

EDUCATION MASTER OF FINE ARTS IN STUDIO ART with concentration in Graphic Design.
University of Florida, Gainesville, FL [August 2005]

AREAS OF CONCENTRATION Multimedia design, Design & Ethnography, Culture.

INTERNATIONAL RESEARCH Multimedia Interdisciplinary Research in Anthropology, an international study/research program that integrates design and ethnographic research to study tourism cultures. Research Locations: Playa del Carmen [Maya Riviera], Chichén Itzá, and Yucatan, México. [Spring 2004, Summer 2005]

CREATIVE PROJECT "I'm not Mexican: An Exploration of Venezuelan Identity." An online video-based project that integrates ethnography and design research to explore issues central to the quotidian construction of contemporary Venezuelan identity. Visit www.ligiacarvallo.com/thesis for creative project and written documentation.

BACHELOR OF FINE ARTS, VISUAL ART.

West Virginia University, Morgantown, WV [May 2002]

AREAS OF CONCENTRATION Design strategy, Design for print and multimedia.

GRAPHIC DESIGN DIPLOMA.

Perera College of Design, Caracas, Venezuela [May 1991]

AREAS OF CONCENTRATION visual communication, graphic design and layout, photography, typography, and printmaking.

PROFESSIONAL EXPERIENCE/DESIGN EDUCATION Florida Southern College. Lakeland, FL

ASSISTANT PROFESSOR OF GRAPHIC DESIGN, DEPARTMENT OF ART & ART HISTORY
[August 2005 – present]

My responsibilities include teaching both introductory and advanced multimedia/web design, graphic design, and art courses.

Interactive Design – Art 398

Focus on strategy, design methods, software/technology best practices, content integration, and production for electronic and interactive brochure delivery. [Spring 2008]

Advanced Web Design – Art 352

Study of interactivity on the web, information architecture and navigational structure with particular emphasis on time-based design. Flash training. [Fall 2005, 2006, 2007, 2008 & 2009]

Beginning Web Design – Art 351

An introduction to the World Wide Web, its history, its present, and its future possibilities. Study of basic html, interactivity on the web, information architecture and navigation structures. [Fall 2005 | Spring 2009]

History of Graphic Design – Arh 340

Survey of the history of graphic design with an emphasis on the 20th and 21st centuries. Identification of the relationship of graphic design to the larger

social, economic, political and cultural contexts. Address origins and aims of the profession of graphic design, which aids in making history directly relevant to the practice of design. Exploration of how visual communication provides insight into the shared consciousness of a culture. [Fall 2007 & 2009]

Print Design & Typography II – Art 242

An exploration of visual forms of communication. Structural systems of graphic design such as the grid, modules, and proportion covered with a particular emphasis on typography as a primary design element. [Spring 2006, 2007, 2008 & 2009]

Computer Graphics I – Art 241

An introduction to digital environments and their uses both as tools and media. Explores the technical operation of hardware and software, including input/output devices, for photo-manipulation, computer illustration, and design publications. [Spring 2006, 2007 & 2008]

Honors Colloquium. Web Design Organization & Computer Techniques – Hon 216

An honors course designed to provide an overview of macintosh hardware and software necessary for web design organization and graphic design practice. [Spring 2007]

Design Fundamentals – Art 102

An introduction to the elements and principles of two dimensional design, including: composition, line, color, value, shape, texture and basic concepts of typography. [Fall 2005 – present]

Selected service responsibilities include mentoring and academic advising for students within the Art and Art History Department, developing curriculum standards for foundation and graphic design courses, and serving on the college honors program committee. Additionally, I am the faculty sponsor for our student AIGA chapter, affiliated with AIGA Tampa.

School of Art & Art History. University of Florida. Gainesville, FL

GRADUATE TEACHING ASSISTANT. Technologies & Processes [GRA 3194C]

Responsible for teaching concepts of interactivity, lecturing on related topics, conducting software demonstrations of Macromedia Flash to graphic design students, and critiquing projects in progress. My focus was on the appropriate integration of Flash to communicate design concepts.

Assisted Professor Brian Slawson. [Spring 2003 & Spring 2005]

INSTRUCTOR. Graphic Design: Letterform [GRA 2201]

Responsible for project design and implementation, conducting all classes and critiques, and grading for this introduction to typography course. Emphasis on teaching typographic history, fundamentals of letterform design and use, vocabulary, and normative and expressive uses of typography for communication. [Fall 2003, Spring & Fall 2004]

INSTRUCTOR. Graphic Design: Visual Dynamics [GRA 2111C]

Responsible for project design and implementation, conducting all classes and critiques, and grading for this introduction to visual communication course. Emphasis on teaching principles and theories of visual communication, including Gestalt Theory. [Summer 2004]

GRADUATE TEACHING ASSISTANT. Graphic Design: Typography [GRA 3193C]

Assisted students with learning and integrating software and other

technologies into their design practices. Specifically provided assistance with Adobe Illustrator, printing technology, and general computer-based applications. Researched and presented lectures on typographic design and history. Assisted Professor Leila Hernandez. [Fall 2002]

PROFESSIONAL EXPERIENCE/DESIGN LIGIA CARVALLO DESIGN. Web Design & development, Graphic Design, Art Direction. [2005 – present]. Selected projects include:

DIGITAL LIBRARY OF THE CARIBBEAN. Develop an identity for the website, www.dloc.com. The Digital Library of the Caribbean provides access to digitized versions of Caribbean cultural, historical and research materials currently held in archives, libraries, and private collections [2009–present]

THE SEED PROJECT. Develop an identity and promotional materials to communicate the mission, vision and objectives of the project: *Rescue and promoting indigenous seeds and edible plants*. Felipe Carrillo Puerto, Quintana Roo, Mexico. [2009–present]

THE ARTISAN PROJECT. Develop an identity (logo, product identification materials, packaging, etc.) to create a unified brand for a network of Maya artisans in nine communities. [2009]

DESIGN AND PROGRAMMING. www.floridacitrushalloffame.com web site. Florida Southern College was honored to have been chosen as the new site for the permanent home of the distinguished Florida Citrus Hall of Fame. The permanent website include the history of the Florida Citrus Hall of Fame, biographies of all members of the Florida Citrus Hall of Fame, and postings of the activities of the Florida Citrus Hall of Fame. [2009]

SEMINARS IN GLOBAL HEALTH. The design of the identity and web site for the UF seminars in global health, to inform prospective students about this interdisciplinary course and create an online archive available for students and colleagues world-wide. [2008]

DESIGN AND PROGRAMING. The Art for Life. Promotional piece designed to promote the programs of Florida Southern College’s art, music and theater major to prospect students. [2008–present]

DESIGN AND PROGRAMMING. “Frank Lloyd Wright Child of the Sun” web site. Florida Southern College Campus Archival Website. [2007–present]

DESIGN AND PROGRAMMING. www.posadaolalde.com web site. This website will allows the local owners who have not been able to take advantage of the tourist economy to promote their inn to international travelers seeking to experience local culture. [2007]

PROGRAMMING AND DESIGN. www.migranteyucateco.org. Micro-site for Yucatán state [Mexico] organization which provides services to immigrants and their families. The site is intended to provide a “human” face to Mexican/Yucatecan immigrants living elsewhere – rather than simply statistics. [2006–2007]

TRANSLATION AND DESIGN DIRECTION SUPPORT. 2006 Wixárika Calendar Project. University of Florida and Universidad de Guadalajara. [2005]

WEB DESIGNER.

Aerospace Engineering. University of Florida. Gainesville, FL
 Responsible for the design and implementation of websites for distance education.
 Worked on interdisciplinary team to develop an instructional prototype of modules
 for teaching Control Flow Theory. The modules are intended for use by practicing
 engineers as a self-paced, asynchronous, personalized learning experience for
 either on-or off-line use. [November 2002 – August 2003]

GRAPHIC DESIGNER.

Music Department. West Virginia University. Morgantown, WV
 Design of publications, marketing, and promotional materials.
 [July 2001 – February 2002]

GRAPHIC DESIGNER.

Imagen Linea Directa. Caracas, Venezuela
 Responsibilities included development and design of multimedia marketing
 materials and presentations for national and **international** clients, including
 General Motors, Mitsubishi, Chiclets Adam's, Phillip Morris, and Mavesa.
 [May 1992 – December 1997]

GRAPHIC DESIGNER.

Publex. Caracas, Venezuela.
 Design of advertising for national newspapers.
 [August 1991 – January 1992]

EXHIBITIONS Melvin Art Gallery. Faculty show. "The 11th Hour Show." Florida Southern College.
 Lakeland, FL [October 2008]

LUNAFEST Film Festival 2008. "I'm not Mexican: An Exploration of Venezuelan Identity."
 JURIED. Santa Cruz, CA [September 2008]

LATIN AMERICAN STUDIES ASSOCIATION FILM FESTIVAL 2007. "I'm not Mexican: An
 Exploration of Venezuelan Identity." JURIED. Montréal, Canada. [September 2007]

SOUTHSIDE FILM FESTIVAL. "I'm not Mexican: An Exploration of Venezuelan Identity."
 JURIED. Bethlehem, PA [June 19 – 23, 2007]

BROOKLYN ART COUNCIL. "I'm not Mexican: An Exploration of Venezuelan Identity."
 JURIED. Brooklyn Museum Cantor Auditorium, Brooklyn, NY [May 6, 2007]

GEORGE LINDSEY UNA FILM FESTIVAL. "I'm not Mexican: An Exploration of
 Venezuelan Identity." JURIED. Lori Davis Gallery, Florence, AL [March 3, 2007]

INTERNATIONAL FAMILY FILM FESTIVAL. "I'm not Mexican: An Exploration of
 Venezuelan Identity." JURIED. Raleigh Studios, Hollywood, CA [February 28 – 29,
 2007]

DAM SHORT FILM FESTIVAL. "I'm not Mexican: An Exploration of Venezuelan Identity."
 JURIED. Historic Boulder Theatre, Boulder City, NV [February 8 – 11, 2007]

VIDEO ART EXHIBITION. Melvin Art Gallery. Lakeland, FL [February 2-27, 2007]

INTERNATIONAL RETROSPECTIVE. "ARTE DIGITAL VII" EXHIBITION. "Cities" JURIED.
 Centro Cultural Pablo de la Torriente Brau. Havana, Cuba. [June – July 2005]

IV SALON DE ARTE DIGITAL. "Cities" INVITED. Museo de Arte Contemporaneo del Zulia. Maracaibo, Venezuela [November 2005]

AWARDS GRADUATE FELLOWSHIP. COLLEGE OF FINE ARTS. University of Florida. International tuition and stipend, estimated at \$18,000 per year. [2002 – 2005]

THE VALERIE CANADY FOUNDATION SCHOLARSHIP. West Virginia University. Scholarship in Art for outstanding international student. [2002]

CREATIVE ART CENTER FOUNDATION SCHOLARSHIP. West Virginia University. Scholarship in Art for excellent performance/GPA. [2000]

THE VALERIE CANADY FOUNDATION SCHOLARSHIP. West Virginia University. Scholarship in Art for outstanding international student. [2000]

SERVICE ACTIVITIES COORDINATOR AND SUPERVISOR, design research field trips to the Wolfsonian Museum, Miami Beach and AIGA Tampa Chapter's Events [Fall 2007 – present]

MEMBER, CURRICULUM DEVELOPMENT COMMITTEE. Florida Southern College. [Fall 2007 – Present]

MEMBER, HONORS COMMITTEE. Florida Southern College. [Fall 2006 – Spring 2007]

ART STUDENTS' EXHIBITION JURY. Polk Community College, Winter Haven, FL [Spring 2007]

CITATIONS CASAUS, VICTOR. 2005. [Catalog]. VII Salón y Coloquio Internacional de Arte Digital. Havana, Cuba: Centro Cultural Pablo de la Torriente Brau. P 30.

ETHNOGRAPHIC ART. Rogal, Maria and Griffin, Dori. ND. Paper presented at Qualitative Research Interest Group [QUIG] Annual Conference, University of Georgia, Athens, GA. [January 7-9, 2005] Featured presentation of project work for MIRA Project.

PROFESSIONAL MEMBERSHIPS College Art Association, American Institute of Graphic Arts, Design Studies Forum, Icograda | International Council of Graphic Design Associations.

TECHNICAL SKILLS Adobe Flash, Dreamweaver, PhotoShop, Illustrator, After Effects, Premiere & InDesign, Final Cut Pro, Director, Fireworks, and Quark XPress. Knowledge of digital video & still camera operation and use, video and sound editing.

LANGUAGES SPANISH: native language, fluent
ENGLISH: second language, fluent