



Yocelyn Riojas
Graphic Designer & Art

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Select Speaking History

Nasher Sculpture Center
Dallas, TX // 2020
AIGA GROW Lightning Speaker
Austin, TX // 2019
Austin Design Week
Austin, TX // 2019
TEDx Speaker
San Marcos, TX // 2018
**University Southwest
School of Art**
San Antonio, TX // 2018

Press Recognition

[Remezcla](#), [Voyage Houston](#),
[Cultura Colectiva](#), [MTV, Texas
Monthly](#), [The Austin Chronicle](#),
[The Daily Dot](#), [Rouge Habits](#),
[LatinX](#), [Statesman](#), [HipLatina](#),
[The Hill](#), [TEDx](#), [Raw Femme](#), [CNN](#)

Skills

Adobe Photoshop
Adobe Illustrator
Adobe Indesign
Branding
Typography
Illustration
Community Organizer
Google Drive
Microsoft Office
Wordpress
Web. HTML. CSS
Event Planner
Public Speaker
Social Media Manager
Multi-Disciplinary Artist

Language

English, Spanish

Objective

Multi-disciplinary designer and artist with five-plus years of work experience, as well as a robust portfolio of varied accomplishments including referenced articles, client work, exhibitions, and academic achievements. A strong communicator, forward thinker, and expert at community coordination. Talented at stretching boundaries in design, mixing media, and utilizing digital storytelling to ensure each client's campaigns stand out.

Education

Texas State University **Expected 2020**
Master of Fine Arts
Communication Design

The University of Texas at Dallas **May 2014**
Bachelor of Arts with Honors
Arts and Technology
Minor in Asian Studies

Work & Experience

Freelance Graphic Designer **2015 - Present**

Current freelance work centers on overcoming design challenges for individuals, small businesses, non-profits, as well as corporate collaborations seeking to build an audience of people of color.

- Engaged, one-on-one client interaction from project start to completion of the approved final product
- Recreate company or campaign logos into a vector image in Adobe Illustrator so that it can be used in multiple different types of media for promotional use
- Design graphics for customer-specific printed apparel including t-shirts, accessories, and promotional merchandise
- Research and design toolkits or publications in Indesign with 50 plus pages for non-profits to distribute for educational practices in taking community action for social justice
- Provide proposal layouts and designs under tight deadlines
- Identified challenges and tailored solutions with community organizers, communication directors, and project managers
- Consult and advise clients on appropriate design options based on their marketing goals
- Oversee efficient use of project budgets ranging for \$1K to \$10K

Clients Include Audible, Google, National Parks Conservation Association, Saba, SIREN, Starz, Ulta Beauty, Vive Cosmetics, Just GYV, Mexi-Arte Museum, RAICES, Jolt, GreenLatinos, League of United Latin American Citizens, High Line Teens

Co-Founder of the Personas Collective **2019 - Present**

- Organize panel discussions in the Austin community with key focuses on people of color's journeys and career development
- Plan entrepreneur branding workshops and events

Exhibitions

MFA ComDes Thesis Showcase
Texas State Galleries
San Marcos, TX // 2020

Borderlands Exhibit
Mexi-Arte Museum
Austin, TX // 2019

Migratory Exhibit
Bath House Cultural Center
Dallas, TX // 2019

#AbolishICEBox with RAICES
SXSW
Austin, TX // 2019

MFA ComDes Creative Showcase
Texas State Galleries
San Marcos, TX // 2018

Migration Gallery
Ground Floor Theater
Austin, TX // 2018

Tejano Chicano Exhibit
Laredo Center of the Arts
Laredo, TX // 2018

Art in Resistance
East Austin Studio Tour
Austin, TX // 2018

East Austin Group Exhibition
Big Medium
Austin, TX // 2018

Images of Resistance
University of Texas at Austin
Austin, TX // 2018

Migration is Sweet
SXSW Tour
Austin, TX // 2018

Migration is Sweet
Texas State Capitol
Austin, TX // 2018

Dia de los Muertos Exhibition
Latino Cultural Center
Dallas, TX // 2017

Soy Mas `
Caelum Gallery
New York City, NY // 2017

This is my Home (Too)
Casa Mezcal
New York City, NY // 2017

Mexi-Arte Residency

2019

- Hosted community artist workshops aimed at educating families about *Día de los Muertos* and creating a sugar skull float for the *Viva La Vida* parade held in Austin, TX
- Participated in the *Borderlands* exhibition, collaborating with other artists to create an interactive fence installation, which collected over 200 messages from participants. Also produced a short animated film to support an audio interview of a young girl recounting her experience being caught crossing the border and detained in an ICE detention center

RAICES Residency

2019

- Activist in the *#AbolishICEBox* campaign, which garnered national media coverage showing inhumane conditions of ICE detention facilities
- Designed campaign images for social media and merchandise, held a community art session focused on the diversity of immigrants, and collaborated in an interactive installation with other artists, organizers, and community directors

Green Latinos Residency

2019

- Organized an artist community workshop where we built a butterfly mobile for the National *GreenLatinos* conference

Jolt Residency

2018

- Developed images for a state-wide Texas voter registration campaign, use in print, T-shirts, and branding for the Austin town hall event
- Led a workshop for the Jolt Power Summit aimed at educating collegiate members on organizing a campaign utilizing creative methods to re-envision community building

Achievements

Thesis Research Support Fellowship

2019

- Awarded \$2,000 in grant funding to help support the research of my thesis *Reclaiming the Latino Narrative Through Creative Thinking and Resistance*

TEDx Speaker

2018

- Selected as a TEDx speaker from 70 plus applicants to present a talk on how to empower the immigrant community through representation using visual art and design

Women's March Power to the Polls

2018

- Voted for the top 50 visual work from over 3,000 submissions in a juried competition held by Amplifier and the Women's March for a national voter-registration drive and travel exhibition

Images of Resistance Contest

2018

- First place winner of a juried competition for the Basta Texas campaign poster contest defending the issues for immigrants

Seeding Collect Resistance Grant

2017

- Awarded by NDLO and Jolt \$1,000 in funding to help develop the Migration is Sweet campaign and Monarch butterfly sculpture which was displayed at the Texas State Capitol in support of DACA recipients which gained news coverage in Texas

Ello Creative Excellence Community Award

2017

- Awarded a \$500 artist grant to help creative pursuits voted by the online community as a favorite artist