

EXPERIENCE	2004-PRESENT	Decker Design Graphic Designer , corporate identity, annual reports, web site development, motion graphics, advertising, collateral material, information design Clients , Mutual of America, Dechert, Citigroup, URS, among others	
	2001-2004	Norman Design Graphic Designer , corporate identity, web site development, motion graphics, advertising, collateral material, information design Clients , DePaul University, LaSalle Bank, University of Illinois in Chicago, among others	
	2002	Speak Up Founder , online discussion forum about graphic design	
	2000-2001	Portfolio Center Teacher , typeface design for senior level students	
	1999-2001	marchFIRST Graphic Designer , corporate identity, web site development, advertising Clients , Coca-Cola, Dupont, Marriott, McDonald's, Zurich, among others	
	1997-1999	Freelance Corporate identity, packaging, collateral material, posters Various clients	
EDUCATION	1995	Bachelor of Fine Arts in Graphic Design Anahuac University, Mexico City, Mexico	
DIGITAL SKILLS	ADOBE MACROMEDIA MICROSOFT QUARKXPRESS	Photoshop, Imageready, Illustrator, InDesign, Dimensions, Streamline, After Effects Dreamweaver, Flash, Freehand, Fireworks, BBEdit, Fontographer Word, PowerPoint, Excel	
AWARDS	2000-2004	AIGA 365, University & College Designers Association, Creativity 33, Business Marketing Association, HOW International Design Competition, Public Relations Society of America, Publicity Club of Chicago, Admissions Advertising Awards	
PUBLISHED WORK	TRADE PUBLICATIONS	HOW Magazine , November, 2003, <i>Behind the Design</i> Graphic Exchange , September, 2003, Toronto, <i>Text Talk</i> Dynamic Graphics , August, 2003, <i>Lust for Type</i> Matiz , Number 19, February, 2000, Mexico City: <i>A Frame on the Wall</i> HOW Magazine , February, 2003: <i>Type A</i>	
	BOOKS	<i>Becoming a Graphic Designer (3rd Edition)</i> , Heller, Steven, New Jersey, John Wiley & Sons, Inc., 2005 <i>Big Book of Logos 4</i> , Carter, E. David, Harper Design International, 2004 <i>Identity Solutions</i> , Cullen, Scheller and Schell, Amy, Cincinnati, HOW Design Books, 2003 <i>Latino Am rica Gr fica</i> , Vazquez, Miguel, Berlin, Die Gestalten Verlag, 2003	
PUBLISHED ARTICLES	2004	Voice , AIGA Journal, July, <i>The Young and Not so Restless</i> Design In-Flight , July, <i>Blogs: Nurturing a new Vernacular?</i> Emigre 66 , Spring, Interviewed by Rudy VanderLans AIGA Chicago's inForm Journal , Spring, <i>Is that a Graphic Designer with your Client?</i> STEP Inside Design , March/April, <i>5W's Column</i> Voice , AIGA Journal, March, <i>Cultural Exchange: Born in Mexico but made in America</i> HOW Magazine , February, <i>Pixel Perfect</i>	
	2003	Eye , Summer, <i>Devotion - Cooper Black</i> Emigre 65 , Fall, <i>Young Pups Old Pops</i>	
SPEAKING ENGAGEMENTS	2004	TypeCon 2004 , San Francisco, CA WebVisions , Portland, OR IIR's Brand Identity and Package Design , New York, NY	
	2003	TypeCon 2003 , Minneapolis, MN	
LANGUAGES		English, Spanish, Hebrew	
MEMBERSHIPS		AIGA	
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