

PROFILE

I am a visual artist and graphic designer with a passion for illustration, print and social media.

My ongoing passion project, DC IS MY CITY, chronicles life in Washington DC. It started in 2016 and it has been featured on several media and exhibitions.

In April 2018, The National Trust for Historic Preservation included me on its inaugural "40 under 40: People saving Places" list, celebrating creators who are expanding our nation's view of what it means to save places and tell America's full history.

EDUCATION

MASTER IN VISUAL ARTS

University of Arts and Design of Cluj Napoca, Romania | 2008 – 2010

MASTER IN MEXICAN LITERATURE

University of Veracruz
Xalapa, Mexico | 2005 – 2007

BA IN FINE ARTS

University of Veracruz
Xalapa, Mexico | 1999 – 2004

SKILLS

ADOBE CREATIVE SUITE

Photoshop, Illustrator, InDesign, Premiere Pro, After Effects

MICROSOFT OFFICE

Office, Excel, Powerpoint

WEB

HTML, CSS, Figma, Sketch

LANGUAGES

Spanish (native), English, Romanian, French

EXPERIENCE

SENIOR ART DIRECTOR

kglobal, Washington D.C. | Aug. 2017 - Feb. 2021

As the in-house creative of kglobal, I was responsible for all things visual, including: company branding, illustration, photography, web design and promotional materials. I set the overall artistic style for each project and ensured that the client's message and image were correctly conveyed to all stakeholders.

ART DIRECTOR

Visual Kontakt Gallery, Romania | Sep. 2015 - Dec. 2017

I designed, managed, and curated MAZIPOS, an itinerant exhibition featuring a global selection of emerging illustrators on view in galleries and community spaces worldwide.

ART DIRECTOR, FOUNDER

Periférne Centrú, Slovakia | July 2011 - Sep. 2015

I co-founded this NGO to support art, education, and ecotourism in a Dubravica, a small village in Slovakia. Once only a point on the map, Dubravica has since received national recognition with features on Slovak television. I developed the branding, video and web content, wrote winning grants, curated residencies, and supervised projects.

FREELANCE

July 2010 - present

I am an experienced freelancer across disciplines that include branding, print media, and cultural promotion. Clients include: D.C. Public Library, Washington City Paper, Heurich House Museum, American University Magazine, DCist, Golden Triangle BID, Smithsonian American Art Museum, Shop Made in DC, Thompson Hotel, University of Maryland, Cerveza Indio (Mexico), University of Cape Town (South Africa), KTH Environmental Humanities Laboratory (Sweden), CONACULTA (Mexico), Aizpute Municipality (Latvia), Animal Heroes (Mexico), Goldberg Research and Consultancy (Netherlands).

