

MARIA CRISTINA RUEDA

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ACADEMIC EXPERIENCE

▶ 2001-2005

Parsons School of Design, The New School University, NY.
Honors Graduate, BFA Degree, May 2005, Integrated Design
Concentrations: Graphic Design, Product Design, and Design & Management.
2002-2003 Hispanic Fund Scholarship
2001-2002 Dean's List, GPA:3.9/4.0
Relevant coursework: Design Methodologies, Typography, Production,
Prototypes, Digital Audio & Video, Small Business.

Spring 2004 Design/Build, Transitional Living Community (TLC), Brooklyn, NY.
Redesigned and rehabilitated the community and office spaces at TLC, a
transitional homeless shelter in East Brooklyn, as member of a student design
and build team.

▶ 1997-2000

Universidad Jorge Tadeo Lozano, Bogota, Colombia.
Department of Architectural Design
Relevant coursework: Construction, Structures, Mathematics, Drafting.
Universidad de los Andes, Bogota, Colombia.
Department of Arts and Humanities
Relevant coursework: Art & Technology, Anthropology, Drawing and Sculpture.

WORK EXPERIENCE

▶ 2005 - Current

Freelance Designer

Multidisciplinary designer with experience and interest in different mediums like print, type, branding, layout, installations, exhibitions, and events. Has participated creatively for a broad range of clientele in the academia, interior architecture, publishing, arts, and media.

Uhuru Design, www.uhurudesign.com

Design and develop branding and products for Uhuru, a small design and build furniture company dedicated to sustainability. Manage trade shows, exhibitions (Brooklyn Designs, ICFE, Haute Green), schedules, and briefs. Produce and design catalogues, promotional materials, art direct and style photoshoots.

David Stark Design, www.davidstarkdesign.com

Design and produce installations and site specific décor element for DSI, a leading event design company. Develop creative direction into décor elements by creating floorplans, renderings, and technical drawings. Oversee, and produce studio samples. Direct an on site team during event installation.

Parsons The New School for Design, www.parsons.edu

Design and launch official website for IDC, Integrated Design program at Parsons. Design and produce promotional materials (postcards, catalogue layout, and posters). Design/build, organize, and maintain exhibitions for IDC student shows and workplaces.

COMPUTER SKILLS

- ▶ Adobe Photoshop
- ▶ Adobe Premier
- ▶ Adobe Illustrator
- ▶ Adobe After Effects
- ▶ Adobe InDesign
- ▶ Vellum Cad
- ▶ FormZ
- ▶ Filemaker
- ▶ Banner - Oracle Appl.
- ▶ Microsoft Office
- ▶ Mac OS X
- ▶ Windows OS

▶ 2007- 2008

Associate Director International Partnerships

Parsons The New School For Design, NY
Guide the process of assessment and selection of international partners and establish agreements with the selected Art & Design institutions. Oversee the study abroad process by promoting opportunities to the students, training advisors, and managing the application process.

March 2008 - Intl. Design Conference Cumulus Kyoto, Japan. Cumulus is the International Association of Universities and Colleges of Art, Design & Media.

May 2008 NAESA: Association of International Educators Washington, DC.

WORK EXPERIENCE (2ND PAGE)

- ▶ 2005 - 2007 **Assistant Chair.** Dept. of Core Studies
Parsons The New School For Design.
Responsible for running both operations as well as student related activities of the Integrated Design Curriculum (IDC), a self-directed multidisciplinary BFA at Parsons. Coordinate senior year activities such as senior publication and graduation. Contribute in the IDC curriculum group with chair, director, and faculty. Design and launch official website, promotional materials (postcards, catalogue layout, and posters). Design/build, organize, and maintain exhibitions for IDC student shows and workplaces.
- ▶ Summer 2006 **Teacher and Course Coordinator.**
Altos de Chavon School of Design, Dominican Republic
Managed and co-taught the course Integrated Design: Culture and Place. Advise and support students develop exploratory design proposals that represented their investigations of the local culture of the city of la Romana in the DR. Responsible for fieldwork trips, translations, and course reports.
- ▶ 2000-2001 **Associate Producer and Editor.** Starmedia Network, Inc. NY
Directed and implemented editorial products for StarMedia News, a leading Hispanic focused Internet portal, including special coverage of cultural events and entertainment in Latin America, Brazil and the U.S. Edited and wrote daily feeds about Latin American and U.S. entertainment for the StarMedia Entertainment channel, visited daily by millions of people in the region. Designed and launched online entertainment programs for users, including Hispanic celebrity interviews and broadband services. (www.starmedia.com)

LANGUAGES AND OTHER SKILLS

English: Fluent in both speaking and writing
Spanish: Native tongue. Fluent in both speaking and writing
Other skills: wood shop and power tools

REFERENCES

Gwynne Keathley, Associate Provost , Otis College of Art and Design
gkeathley@otis.edu

David Stark, Creative Director and President, David Stark Design and Production
david@davidstarkdesign.com

Jason Horvath, Uhuru Design, Designer and Co-owner
jason@uhurudesign.com



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The text of this document is Bell Centennial Address and Name & Number. It was designed by Matthew Carter specifically for AT&T directory book.

The display face is DIN Schrifted 30640 Neuzeit Grotesk Bold Condense and it was designed by Linotype.

The illustrations on this page is Swedish folk clipart from 1945 by illustrator Eva Anderson.