

Francisco Ortega-Grimaldo, M.A.

4345 28th Street, Apartment 20 • Lubbock, Texas, 79410 • phone: 806-687-5951 • e-mail: francisco.ortega@ttu.edu

| Graphic Designer | Graphic Design Educator | Multimedia Advisor |

Creative. Multitasked. Fast learner. Able to connect with students to express difficult issues and explain technological topics. Teaching and professional experience. Skillful in hands-on projects. Able to design press-ready layouts, websites and other multimedia products. Experience using industry standard software and hardware. Capacitated to communicate with technical and non-technical stakeholders to define projects and develop implementations.

| Qualifications Summary |

5 years combined experience in the higher education environment both as a professional designer and scholastically

Print Production: Identity & Logo Design • Layout and Typography • Spot and 4-color Process Layouts • Illustration • Digital Photography • Image Touchup/Color Correction • Scanning

Website Design: Graphics Production and Optimization • Layout and Typography • Hand Coding: HTML/CSS/JavaScript • Browser Compatibility • Web standards • Host setup and Maintenance

Multimedia Production: Video Editing • Audio Editing • Flash & Director Animation • Compression Formatting

| Professional Experience |

Spring 2007: School of Arts, Texas Tech University (TTU) Lubbock, TX

On-line Media Instructor (ART 4357)

I introduced the student to the fundamentals of web site design. The use of authoring tools as Dreamweaver® and Fireworks® were addressed. The class concentrated on the elaboration of a digital portfolio and a web site for several local NGOs. The course also focused on various technical and aesthetical problems faced by graphic designers when making the transition from graphic design to web media. Topics included, but not limited to, digital formatting, web design theory, and basic HTML coding.

Fall 2006: School of Arts, Texas Tech University (TTU) Lubbock, TX

Art Appreciation Instructor (ART 1309)

I approach 4 different topics for teaching art to non-art students: understanding art socially, the formal elements of art, the fine arts media and a well-rounded overview of art history

August 2005 – Current: School of Arts, Texas Tech University (TTU) Lubbock, TX

Teacher Assistant

I assisted different teachers in many sections of Art Appreciation and Art Studies courses • Directed class from time to time, graded journals and essays, collaborated in exam materials • Assisted students with technical problems in the use of software and aid them in aesthetical issues

June 1999 - July 2005: The Model Institutions for Excellence (MIE) at the University of Texas at El Paso (UTEP)
El Paso, TX

Graphic Design-Multimedia Advisor/ Research Assistant

Involved in all aspects of the initiatives communication efforts

Position Summary: Oversaw print and web projects in all stages • Produced logos, brochures, booklets, posters, etc. • Developed and maintained websites • Created presentations used internally, nationally and internationally at conferences and during annual progress reporting • Effectively created projects to various on-campus clients • Maintained hardware, consulted on technology purchases (hardware, software) • Worked with on and off-campus printers to provide accurate estimates and production timetables while staying within approved budget constraints.

January – May 2003: New Mexico State University (NMSU)

Las Cruces, New Mexico

Graphic Design Teacher

Instructor for the upper level class: Digital Color Production (ART 356)

Summary of Class: Students were exposed to: The diversity of digital document formats, different color systems and their proper use • Additional analysis of layout and typography • Compression of images and hand coding HTML • Final projects included letterheads, brochures, business cards and websites • Final grade was based on quality of work, periodic quizzes and a final comprehensive exam.

Fall 1999 – April 2002: FOX Fine Arts Department

UTEP

Teacher Assistant

Assisted students with technical problems in the use of software and aid them in aesthetical issues • Organized class material, created and evaluated exams, and gave class when the teacher was absent.

| Education |

August 2005 – Current: Texas Tech University

Lubbock, Texas

PhD Student in Critical Studies and Art Practices

Thesis concentration: Board Game development and Gaming theory

December 2002: University of Texas at El Paso

El Paso, TX

Graduate Student Teaching Certificate

Four-months seminar on teaching approaches, class preparation and use of resources and materials

May 2002: University of Texas at El Paso

El Paso, TX

M.A., Graphic Arts

Thesis concentrations: a) Book history, evolution and new technologies. b) Cross-cultural perceptions on the border.

May 2000: University of Texas at El Paso

El Paso, TX

B.A., Graphic Arts and Psychology

Multidisciplinary studies in Graphic Design, Drawing, Philosophy and Psychology.

| Awards, Exhibits and Publications |

Walt Disney's Imagineering Contest 1997 - First price

Member of "Golden Key National Honors Society" since 2000

TeomaiMomotzli theatrical group – Writer and stage designer of the adaptation on the story "Macario" by Bruno Traven. October 2001

Graduate Project Exhibition at the Jane Weinert Blumberg Auditorium. April 10, 2002

Rios Project and more border – Exhibit. UTEP library. April 12 – May 3, 2002

Digital Paper Book – Exhibit. Herzog's room, UTEP library, 6th floor. August 14, 2002

Participant on the show "It's a Glamorous Life: The 7th Annual Young Latino Artists Exhibition," held by the Mexic-Arte Museum at Austin Texas. July 12 - September 14, 2002

10th Annual short story National award "Carmen Baez" – 3rd place. Publication, May 2004

Collaboration with Rafael Fajardo on his computer game "Crosser." The game has been reviewed by several magazines like "intelligent agent" (vol. 3 no. 2) and has been mentioned in *Émigré*.

Presentation of project "ANAPRA (the presence of native architecture on the border)" on several occasions for the University Seminar classes. 2003 - 2004

Permanent display of project "Crossing the Bridge: a board game" at the Inter-American Border Studies Center (UTEP).

SBC Chancellors Award— Recipient: This award is unusually presented to art students. \$3000 for three years to cover tuition costs. Fall 2005 - Fall 2008.

Enter the Game — Research Event. I participated as coordinator of the event along with other three Ph.D. students. More than 50 students from different disciplines participated in this event by playing in a variety of board games activities all related to the arts. A survey and outcomes of the event were recorded. TTU, Spring 2006.

Cute Pixels: critical practice: games as cultural expression — Rafael Fajardo's Art Lecture and Digital Games Exhibit: I coordinated his presentation from the booking of his flight to his daily itinerary. His lecture was covered by the University's newspaper "The Daily Toreador." TTU, April 20 and 21, 2006.

Stories of Women in Print— Publication: I was requested by Joe Arredondo and Future Akins, TTU School of Arts faculty and staff, to create a digital version of a print exhibit— Summer 2006.

This web site has a permanent space in:

www.depts.ttu.edu/art/artdept/LANDMARK/WomenInPrint/welcome.html

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Genderland — Art Show. This show, with more than 32 artists participating, was a big success in the Lubbock community. I was in charge of documenting the event through video and digital pictures. The final product became a DVD with 30 minutes of footage and interviews. Underwood Center, Lubbock, TX, Fall 2006.

Céfiro 8th Annual Conference — Lecturer. I presented the paper “Millenary Games Among Us” on the topic of Autochthonous games in México and their struggle to survive in this modern era. This was an international conference organized by the Classical Language Program at Texas Tech University, Lubbock, TX. March, 2007.

| Skills |

Software

- Adobe: PhotoShop, Illustrator, PageMaker, Premier and InDesign.
- Macromedia: DreamWeaver, Flash, FireWorks, Director and Fontographer.
- Other: Acrobat, iMovie, OmniPage, Microsoft (Word-Excel-PowerPoint), Strata VideoShop, QuickTime Pro, AppleWorks, Fetch and BBEdit.

Additional:

- Book design and bookbinding: Signature binding and Chinese block binding
- Papermaking: from natural fibers or high quality recycled paper (laser print quality)
- Markup Languages: HTML, basic CSS and basic JavaScript
- Experience in troubleshooting problems
- Use of cross-platform operating systems (Mac and PC)
- Bilingual Spanish/English, in addition, capable of reading in French.
- Highly detail-oriented

| References |

Rafael Fajardo, M.F.A. — Digital Media Studies Director (Denver University)
Phone: 303-871-3265
e-mail: rfajardo@du.edu

Benjamin Flores, Ph.D. — Director of Computing and Electrical Engineering Division and MIE Director (UTEP)
Phone: 915-747-6961
e-mail: bflores@utep.edu

Jon Amastae, Ph.D. — Chair for the Inter-American and Border Studies Center (UTEP)
Phone: 915-747-5196
e-mail: jamastae@utep.edu