

- Expertise: Typography, Inclusive Design for Neurodiverse Individuals, Community-Centered Design, Design Education, Visual Storytelling.
- 15+ years of experience in the graphic design industry, specializing in branding, printing design and illustration.
- Extensive research experience working with communities in Costa Rica on design for illiterate users, contributing to the field of accessible design.
- Active community engagement as the creator of @LatinasNeuroSpicy, showcasing a commitment to fostering inclusive and empowering spaces for marginalized communities.

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EDUCATION

2024

University of Florida

Master's in Graphic Design and Visual Communications

Thesis: "Meaningful Connections: Awareness, Belonging, and Community in Latinas with ADHD." Committee Chair: Maria Rogal.

Latin American Studies Certification

2001

Universidad de Costa Rica

Bachelor's Degree in Fine Arts, Graphic Arts Specialty

ACADEMIC APPOINTMENTS & TEACHING EXPERIENCE

University of Florida, Gainesville, FL Instructor Of Record

Typography 1: Letterform (2021-2022)

Designed and developed comprehensive course materials for Typography 1, including syllabi, assignments, and assessments, with a focus on accessibility and inclusivity. Implemented project-based learning methodologies to actively engage students, encouraging them to explore typography as a powerful tool for communication and community impact. Guided students in mastering fundamental typographic principles while fostering creativity, critical thinking, and a deeper understanding of design's role in shaping narratives and challenging stereotypes. Emphasized hands-on, real-world applications to prepare students for professional design challenges.

Visual Methods and Processes (2023-2024)

Facilitated an in-depth exploration of visual communication strategies and methodologies, blending theoretical frameworks with hands-on applications to foster a holistic understanding of design principles. Encouraged students to critically analyze and experiment with visual language, emphasizing its role in storytelling, cultural representation, and meaningful community engagement. Designed activities and discussions to bridge academic concepts with practical design challenges, equipping students with the tools to create impactful, context-sensitive visual solutions. Promoted reflective practices to help students connect personal experiences and cultural identities to their creative processes.

Quest: Design and Identity in Everyday Life (2024)

Guided students in examining the intersection of design, culture, and identity through the lens of everyday experiences, introducing complex concepts in an accessible and engaging manner. Encouraged critical thinking and dialogue about the semiotic messages embedded in daily life, fostering an awareness of design's influence on shaping societal norms and values. Integrated emerging technologies and interdisciplinary perspectives to explore how design reflects and challenges cultural narratives. Created an inclusive learning environment where students could connect their lived experiences to broader discussions, cultivating a deeper understanding of design as a tool for personal expression and social impact.

WORK EXPERIENCE

Graphic Designer, City of Gainesville, Culture Affairs Office (2024–2025)

Provided diverse graphic design services for cultural events in the City of Gainesville, including creating Instagram posts, event announcements for magazines and social media, and capturing event photography.

Graphic Designer, Rural Women's Health Project, Language Access Florida (2024–2025)

Developed an informational manual providing guidance for health professionals on effective and culturally sensitive communication with Indigenous patients.

Graphic Designer, Flood Hazard + Housing Information Network for Florida Coastal Communities (2021)

Developed the visual identity for the Flood Hazard + Housing Information Network, including designing the logo, anniversary t-shirt, and website banners to enhance brand recognition and community engagement.

Independent Consultant on Creativity and Graphic Design (2015–2020)

Provided creative and design services to national clients in Costa Rica on brand design and visual identity.

Facilitator and Graphic Designer, Publisapiens Agency for Coca-Cola Company (2012 – 2013)

Facilitated sustainable design workshops for corporate employees and designed/produced murals at Coca-Cola Costa Rica headquarters.

Brand Owner: Corazón De Arcilla (2008–2014)

Founded and managed a ceramics products brand, handling design, production, sales, promotion, bookkeeping, and social media management.

Corporate and Advertising Designer (2006–2009)

Worked with various companies (Euromobilia Furniture Store, La Artística Furniture Store, Ideas MCW Advertising Agency, TOYCOS) as a graphic designer, junior copywriter, and traffic executive.

RESEARCH EXPERIENCE

Thesis Project: Meaningful Connections: Awareness, Belonging, and Community in Latinas with ADHD

Designed culturally tailored workshops to create safe spaces for Latinas with ADHD to express and share their experiences. Employed creative methods such as zine-making, collage, and body-mapping to explore themes of self-advocacy, neurodiversity, and belonging.

CASE STUDIES AS A MASTER'S STUDENT

The Bridge: A Case Study on Inequity, Illiteracy, and Inclusive Design

Explored social and economic divides in Costa Rica, focusing on spatial justice and community resilience.

Introspective Rides: Examining Public Transportation Accessibility for Individuals with ADHD in Gainesville, Florida

Analyzed the accessibility of Gainesville's public transit system for neurodiverse individuals, highlighting areas for improvement in equity and inclusion.

PUBLICATIONS

2024: Meaningful Connections: Awareness, Belonging and Community in Latinas with ADHD publicly accessible at the University of Florida Library, ResearchGate, and Academia.edu

2022: The Bridge: A Case Study in Design Education Symposium—Surface, AIGA National Design Conference proceedings.

2023: La Buhardilla, short story published in The Latinamericanist, Volume 54, No. 2, December.

EXHIBITIONS

2024: Meaningful Connections: Awareness, Belonging, and Community in Latinas with ADHD

Exhibition in the Fine Arts Building, University of Florida.

2023: Introspective Rides: Examining Public Transportation Accessibility for Individuals with ADHD in Gainesville, Florida

Presented at the Design Education Symposium—Lens, AIGA National Design Conference.

2022: Powerful Voices: The Power of Zines

Exhibition in the Fine Arts Building, University of Florida.

COMMUNITY PROJECTS:

- Designer of urban pedestrian map project, Tiribí Human Development Center, Curridabat, Costa Rica (2019).
- Digital literacy instructor for senior citizens, Tiribí Human Development Center, Curridabat, Costa Rica (2019).
- Speaker for workshops on creative processes, innovation, and design thinking in collaboration with Kerigma Design Agency and the Tiribí Human Development Center (2017-2019).

SKILLS

- Design Software: Adobe Creative Suite: Photoshop, Illustrator, InDesign
- UX Design
- 3D Design Software
- Brand Strategy and Development
- Teaching: Course development and delivery, curriculum design, assessment

- Bilingual Spanish & English, strong written and verbal communication skills
- User research, case study development
- Community Engagement, collaboration, workshop facilitation, project management.

AWARDS AND RECOGNITIONS

- **2023:** Certificate of Outstanding Merit for an International Student, University of Florida
- **2022:** Award to attend AIGA Conference, Seattle, Washington, \$1,300 Stipend
- **2021-2022:** Grinter Fellowship Program, University of Florida, \$4,000 Stipend

ACADEMIC SERVICE

- **2022-2024:** Peer Reviewer, AIGA Design Educators Community
- **2006-2019:** Juror, Art Students National Festival, Ministry of Education of Costa Rica

PROFESSIONAL MEMBERSHIPS

- Society for Advancement of Chicanos/Hispanics and Native Americans in Science (SACNAS), Florida Chapter
- American Institute of Graphic Arts (AIGA)
- College Book Art Association (CBAA)
- Letterform Archive

REFERENCES

Maria Rogal

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