

yocelyn.riojas
designer • illustrator • artist



¡Hola!

Yocelyn Riojas is a Mexican-American visual designer, illustrator, and artist born in Piedras Negras, Coahuila, and raised across the border in Eagle Pass, Texas. Growing up, she was influenced by her parents, who grew up as migrant workers, now serving as attorneys, helping farm-workers, and asylum seekers. Passionate about empowering her community by creating a voice for people of color, she is using her visual design work and illustrations to inspire and prompt a new generation of activists.

When she's not working in social impact she works as an independent designer. Known for her vibrant color palettes and a passion for putting her clients' stories into her designs, she can walk them through the creative process to assure their brands represent their mission. In the past five years, she has built a career in public speaking, gained media recognition for her community work, and has collaborated with a wide range of clients- from non-profits, entrepreneurs, and large-scale companies such as Google and Saba. Yocelyn currently resides in Austin, Texas, and is pursuing her Master of Fine Arts in Communication Design at Texas State University.

[Click to view CV](#)

[Click to view Portfolio](#)

Video

[#AbolishICEBox](#)
[Black & Brown, Together We Can](#)
[TEDx Talks](#)

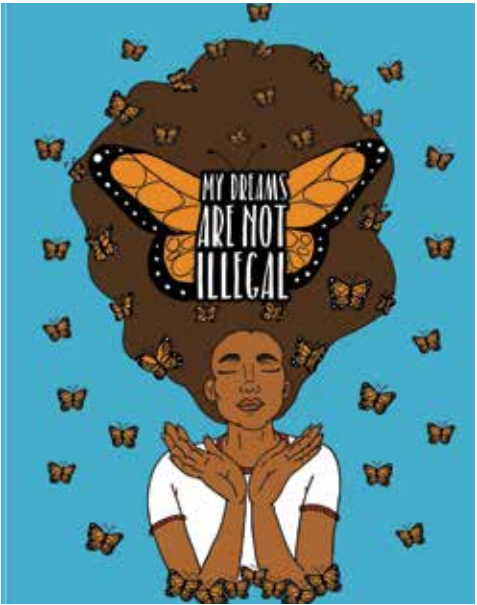
Select Press

[The Daily Dot](#)
[Remezcla](#)
[Voyage Houston](#)
[Cultura Colectiva](#)

Select Awards

Women's March Power to the Polls // 2018
Bronze Pollie // Jolt // American Association
for Political Consultants // 2018
Jolt the Vote Poster Contest // 2017
Seeding Collective Resistance Grant // 2017
Ello Creative Excellence
Community Award // 2017

Work



Speaking

LECTURE TITLE

To Hell With Good Intentions
Fences, Families, and Futures

APPROXIMATE LENGTH

15-20 minutes
Optional Q&A + Artist Workshop

LECTURE SYNOPSIS

We all have tools and skills, so who you are and what you do with them is the difference. Join visual artist and designer Yocelyn Riojas as she discusses her upbringing on the border and her journey into cultural resistance.

To Hell With Good Intentions aims to break through the silence on the difference between our actions and good intentions when giving back to the community as designers or your everyday human being.

Fences, Families, and Futures goes into depth about Yocelyn's projects and installations discussing the issues with immigration and empowerment in cultural identity. You will get to learn how her work has achieved national recognition and view other collaborations in simplifying public policy.



Select Speaking History

Nasher Sculpture Center // 2020
AIGA GROW Lightning Speaker // 2019
[TEDx Speaker // 2018 // TXST](#)
University Southwest School of Art // 2018



Booking

*"THOUGH SHES BECOME A NOTABLE ARTIVIST IN TEXAS,
RIOJAS IS ALSO MAKING A MARK AROUND THE COUNTRY"*

– REMEZCLA

*HER ART HAS BEEN ONE OF THE MOST PROMINENT VISUAL
REPRESENTATIONS OF A GROWING MOVEMENT"*

– CULTURA COLECTIVA

CONTACT

yocelyn.riojas@gmail.com

AVAILABILITY

Ongoing as schedule permits

WORK & SPEAKING FEES

Rates based on projects

Speaking flexible based on institutional
budget and existing travel plans

MORE INFORMATION

- yocelynriojas.com
- [linkedin.com/in/yocelyn-riojas](https://www.linkedin.com/in/yocelyn-riojas)
- [instagram.com/yocelyn.riojas](https://www.instagram.com/yocelyn.riojas)

