



Gilberto Corona

MFA IN DESIGN AND VISUAL COMMUNICATION

ABOUT ME

I was born in Autlán de Navarro, Jalisco, México. The name Autlán has its origins in the Nahuatl language, associated with its proximity to the water (the Pacific Ocean) and The Sierra Madre Occidental (mountain system of México). My hometown is a valley, connecting vastly different worlds. I'm a Mexican graphic designer.

I received my Diseño para la comunicación gráfica (Design for Graphic Communication) degree from the Universidad de Guadalajara in 2012 and my MFA in Design & Visual Communications (MxD) at the University of Florida (2022). I've designed for a variety of firms and nonprofits including Aqua Comunicacion, MDM Modama International Exhibition of Footwear, Thomson Reuters, TATA Consultancy Services, and CENSIDA in Mexico.

Shaped by my life experiences, my research and practice interest focus on design for social impact, I acknowledge frameworks that support horizontality, mindsets around decolonization, and theories from the global south that I use to approach LGBTQ+ issues, immigration, and their intersections. I've shared my work and research at conferences including The Maria Sibylla Merian Center for Advanced Latin American Studies in the Humanities and Social Sciences (CALAS), Congreso de Jóvenes Investigadores: Producción de Conocimiento En Tiempos De Crisis: Dialogando Desde La Horizontalidad (2020), UCDA Design Education Summit (2020), AIGA Design Educators conference, Surface (2022) and The College Art Association of America (2023).

◀ RECENT HIGHLIGHTS ▶

2023

“Place Settings: Drag in the Queer South”

Panelist

CAA National Conference New York, NY.

I presented at the panel **Contingent Voices: Queer and trans dialogues within art practice and art history**. Queer and Trans Caucus for Art Sponsored Session. The panel provided a forum for meditations on the overlap of queerness and contingency. I co-authored this panel with James Budd Dees. In this presentation we shared our collaborative work about drag in Florida exploring how individuals and collectives navigate contingency. Our work explores queer and trans craft, textiles, technology, performance, and design, relying upon fragile materials and methods of inquiry.

2022

“Intercultural Perspectives in Design Process: Unforeseen Challenges and Opportunities”

Panelist

AIGA National Conference Seattle, WA.

Design Educators mini-conference Surface at the AIGA national Seattle conference in 2022. The conference’s theme was the word “surface,” which is both a noun and a verb with two meanings that are deeply connected to design. The panel I was part of navigated the chaos of the current context and considered insights and experiences regarding intercultural perspectives in the design process. The panel highlighted the unforeseen challenges and opportunities that can arise when working with individuals from diverse cultural backgrounds. I discussed the importance of understanding and respecting different cultural perspectives, and how this can lead to more effective and innovative design solutions.

2021

“Gainesville Drag Communities: Participatory design research documenting the oral and visual history of Gainesville local drag community”

Principal Investigator

MFA Project-in-lieu-of-Thesis proposal I plan to research, identify and co-create –with members of the drag community– a visual ethnography about Gainesville, Florida drag culture. This study documented drag performance as an integral element of public-facing queer communities. Its aim is to contextualize the importance and nuance of drag as an activity supporting LGBTQ+ individuals and communities and as a publicly visible format for sharing elements of LGBTQ+ community identity with broader audiences. This project focuses on conversations with the queer community (performers and allies) and will center reflections on drag venues as safe spaces, to build on the oral and visual history and promote the drag art form. The project weaves together past and present stories and contributes to the collective creation of safe spaces for queer people.

“Collaboration as a methodological tool for social impact design”

Paper presentation

Virtual collaborative paper presentation at CALAS (Maria Sibylla Merian Center for Advanced Latin American Studies in the Humanities and Social Sciences) Guadalajara, Jalisco, México. The conference theme centered around horizontality and decolonial theory. I participated in the panel discussion for the category of arts. I approach design practice from a pluriversal perspective. I shared my experience interrogating topics of heritage, community engagement, social design, and design theories and practices.

Engageville

Participatory design project

Engageville is a tabletop game for facilitators to use during civic engagement events involving young audiences. The project aims to facilitate a community-building experience. It incentivizes neighbors (players) to produce valuable interpretations about the city’s performance and agency through dialog. The aim of this project was inspired by the initial research work of Design for Equity and Equitable Engagement (2020), thanks to the collaboration with Dr. Anne Wolf Community Engagement Manager, City of Gainesville and the MxD cohort. Engageville is designed based on the participatory principles I’ve explored. In response to this experience, I wrote a paper analyzing toolkits as devices for learning and social action. **In late 2021**, students from the College of North Central Florida, inspired by community initiatives choosed engageville and design website that is now available (engageville.com). Engageville is an ongoing project that has been tested by city of Gainesville employees.

2020

Design for Equity and Equitable Engagement

Co-Investigator

Principal Investigator: Gaby Hernández.

We aimed to research, identify, communicate, and co-design solutions to foster equity, inclusion, and equitable engagement in Gainesville and Alachua County, Florida.

My role was as co-researcher in the collaboration between the City of Gainesville engagement office and the MxD Design & Visual Communications Master’s program. I explored heritage, attend civic events and community engagement events centered around race, gentrification and community development in Alachua. This collaboration uses design to explore how we might co-design better futures for individuals and communities in Alachua County, with particular emphasis on assisting POC communities.

People-Centered Design: Project Youthbuild

Co-Investigator

Principal Investigator: Maria Rogal

This ongoing research explores how designers might research, identify, communicate, and co-design solutions to challenges people in the local community have. In this case, Project YouthBuild which provides an opportunity for young people to earn their high school diploma, launch a career, and become a leader.

◀ EDUCATION ▶

MFA Design and Visual Communication

University of Florida

2019-2022

BFA in Visual Communication Design

Universidad de Guadalajara

México

2008-2012

3D Maya Basic Diploma

3DMX University

Guadalajara, Jalisco, Mexico
2013

High school Diploma in Chemistry Biology Area

Bachillerato tecnológico de El Grullo

El Grullo, Jalisco, México

2005-2008

◀ TEACHING EXPERIENCE ▶

Assistant Professor Fall 2022

Texas Tech University

Advance Visual Systems

Assistant Professor Fall 2022

Texas Tech University

Design in the Community
Computer Design Methods I

Assistant Professor Spring 2023

Texas Tech University

Advance Visual Systems

Instructor of Record Fall 2021

University of Florida

Typography 1: Letterform

Instructor of Record Spring 2021

University of Florida

Visual Methods & Processes

Instructor of Record Fall 2020

University of Florida, Gainesville

Typography 1: Letterform

◀ PUBLICATIONS & CONFERENCES ▶

“Place Settings: Drag in the Queer South”

CAA National Conference New York, NY.

Panelist | 2023

I presented at the panel **Contingent Voices: Queer and trans dialogues** within art practice and art history. Queer and Trans Caucus for Art Sponsored Session. The panel provided a forum for meditations on the overlap of queerness and contingency. I co-authored this panel with James Budd Dees. In this presentation we shared our collaborative work about drag in Florida exploring how individuals and collectives navigate contingency. Our work explores queer and trans craft, textiles, technology, performance, and design, relying upon fragile materials and methods of inquiry.

“Intercultural Perspectives in Design Process: Unforeseen Challenges and Opportunities”

AIGA National Conference Design Educators mini-conference Surface Seattle, WA.

Panelist | 2022

Design Educators mini-conference Surface at the AIGA national Seattle conference in 2022. The conference’s theme was the word “surface,” which is both a noun and a verb with two meanings that are deeply connected to design. The panel I was part of navigated the chaos of the current context and considered insights and experiences regarding intercultural perspectives in the design process. The panel highlighted the unforeseen challenges and opportunities that can arise when working with individuals from diverse cultural backgrounds. I discussed the importance of understanding and respecting different cultural perspectives, and how this can lead to more effective and innovative design solutions.

« PUBLICATIONS & CONFERENCES »

“Collaboration as a methodological tool for social impact design”

CALAS (Maria Sibylla Merian Center for Advanced Latin American Studies in the Humanities and Social Sciences)

Panelist | 2020

The conference theme centered around horizontality and decolonial theory. I participated in the panel discussion for the category of arts. I approach design practice from a pluriversal perspective. I shared my experience interrogating topics of heritage, community engagement, social design, and design theories and practices.

UCDA Design Education

Virtual Panel participation | 2020

Teaching and learning through digital archives, group panel presentation at UCDA Design Education. I share my experience researching Mexican design iconography through ephemera design.

Immigration Visualized

Book, Chapter in Scholarly Book [\(currently in progress\)](#)

A book/academic publication about immigration using ‘design writing’ that negotiates personal narrative and positionality as it relates to US border policy and cultural exchange. My contribution will be a chapter synthesizing my experiences in Mexico and now here in the US as a permanent resident through the lens of culture and Mexican-American rock music.

« PROFESSIONAL EXPERIENCE »

Pagina 6 & Editorial Arlequin | 2011

Guadalajara, Jalisco | México

[Layout designer](#)

Internship as a layout designer at a local publishing house. First time working in multidisciplinary teams, my role as a designer was supervised by style correctors. Together we work with Mexican independent authors’ texts, research work, and the house collection for The Guadalajara International Book Fair. The internshi lasted for 6 months, it was a small team led by the owners, a sociologist, and a historian. I got a fair understanding of Indesign while also learning about editorial standards.

Chamber of the Footwear Industry of the State of Jalisco CICEJ

| 2012-2014

Aqua Communications

Guadalajara, Jalisco | México

[Senior designer](#)

At first, I was hired to re-design an editorial style guide for the biannual fashion magazine MODAMA. Distributed during the international shoe and leather goods orders fair organized by the chamber. The communications department was run by the consultation of the agency Aqua, they were responsible for all the CICEJ organization communication and institutional image. My duties entailed delivering visual consistency for almost 200 applications per year in promotion and distribution plus all the agency agenda with other clients. My role in this new small thriving agency was as a senior designer. I worked in multidiciplinary teams that included CEO’s, clients, print providers, and local artists.

International Volleyball Federation dossier Promotora LARX

| 2013

[Graphic Designer](#)

Guadalajara, Jalisco | México

Freelance work for Promotora LARX. Dossier design for FIVB Grand Slam funding allocation.

Si lo Vivo Campaign CENSIDA & CHECCOS

| 2013

Guadalajara, Jalisco | CDMX | México

[Graphic Designer](#)

Si Lo Vivo (Yes, I’m living it) campaign targeted at-risk populations and people living with HIV. The project aimed at awareness and promotion of free STI testing sites, safe sex practices, and post-result therapy. The advertisements combated the fear and stigma of receiving a positive diagnosis by showing people living with HIV. The campaign was funded by CENSIDA, the national center for HIV prevention in collaboration with CHECCOS, a local association promoting a therapy model for recent HIV diagnoses. The therapy aimed to help people navigate the universal health care system and treatment adherence. Introduced by the association director Victor Dante, the model paired people who were involved in the association programming agenda with recently diagnosed people. This opportunity allowed me to redefine design practice. More important, thanks to this experience I was able to undergo a human-centered design project.

Thomson Reuters

TATA Consultancy Services

| 2014-2017

Guadalajara, Jalisco | México | Spain | Peru

[Layout designer | BPO](#)

In 2014 I joined TCS, the largest IT services company in the world. Here, I designed remotely for Thomson Reuters a multinational media conglomerate. I worked in multidisciplinary teams, due to the nature and size of this company I got accredited with the Six Sigma Belt and as BPO manager. Working in this -multicultural- diverse team allowed me to utilize my English skills. I proactively develop automatization scrips for Indesign. I was credited as a graphic artist (Layout designer) for various publications distributed in Spain, Peru, and México. As a designer, I was handling multiple style guides for digital and print collections, magazines, and books.

Manos Indígenas, Guadalajara | 2016

Guadalajara, Jalisco | México

[Graphic Designer](#)

Freelance work designing a package design for pillows made by Chiapas indigenous women. The non-profit organization aimed to support indigenous communities in collaboration with the Instituto Tecnológico y de Estudios Superiores de Occidente (ITESO).

SICAR point of sale | 2017

Autlan de Navarro, Jalisco | México

[SEO assistant | Social Media](#)

I joined this software company from my hometown, after resigning to TCS, I wanted to apply what I’ve learned during the last years and pursue a career path as a growth hacking. SICAR operations were based on online sales. I joined the marketing department as an SEO assistant and community manager at this point I was certified in Google and Facebook Analytics, A method we used to plan and create digital content.

Trust Dental Care | 2017

Tijuana, Baja California Norte | México

[SEO assistant | Social Media](#)

I decided to move to Tijuana where I continue working as an SEO assistant. The company worked in the medical tourism industry. Living in a border city was a very interesting dynamic. Working with this team allowed me to invigorate my understanding of digital marketing. I was exposed to a growth hacking community that encourage me to keep looking for opportunities in this area.

Rolando Lara | 2018

Guadalajara, Jalisco | México

[SEO Manager](#)

Holistic travel agency SEO Coordinator. After a year working as an SEO assistant, I became a coordinator, working remotely as a freelance for the holistic brand of Rolando Lara. This company offered digital products, online therapy, streaming events, and spiritual travel. Rolando was a therapist who had a strong presence in a valuable market. My role here was as mainly as an online marketing consultor.

◀ COMMUNITY SERVICE EXPERIENCE ▶

Gobierno de Autlán | 2022

Autlán de Navarro, Jalisco | México
Graphic Designer for the “Genio y Locura” festival in Autlán de Navarro, Jalisco, MX. Coordinated between local government, Universidad de Guadalajara, and Dirección de Arte y Cultura.

Lubbock Pride

Graphic Designer | 2022

Lubbock, Texas
Graphic designer and committee member. LubbockPRIDE, a 501(c)3 non-profit organization produces positive representation of the LGBTQ+ community within Lubbock.

4-H

Graphic Design Judging | 2020

Gainesville, Florida
Judge for the Youth Development graphic design competition.

Secretary of Culture | 2013

Guadalajara, Jalisco, México
I served the coordination office located at the 17th-century church Ex Convento del Carmen, my responsibilities included working with museographers in an art installation. I was later assigned to the cultural spaces coordination office. I designed an infographic map that served as directories for cultural precincts in the state. This outcome was a design used by government employees during two administrations. This experience inspired my bachelors' dissertation that was centered around a conversation with Silvia Linet Flores. An amazing self-taught woman who was responsible for typesetting the first cultural pamphlet, a photocopied schedule with all the cultural events and precincts in Guadalajara. The information that she gathered was shared out of her kindness. Silvia's kindness is the skeleton of what turned into a federal-funded magazine Cultura Aquí.

Administrative Services and Technologic Infrastructure Coordination CUAAD | 2012

Guadalajara, Jalisco | México
I did part of my social service, a requirement for public schools universities in México at the office responsible for the site and digital platforms used in the college of arts (Universidad de Guadalajara)

◀ SCHOLARSHIP & AWARD ▶

- Full Tuition MFA Scholarship with assistantship
University of Florida, Gainesville
[2019-2022]
- Graduate Award for Ligature 30 “Queer Bar “ Handcrafted book in collaboration with Budd Dees exploring queer art and histories.
University of Florida, Gainesville
[2021]
- Award Chamber from the Footwear Industry of the State of Jalisco *Modama MDM magazine*
Participation as art director
Spring/Summer [2013]
Participation as art director
Autumn/Winter [2013]
Participation as art director
Spring/Summer [2014]
Participation as art director
Autumn/Winter [2014]
- Programa Nacional de Becas para la Educación Superior (PRONABES) National Program for Bachelor's Degree Scholarships, first generation transition assist.
The Mexican Secretariat of Public Education [2008]

◀ PROFESSIONAL SOCIETIES ▶

- AIGA Contributor membership
- Letrástica Comunidad
- Data Visualization Society
- Queer Design Club
- Encuadre

◀ DESIGN SKILLS ▶

Editorial Design
Digital Marketing
Design Systems
Human-centered Design

◀ DESIGN TOOLS ▶

Adobe Indesign
Adobe Illustrator
Adobe Photoshop
Adobe Premiere
Adobe After Effects
Maya
Procreate
Adobe Audition
Adobe XD
Adobe Dimension

◀ PROCEEDINGS ▶

2023

- CAA National Conference

2022

- AIGA National Conference
- AIGA Surface Educators conference

2021

- Pivot 2021 Dismantling/reassembling — Tools for alternative futures
- Incomplete Latinx Stories Of Diseño Gráfico/Borderlands/ La Frontera
- Series of BIPOC Centered design history courses.
- Antionette Carroll's Workshop: Redesigners for Justice.

2020

- Pivot 2020 Designing a world of many centers
- Black Design in America: African Americans and the African Diaspora in Graphic Design 19th CENTURY – 21st CENTURY
- Series of BIPOC and QTPOC Centered design history courses.
- Redesigners in Action Webinar Series
- How Design Thinking Protects White Supremacy
- SHIFT: AIGA Design Educators Community Virtual Summit
- 8th International Bibliology Summit | VIII Encuentro Internacional de Bibliología
- Press and typography culture: history, edition, education, and preservation
- TypeWknd conference
- Codesigning Equitable Futures Speaker Series
- Gerard Duncan Pastor and Community Leader
- Robin Lewy, Co-Founder and Director of Programming at the Rural Women's Health Project (RWHP)
- Anne Wolf, City of Gainesville Community Engagement
- Design Futures | AIGA Jacksonville
- Aaron Draplin Workshop & Talk | AIGA Gainesville

2019

- CAA's 107th Annual Conference - College Art Association
- Ibram X. Kendi How To Be An Antiracist public lecture
- 'A Coming Out Of Ourselves': Knowing Our Place In Racial Injustice
- Chris Lebron (Johns Hopkins University), Speaker Series: Rethinking the Public Sphere Part I - Race & the Promise of Participation
- Equal Justice Initiative | Truth & Reconciliation?
- Discussion of a process for Truth and Reconciliation, to recall the history of racial injustice and repair what we can. The process was prompted by research completed by the Alachua County Historical Commission (ACHC) in response to the national Equal Justice Initiative (EJI) lynching research including Alachua County.

2010

- Design Fest Guadalajara, International festival of graphic design

2010

- Design Fest Guadalajara, International festival of graphic design

2009

- Del Dicho al Hecho, congress of design and communication | Puerto Vallarta

◀ LICENSES & CERTIFICATIONS ▶

2021

CliftonStrengths assessment
Individualization, Intellection, Input, Context, Connectedness
Six Sigma Belt

2020

Italic Calligraphy with Paco Calles
2019
Learning to Write Marketing Copy Nov 2019

2017

Online Marketing Fundamentals Jan 2017
After Effects CC Essential Training Jan 2017
Building an Integrated Online Marketing Plan Jan 2017
Content Marketing Fundamentals Jan 2017
Introduction to Content Marketing Jan 2017

2016

Google Analytics Essential Training Dec 2016
Creating Animations with Adobe InDesign CC Dec 2016
Public Relations Fundamentals Dec 2016

2008

Neuro-linguistic programming (NLP) diploma

◀ LANGUAGE SKILLS ▶

Native Spanish
English



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