illustration	Summer 2021	14	10/10	4.9/5
GRDS 4391 Building Websites	Summer 2021	14	2/14	not available
GRDS 3310 Corporate Identity	Spring 2021	15	8/15	4.63/5
GRDS 4310 Portfolio & Professional Practices	Spring 2021	10	4/10	4.71/5
GRDS 2301 Historical Perspectives of Graphic Design (new prep)	Fall 2020	15	14/15	4.45/5

COURSE	TERM/YEAR	ENROLLED	RESPONSE RATE	OVERALL RATING
GRDS 4306 Publication Design	Fall 2020	14	12/14	4.75/5
ARTS 5314 MFA Studio in Art Electronic Image (new prep)	Summer 2020	5	2/5	not available
GRDS 4391 Building Websites (new prep)	Summer 2020	10	--	not available
GRDS 4310 Portfolio & Professional Practices (new prep)	Spring 2020	17	4/17	4.76/5
GRDS 3310 Corporate Identity	Spring 2020			not available
GRDS 1301 Foundations of Graphic Design	Fall 2019	17	10/17	4.47/5
GRDS 4306.001 Publication & Editorial Design (new prep)	Fall 2019	11	10/11	4.72/5
GRDS 4306.002 Publication & Editorial Design (new prep)	Fall 2019	7	7/7	4.75/5
ARTS 5314 MFA Studio in Art (new prep)	Fall 2019	1	1/1	not available
ARTS 4391 Building Websites (new prep)	Summer 2019	9	9/9	4.93/5
GRDS 3310.001 Corporate Identity	Spring 2019	10	10/10	4.76/5
GRDS 3310.002 Corporate Identity	Spring 2019	11	10/11	3.62/5

Service-Learning Projects

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.

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.

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.

2023

Hannah Ryan, International Design Awards, Honorable Mention, Glossier Product Catalog

Hannah Ryan, International Design Awards, Honorable Mention, Evergreen Magazine

Victoria Contreras, International Design Awards, Honorable Mention, Harper's Bazaar Magazine Cover Poster

Victoria Contreras, International Design Awards, Honorable Mention, Beyond Animation Magazine

2022

Jacob Sazon, International Design Awards, Gold, Print-Corporate Identity-Rebranding, Tandy Leather

Carson Bourque, International Design Awards, Silver, Print-Catalog, Herman Miller

Neiman Ward, International Design Awards, Honorable Mention, Multimedia Brand Identity, NW Brand

Neiman Ward, International Design Awards, Honorable Mention, Multimedia Web Design, NW Brand

Neiman Ward, International Design Awards, Honorable Mention, Print Editorial, Huddle Magazine

2021

Neiman Ward, International Design Awards, Bronze, Bega Cheese Annual Report

Neiman Ward, International Design Awards, Honorable Mention, Adidas Shoe Catalog

NATIONAL AWARDS

AIGA Baltimore's Annual Flux Student Design Competition

2022

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

Salute Design Competition

The inaugural 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.

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, Salute Design Competition, Merit Award Winner in the Graphic Design Publication category, Huddle Magazine.

Malena Margo, Salute Design Competition, Honorable Mention Award Winner in the Graphic Design Publication category, The Sill.

Kimberly Peña, Salute Design Competition, Honorable Mention Award Winner in the 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.

2023

Mandy Espericueta, National Student Show & Conference, Cafe Bustelo – Rebranding Campaign, Accepted

Kylie Marchitello, National Student Show & Conference, Miu Miu Catalog, Accepted

2021

Neiman Ward, National Student Show & Conference, Best in Category, Adidas Catalog – Best in Publication Annual Reports, Brochures & Catalogs

Victoria Contreras, National Student Show & Conference, Best in Category, Bazaar Historical Cover – Best in Illustration

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.

2020

Antelmo Aguirre, National Silver Award, Body Magazine Editorial Spread

REGIONAL AWARDS

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

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

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

Department Service

2020-22

TAMU–CC Graphic Design’s Senior Exhibition

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

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.

University Undergraduate Scholarship Distribution Committee

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

2019-21

GRDS Lower Level & Upper-Level Portfolio Reviews**Department of Art and Design MFA Candidate Review****BFA Interims and BFA Application reviews**

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

2019-20

Graphic Design Curriculum Revisions 2021 Catalog, Curriculum Development

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

2020

Standards for Scholarly/Creative Activity in Graphic Design, Contributing Author**Comedian, Brand Designer, Art Director, Illustrator & Social Justice Designer :: Guest Speaker Series!**

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

Interviewed and assisted in the authoring of HR docs

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 A&M University-Corpus Christi, Corpus Christi, Texas

Art on the Bend: TAMU-CC Fine Art Student Symposium, Peer Reviewer, Islander Gallery,
Texas A&M University-Corpus Christi, Corpus Christi, Texas

University Service

2022

Study Abroad Program Coordination

Mexico City Art & Graphic Design Faculty Led Program

Planning, Coordination, and Recruitment for Summer 2023

Collaboration with Joshua Duttweiler

Students will travel to Mexico City to transform their understanding and appreciation of art and design. Students will complete the course requirements and learning objectives in a unique environment that allows them to immerse themselves in Mexico City's rich history of art and culture. The city has the largest number of museums in the Americas and the second largest number in the world, boasting more than 150 museums. In both GRDS 4391/ARTS 4391 (upper-level elective) courses students will be required to utilize a Documentation Journal that includes their art and design observations of Mexico City. Many designers and scholars argue the key to empathy and understanding is through the power of observation. By visiting an art and design capital of the world students will be able to see iconic works of art, architecture, and Mexico's culture allowing students an important opportunity to expand their worldview. This will establish a key part of each designer and artists practice of identifying and referencing the history and context of their creative influences and applying those to the work they make.

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.

- Long range planning
- Exhibition research, scheduling, planning, installation, programming, evaluation
- Fundraising
- Grant writing
- Budget planning and maintenance with department assistant
- University and community building
- Exhibition documentation
- Work cooperatively with colleagues and share in the responsibility of group endeavors that further the mission of the department, school, college, and university.
- Regularly sharing accounting of revenue and expenses with the department, school, and college

2021

Fall Graduation Commencement

Faculty Volunteer

Island Days Campus Preview

Graphic Design Program Presentation

Spring Graduation Commencement

Student Room Volunteer

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.

Island Days Campus Preview

Graphic Design Program Presentation

2019

Waves of Welcome

Greeted students as they arrived to campus.

Professionally Related Media Contributions

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.

Nubia Reyna, "Annual art show opens today in Brownsville," The Rider, Edinburg, Texas, March 26, 2018.

2017

Amanda Taylor, "UTRGV art students showcase work at Neuhaus Tower Gallery," Valley Morning Star, December 18, 2017.

"100 Day Project," Mid-Valley Town Crier: An edition to The Monitor, August 30, 2017. Cover, A9

Nancy Moyer, "Surface Treatment: Emerging artists present works at McAllen Creative Incubator," The Monitor, McAllen, Texas, May 15, 2017. Arts Cover.

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.

2017

Yuliana Quiroz, Video Interview "Museum Exhibiting MFA Student's Art Project," UTRGV TV, Weslaco, Texas, September 2017.

WEBSITE PUBLICATIONS

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

Jacob Sazon '22, Islander graphic design major, came away with the winning entry in a logo redesign contest after his submission was selected by the Coastal Bend Council of Governments (CBCOG) from a group of submissions by 12 students in Assistant Professor of Art Alexandria Canchola's Corporate Identity class.

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

'The Love Float: Every Body Cared For' (725 S. Presa St.) When it comes to timely messaging, Presa House Gallery co-directors Jenelle Esparza and Rigoberto Luna brought it all to the yard with "The Love Float," an outdoor exhibition presented in partnership with Planned Parenthood South Texas.

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

Presa House Gallery is proud to partner with Planned Parenthood South Texas on our entry Love Float: Every Body Cared For in the House Float Parade organized by The King William Association, Lavaca Neighborhood Association and Roosevelt Park Neighborhood Association.

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

In A Type of Girl, Alexandria Canchola debuts a series of work that examines the roles society casts on each other so that they are simply a "type of character."

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

Calendar Promotion of A Type of Girl at K Space Contemporary.

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

Each month AMST highlights a local artist that works in the same medium, style, or theme as one of their exhibitions. They profiled my work alongside Raul Colón.

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

The article features my work alongside other artists in a Small Scale Curbside Art Sale & Fundraiser.

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

University news coverage of the local American Advertising Awards competition, where program students won a remarkable 19 awards.

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

The exhibition featured four Texas-based artists given a dedicated space to transform the gallery into a series of installations. Each artist responded in their chosen aesthetic and medium to create a uniquely immersive experience.

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

Texas-based illustrator, Alexandria Canchola, captures everyday life in vivid colors.

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

Canchola blurs the distinctions between our perceptions of reality and our creations in it.

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

Alexandria Canchola’s illustrations are noticeably colorful. Not one to shy away from color, the Texas-based designer, illustrator, and professor admits she loves color the way she loves bubbly sparkling water – a lot. Working mostly with gouache, Canchola says she enjoys its velvety matte finish and opaque highly pigmented color.

2019

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

2018

UTRGV, “UTRGV students garner 22 awards in local ADDY competition,” (March 8, 2018)

Edinburg Arts, “Empowered Women, Empower Women: A FridaFest Exhibition”, (July 18, 2018)

2017

UTRGV, Jennifer L. Berghom, “Students connect with art, culture in Italy,” (August 17, 2017)

Community Service

2021

American Advertising Federation, American Advertising Awards

Designed promotional event graphics (November 22, 2021)

Texas Association of Schools of Art, Unmasked Conference

Designed promotional virtual conference graphics and website page design (January 27, 2021)

One Day, AAF-CC & Texas A&M University–Corpus Christi, benefiting Je’ Sani Foundation

Designed collateral for multi-media campaign (October 16, 2021)

Texas Association of Schools of Art, Artovation Conference

Designed promotional virtual conference graphics (January 27, 2021)

2020

One Day, AAF-CC & Texas A&M University–Corpus Christi, benefiting Communities in Schools

Designed collateral for multi-media campaign (October 24, 2020)

2019

One Day, AAF-CC & Texas A&M University–Corpus Christi, benefiting Council on Alcohol + Drug Abuse

Designed collateral for multi-media campaign (October 12, 2019)

2018

Festiba 2018, University of Texas Rio Grande Valley, School of Art, Edinburg, Texas

Printmaking Supervisor of event workshops

Engaged Scholar Symposium, University of Texas Rio Grande Valley, School of Art, Edinburg, Texas

Creative Works Exhibition Judge

2017

Feel the Beat, University of Texas Rio Grande Valley, School of Art, Brownsville, Texas

Printmaking Supervisor of event workshops

Scenic Arts Festival, University of Texas Rio Grande Valley, School of Art, Edinburg, Texas

Assisted in Printmaking workshop

2016

BOLD Organization of Designers, Kiss Me I'm Human, McAllen, Texas

Assistant Coordinator of event

Professional Service

2021

Shift[ED] Virtual Summer Summit, American Institute of Graphic Artists (AIGA) Design Educators Community (August 2-6, 2021)

Panel Moderator at 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-current

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

Professional Organizations

K Space Contemporary, Board Member (2022-present)

American Institute of Graphic Arts (AIGA), Member (2021-present)

Texas Association of Schools of Art (TASA), Board Member, Newsletter Editor (2020 - Present)

American Advertising Federation CC (AAF-CC), Member (2019-present)

UT Austin Texas Exes, Scholarship Committee Member (2019-Present)

Texas Art Education Association, Member (2019 - Present)

Women Who Draw, Member (2019 - Present)

College of Art Association, Member (2018 - Present)

Professional Development

ARTIST/DESIGN RESIDENCIES

Zea Mays Printmaking Residency, Florence, Massachusetts

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.

Otis College of Art and Design, Los Angeles, California

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. Artists and designers will be hosted at our housing and dining facilities, minutes from LAX and the Pacific Ocean.

WORKSHOPS

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, Washington

47th Annual APHA National Conference, Los Angeles, California

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 Anzaldúa’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

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

Presenter and Attendee

Professional Experience

August 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

August 2013 – September 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's mission
- 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)

Oct 2008 – December 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

September 2008 – November 2008

Ithaca Journal

Video Intern

- Filmed, edited, and produced news, feature, and sports stories
- Concepted, pitched, and organized work for news videos
- Worked with all facets of web publishing (export settings, converting and uploading videos onto the web)

The Daily Texan

Largest college newspaper in the United States with a daily circulation of 30,000

Spring 2008

Multimedia Reporter

- Covered daily assignments including: breaking news, community events, and feature stories via stills and video under one-day turnaround deadlines
- Created visual storytelling that accurately informed, entertained and engaged specific audiences
- Shot and edited video for the web using Final Cut
- Attended weekly meetings to increase interest to the Texan's website

Fall 2007

Page Designer

- Designed inside news pages for the campus newspaper
- Mastered the formal late night publication process (i.e. working long hours, meeting strict deadlines)
- Offered and executed creative solutions for content presentation