

Professional Summary

Trans-disciplinary design professional.
Experience with product design and development, communication design, and arts-based community development projects.

Bilingual: Spanish

Work History

Communication Design Intern
frog design; San Francisco, CA
January 2013- present

Relaunch of frog's design and thought leadership website, designmind.frogdesign.com; launch of *Insights*, a bi-annual print publication and related online content, which offers direct, in-the-field discoveries of consumers' habits and aspirations, combined with deep, data-driven analyses of contemporary trends.

Design Research Intern
SonicRim; San Francisco, CA
December-January, 2012-13

Synthesis and analysis phases of qualitative design research for a project envisioning the future of interactive experiences in cars. Transcript analysis (ethnographic interviews), critical framework development, insight creation, data and insight visualization.

Product Development, Design Lead: Latin America
SERRV International; Madison, WI
2007- 2011

SERRV International is a 501(c)(3)- non-profit organization with sixty years of leadership in the fair trade movement, which ensures fair wages for artists, craftspeople, and farmers in the developing world.

In collaboration with over 80 artisan cooperatives worldwide, design and development of home decor and fashion products for web and bi-annual print catalogs. Cross-departmental strategy definition, on the ground design development workshops in Mexico and Peru (8 weeks total), and trend forecasting/analysis.

Designer, Art Studio Liaison to Architecture/Engineering
RDG Planning and Design; Des Moines, IA
2005 – 2007

Design leader at RDG Art Studio, a ceramics and multi-media art studio, owned and operated by RDG Planning and Design, an award winning national architecture and planning firm. Design, research, public outreach, and fabrication of site-specific ceramic and metal artworks.

Education

California College
of the Arts (CCA)
San Francisco, CA
M.F.A., Design
2012-2014

Grinnell College
Grinnell, IA
B.A. Art History
2004

The Cooper Union
School of
Architecture
New York, NY
1999-2000

Teaching

Teacher's Assistant
California College of the Arts; San Francisco and Oakland, CA
January-May, 2014

Undergraduate History of Industrial Design, with Mara Holt Skov. Created lesson plans, exams, writing provocations, and group exercises. Always focused on making design history relevant for students by connecting historical ideas with contemporary contexts.

Undergraduate Special Topic: Stonewashed, with ceramics chair Nathan Lynch. As a part of another graduate seminar, I had the chance to visit Levi Strauss and Co. headquarters, and learned about the thousands of tons of industrial sludge generated each year by the stonewashing of jeans in factories across the planet. I pitched a course to the ceramics department, with the idea that students find ways to fold the sludge waste into clay bodies as a way to reuse and stabilize otherwise toxic waste.

Projects

Engage SF: Design research

Design Research at CCA for the San Francisco Mayor's Office of Innovation. Qualitative research, synthesis, analysis, and opportunity areas report with the objective: engage citizens of San Francisco with local government, Civic Center, and City Hall.

Redmond Central Connector Public Art Masterplan

Finalist (3), City of Redmond, Washington, public art masterplan, in collaboration with Berger Partnership.

High Trestle Bridge (RDG Planning and Design):

Design research and formal development for the High Trestle Bridge, a 1/2 mile long pedestrian and cycling bridge in the central Iowa countryside.