

# Hi,

Maybe you will think my C.V looks a little bit unconventional for a tenure review: with casual writings, testimonials, and memories.

But, rather than just using bullet points, I want to tell to you my story.

Nice to meet you,

My name is Roberto, a Brazilian Designer living and working in the USA since 2015.

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## EDUCATION

**2015 / 2017 THE UNIVERSITY OF KANSAS (KU)**

Master of Arts - Design

**1997 / 2001 PONTIFÍCIA UNIVERSIDADE CATÓLICA (PUC - RIO)**

Graduation in Graphic Design - Visual Communication

## CONTINUING / NON DEGREE SEEKING COURSES

**FALL 2016 LETTERPRESS AT KU - INSTRUCTOR: LINDA TALLEUR - USA**

**2015-2008 ENGLISH - INDIVIDUAL CLASSES - BRAZIL**

**2014-2013 FRENCH - INDIVIDUAL CLASSES - BRAZIL**

**2014 CAREER COACHING - INDIVIDUAL TRAINNING - BRAZIL**

**2013 BRANDING FROM CONCEPT TO PRACTICE - 20-HOURS - POP - BRAZIL**

**2012 PLANNING & STRATEGY FOR CREATIVE BUSINESS - 30-HOURS - PUC-RIO -BRAZIL**

**2010 BRANDING BEYOND DESIGN - 20-HOURS- POP - BRAZIL**

**2007-2005 POST GRADUATION IN DESIGN - PUC-RIO - BRAZIL**

**ACADEMIC EMPLOYMENT RECORD**

**2019 / PRESENT** **ASSISTANT PROFESSOR** - Visual Communication - Department of Art and Art History  
**Colorado State University (CSU)**

**2015 / 2019** **ADJUNCT INSTRUCTOR** - Visual Communication  
**The University of Kansas (KU)**

Working at KU has been an amazing experience. It's not always that you can study and then teach in a place that is part of the history of USA's design.

KU was the first design school in the US and the second in the whole world. So many incredible designers and projects started here and the school maintains a program of excellence. As a result, the KU Department of Design recently won "Best School" at the National Student Show and Conference five years in a row.

**2013 / 2015** **COORDINATOR AND INSTRUCTOR** - Branding Continuing Course  
**Instituto Europeo di Design - Rio de Janeiro (IED-Rio)**

IED is an International Design School with campuses in Milan, Rome, Turin, Madrid, Barcelona, São Paulo, Venice, Florence, Cagliari, and Rio de Janeiro. The biggest difference between IEDs is the teaching staff of specialists and professionals. Each course is carried out in direct contact and supported by companies operating in the fields in question.

I coordinated and taught the Branding Continuing Study Program at IED-Rio, a sixty-hour course that allowed the students to learn branding through real practice for a real client.

The program was so successful and well evaluated by the students, that generated the actual Master Program in Branding at the same Institution.

**2011 / 2014** **INSTRUCTOR** - Workshops & Courses  
**Polo Criativo**

Polo Criativo is a place for small courses and workshops for the creative industry. The courses are eight hours and can be taught in just one day, like a sprint or in two-hour classes during the week.

At Polo I taught 3 courses: Branding, Naming and Design Management. Each course had two editions per semester, but the Design Management was so successful that the school had to open extra classes frequently.

This experience gave me great skills to summarize the content, improvise solutions with the students and also the opportunity to test different paths of teaching.

**1998 - 1999** **TA** - Visual Communication  
**Pontifícia Universidade Católica do Rio de Janeiro (PUC-Rio)**

As a TA at PUC I assisted in 3 courses: Photography, Drawing and Engraving.  
Was an inspirational time with great professors and students

**PROFESSIONAL EMPLOYMENT RECORD**

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**2021 / PRESENT THE CARROT COLLECTIVE** - Partner, Graphic Designer & Brand Strategist

The Carro Collectivel is a talent hub of creative people doing design in a collaborative experience.

To translate: it's a group of freelancers in different parts of the world and with different skills that share projects, articles, ideas, feedback, critiques, etc.

Sometimes I work as a graphic designer, sometimes as a consultant for other graphic designers and this way of working is more creative, profitable and fun.

**2017 / 2019 KU SCHOOL OF ARCHITECTURE AND DESIGN** - Graphic Designer

I did graphic design for The School of Architecture and Design. My tasks include all the online, and offline material for the school, management of interns, manufacturers, and deadlines.

To design for a design School it's like singing at the Grammys but is also a great experience to be connected with the School in all levels, from staff to the Dean. This gives me knowledge about the School as a whole and pushes me to do a better design work as a designer, and instructor.

**2011 / 2016 BINKY DESIGN** - Co-Founder, Creative Director & Brand Strategist

Binky Design was made from scratch. We were 3 partners, each one with his computer, a two year of planning and ideas, and no money.

Step by step we create a design company that directly employed ten people and indirectly employed twenty more. After two years of tears and sweat, hard work, and a lot of learning not only about design but also about managing, business, and of course millennials, we close the year balance with approximately R\$ 1.3 million income (around \$ 500,000).

The company was running well, growing, and my duties changed. I become more bbureaucrat and less designer. At the same time appear the opportunity to come back to the school, a new challenge, in a new country. I went back to school in 2015, I stayed as Creative Director for Binky, but now through Skype and emails until 2016, when I decided to dedicate myself entirely to my Academic Career.

**2006 / 2010 COPACABANA BRASIL** - Creative Director & Graphic Designer

I had a great story at Copacabana Design. I started there as a graphic designer and through the years I worked as the Creative Leader for Ticket Services account, then Creative Leader for Atento and finally as Creative Director of the whole Agency.

Copacabana gave me the first experience as a manager I'm extremely grateful for that. Was at Copa—as we used to call the agency—that I started to plan and think about the possibility to found my own design firm.

It was a four-year journey with a lot of challenges and learning that made me a better professional and leader.

**2004 / 2006 HIATO F.C** - Graphic Designer

Hiato was a mix of advertising agency and design studio. There I did all kind of design work, but the most important take away that I've got from that experience was the opportunity to explore my craziest and artistic side doing design. This happened because my background until that moment was very corporate and Hiato biggest client was a concert producer. So, I had the opportunity to do work to U2 Brazilian Tour, big music festivals, movie festivals, theater plays, musical, etc.

**2002 / 2004 FSB COMUNICAÇÕES** - Graphic Designer

FSB is one of the biggest communication group in Latin America. Started as a PR agency, nowadays FSB is a full-service communication firm with offices in the main capitals of Brazil and partnerships all over the world. At the FSB I learned-with just 23 years old- how to defend my ideas and concepts in front a V.P of a multi-national company, and I started to notice how important is an integrated communication for a brand.

**PROFESSIONAL ASSOCIATIONS**

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**2022 / PRESENT AIGA COLORADO** - Board member - Education and Mentorship Tower

AIGA is the oldest and largest professional membership organization for design—with more than 70 chapters and more than 15,000 members—we advance design as a professional craft, strategic advantage, and vital cultural force.

**2024 / PRESENT COLLAB DESIGN COLLECTIVE** - Board member - Education Chair

COLLAB Design Collective is an initiative to create a stronger design community in Colorado. The group put together a Slack channel and a series of events, group working sections, skill share sections, tips, and many other resources for designers in the Colorado, and at Fort Collins area.

**2023 / PRESENT NOCO AGENCY** - Board member - Education Chair

NoCo Agency Alliance aims to connect and build great relationships as marketers and creative professionals in and around Northern Colorado.

**BUILDING MY SKILLS**

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I worked in several other places, such as New Age music. (independent music label), Empresa Jr PUC-Rio (a company made by students and advised by professors), Esphera Studio Digital (design studio), OPM (advertising agency), Patsy Design (design studio), Central de Mídia (Media Bureau) and the others experiences that I've related above. All of them were extremely important to build my skills and show me different aspects of the design work.

**TEACHING HISTORY - COLORADO STATE UNIVERSITY RECORDS**

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**ASSISTANT PROFESSOR**  
Colorado State University

**FALL 2024**  
**ANTECIPATED**

**ART 355 - L03 - TYPOGRAPHY AND DESIGN SYSTEMS**- 16 students

**ART 455 - L03 - ADVANCED TYPOGRAPHY AND DESIGN SYSTEMS**- 16 students

**ART 487- 003 - INTERNSHIP** -3 students until this moment

**ART 495G- 002 - INDEPENDENT STUDY** -2 students until this moment

**IDEA 496 - BRANDING FOR BEER** - 2 students until this moment

**SUMMER 2024**  
**ANTECIPATED**

**ART 255 - L01 - INTRO TO GRAPHIC DESIGN** - 2 students until this moment

**IDEA 110 - DESIGN THINKING- SPUR CAMPUS** - 1 student until this moment

**IDEA 110 - DESIGN THINKING- MAIN CAMPUS** - 2 students until this moment

**ART 496G- L01 - GROUP STUDY - GRAPHIC DESIGN FOR SCIENCE** - 10 students

**ART 487- 003 - INTERNSHIP** -4 students

**SPRING 2024**

**ART 356 - L03 - ILLUSTRATION** - 16 students

**ART 456 - L03 - ADVANCED ILLUSTRATION** - 16 students

**ART 675G- L01 - GRADUATE STUDIO PROBLEMS** - 2 students

**ART 496G- L01 - GROUP STUDY - GRAPHIC DESIGN FOR SCIENCE** - 7 students

**ART 487- 003 - INTERNSHIP** -5 students

**ART 495G- 002 - INDEPENDENT STUDY** -2 student

**TEACHING HISTORY - CSU RECORDS (CONT.)**

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**ASSISTANT PROFESSOR**  
Colorado State University

**FALL 2023** ART 355 - L03 - **TYPOGRAPHY AND DESIGN SYSTEMS**- 16 students

ART 455 - L03 - **ADVANCED TYPOGRAPHY AND DESIGN SYSTEMS**- 16 students

ART 675G- L01 - **GRADUATE STUDIO PROBLEMS** -1 student

ART 487- 003 - **INTERNSHIP** -3 students

ART 495G- 002 - **INDEPENDENT STUDY** -1 student

**SPRING 2023** ART 356 - L03 - **ILLUSTRATION** - 16 students

ART 456 - L03 - **ADVANCED ILLUSTRATION** - 17 students

ART 675G- L01 - **GRADUATE STUDIO PROBLEMS** - 2 students

ART 496G- L01 - **GROUP STUDY - GRAPHIC DESIGN FOR SCIENCE** - 10 students

ART 487- 003 - **INTERNSHIP** -4 students

**FALL 2022** ART 355 - L03 - **TYPOGRAPHY AND DESIGN SYSTEMS**- 16 students

ART 455 - L03 - **ADVANCED TYPOGRAPHY AND DESIGN SYSTEMS**- 16 students

ART 675G- L01 - **GRADUATE STUDIO PROBLEMS** -1 student

ART 487- 003 - **INTERNSHIP** -2 students

ART 495G- 002 - **INDEPENDENT STUDY** -1 student

IDEA- 310M- L01 - **CO-DESIGN WITH COMMUNITIES** -11 students

**TEACHING HISTORY - CSU RECORDS (CONT.)**

**ASSISTANT PROFESSOR**  
Colorado State University

**SUMMER 2022** ART 281A3- L01 - NON\_MAJOR GRAPHIC DESIGN - 5 students

**SPRING 2022** ART 356 - L03 - ILLUSTRATION - 16 students

ART 456 - L03 - ADVANCED ILLUSTRATION - 13 students

ART 281A3- L01 - NON\_MAJOR GRAPHIC DESIGN - 9 students (on-line)

ART 675G- L01 - GRADUATE STUDIO PROBLEMS - 2 students

ART 496G- L01 - GROUP STUDY - GRAPHIC DESIGN FOR SCIENCE - 10 students

**FALL 2021** ART 255 - L01 - INTRODUCTION TO GRAPHIC DESIGN - 20 students

ART 255 - L02 - INTRODUCTION TO GRAPHIC DESIGN - 20 students

ART 675G- L01 - GRADUATE STUDIO PROBLEMS -1 student

**SUMMER 2021** ART 281A3- L01 - NON\_MAJOR GRAPHIC DESIGN - 9 students (hybrid)

**SPRING 2021** ART 255 - L01 - INTRODUCTION TO GRAPHIC DESIGN - 21 students

ART 255 - L02 - INTRODUCTION TO GRAPHIC DESIGN - 19 students

ART 495G-003 - IDEPENDENT STUDY - GRAPHIC DESIGN - 1 student

ART 487-004 - INTERNSHIP - 1 student

**TEACHING HISTORY - CSU RECORDS (CONT.)**

**ASSISTANT PROFESSOR**  
Colorado State University

**FALL 2020** ART 455 - L02 - **ADVANCED TYPOGRAPHY AND DESIGN SYSTEMS** - 11 students

ART 255 - L01 - **INTRODUCTION TO GRAPHIC DESIGN** - 19 students

ART 255 - L02 - **INTRODUCTION TO GRAPHIC DESIGN** - 19 students

ART 495G-003 - **DEPENDENT STUDY - GRAPHIC DESIGN** - 2 students

**SPRING 2020** ART 255 - L01 - **INTRODUCTION TO GRAPHIC DESIGN** - 12 students

ART 356- L03 - **ILLUSTRATIONS** - 15 students

ART 495G-003 - **DEPENDENT STUDY - GRAPHIC DESIGN** - 3 students

**FALL 2019** ART 355 - L02 - **TYPOGRAPHY AND DESIGN SYSTEMS** - 8 students

ART 455 - L02 - **ADVANCED TYPOGRAPHY AND DESIGN SYSTEMS** - 7 students

ART 355 - L04 - **TYPOGRAPHY AND DESIGN SYSTEMS** - 10 students

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Hi Roberto,

I just wanted to reach out and thank you again for your guidance as an instructor during my time at CSU. I always enjoyed you, not only as an instructor but also as just a fun personality to be around! I really would like to reiterate my thanks for all the help and guidance you offered when I was looking into design agencies. I've now worked for Anchovies for almost two months, and it really is everything I was looking for in a job post-graduation. I feel so lucky to have been able to land a position at such a quality creativity agency and that you were there to help me take the steps necessary to get there!

**LOGAN CAUSEY** ”

Brand Designer at Anchovies  
CSU - Graphic Design student - class of 2023



**TEACHING HISTORY - USA RECORDS**

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**ADJUNCT INSTRUCTOR**

The University of Kansas (KU)

- FALL 2018** BDS 101 / 19790 - DESIGN THINKING AND MAKING - 19 students
- SPRING 2018** VISC 200 / 68781 - FOUNDATIONS IN TYPOGRAPHY - 25 students
- FALL 2017** BDS 101 / 20042 - DESIGN THINKING AND MAKING - 20 students
- VISC 201 / 21267 - VISUAL COMMUNICATON DESIGN - 11 students
- ADS 560 / 27006 - TOPICS IN DESIGN - BRANDING - 13 students
- INDD 378 / 27007 - PROBLEMS IN INDUSTRIAL DESIGN - 1 student
- SPRING 2017** VISC 304 - DESIGN FOR UNDERSTANDING - 21 students
- VISC 304 - DESIGN FOR UNDERSTANDING - 21 students
- VISC 302 / 69606 - TYPOGRAPHIC SYSTEMS - 21 students
- VISC 302 / 69607 - TYPOGRAPHIC SYSTEMS - 21 students
- VISC 204 - PRINCIPLES OF VISUAL COMMUNICATION - 20 students
- VISC 204 - PRINCIPLES OF VISUAL COMMUNICATION - 18 students
- VISC 304 - DESIGN FOR UNDERSTANDING - 20 students
- VISC 304 - DESIGN FOR UNDERSTANDING - 20 students
- VISC 302 / 70671 - TYPOGRAPHIC SYSTEMS - 21 students
- VISC 302 / 70672 - TYPOGRAPHIC SYSTEMS - 18 students
- VISC 202 / 15051 - ELEMENTS OF TYPOGRAPHY - 21 students

## TEACHING HISTORY - BRAZIL RECORDS

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**COORDINATOR AND INSTRUCTOR** - Branding Continuing Course  
Istituto Europeo di Design - Rio de Janeiro (IED-Rio)

### 2015.1 **BRANDING CHALLENGE: FUNKY**

So the students were challenged to re-think the brand Funky. A street-wear t-shirts brand, with incredible design, made with high-quality materials, with a 4-year story, but without commercial success.

### 2014.2 **BRANDING CHALLENGE: FLYING PIG BURGERS**

In 2015 we had an explosion of gourmet hamburgers' new restaurants and food trucks in Rio. So, the students' challenge was to create a new way to sell hamburgers in this crowded marketplace.

### 2014.1 **BRANDING CHALLENGE: HOW TO TROPICALIZE THE IED**

2014 was the second year of IED in Rio, and they were facing problems to understand the "Carioca way of life".

So the students were challenged to create a solution that respects IED brand attributes, but at the same time, connect the Italian Institute with the city of Rio de Janeiro.

## BRANDING: IT'S ABOUT PURPOSE

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When I planned the IED's courses I put all my heart and soul to create the Branding Course that I would love to do, but wasn't offered when I was in Brazil.

This was a huge benchmark as there were no design programs in Brazil that combined branding theory and real branding client experience.

All the challenges brought to the IED Branding Course involved a real client, with goals, budget, partners and real problems to solve.

The clients were available to the students interview them and also to be part of the review committee to validate the students' ideas.

In all courses, eight guest speakers were invited to talk about different branding areas, giving to the students a broad vision of the opportunities in the branding marketplace.

## TEACHING - COURSE DEVELOPEMENT

### OUTSIDE DEPARTMENT

#### **BRANDING FOR BEER** - RDC + Fermentation Department

I developed a course to be taught at the CSU Richardson Design Center inspired by the collaborative project I participated in with the Department of Fermentation and Food Science.

This branding course applied to beer brands also aims to strengthen the University/Industry relationship, since Fort Collins is a large beer hub.

**Status:** Will be offered on Fall 24

#### **BRANDING FOR SUSTAINABLE BUSINESS** - RDC + CSU School of Business + CSU Todos Santos

I developed a course to be taught at the CSU Richardson Design Center in collaboration with Professor Paulo Brito from the CSU School of Business, with the CSU Todos Santos Campus and with the NGO Zero Bassura with a focus on building sustainable brands from an environmental and economic point of view for small businesses in Todos Santos, Mexico.

**Status:** Offered on Fall 22

### INSIDE DEPARTMENT

#### **DESIGN AND NYC** - Department of Art and Art History

I developed a summer course in New York City, which is well-known as the world's cultural capital, with relevant artistic and design movements.

This one-week course was developed to embrace both sides of New York, exposing the students to the city art scene, visiting museums, art galleries, and historical places that were relevant to art movements such as the Harlem Renaissance, Pop Art, and Urban Art, but also visiting important design studios and agencies, building a network that will be important for the students future in the design field.

**Status:** Approved by the Undergrad Curriculum Committee.

#### **ART 200/300/400** - Department of Art and Art History

In the CSU graphic design program we only have 5 classes relating solely to the area of concentration. In the case of graphic design, we have Introduction to Graphic Design (art255), Typography and Design Systems. Typography and design systems (art355) advanced (art455), Illustration (art356), and advanced illustration (art456). To be able to address more comprehensive topics that can give the student a more holistic view of design, I divided the three different class levels as follows:

**200 (dictatorship model)** - is a class with many rules to be followed, where students must rigorously apply the basic design principles.

**300 (presidentialism model)** - is a class that still has many rules and principles to be followed, however, the student now has an active voice in their decisions and the rules become more flexible.

**400 (anarchism model)** - at this point it is expected that the student has a sufficient understanding of the rules and principles of design so that they can break them consciously and create something innovative. In this class, all assignments are based on partnerships with other areas or external clients, so that the student gains the ability to adapt to the design market, so the rules are no longer imposed by me, but by the environment and society in which the student is inserted.

## TEACHING - COURSE DEVELOPEMENT

### INSIDE DEPARTMENT

#### ART 255 HIGHLIGHT

When I started at CSU, the introductory graphic design class didn't have a unit. The content of the class varied depending on the professor. To prevent this from happening again, I reconstructed the entire content of the class based on a model of knowledge steps, this way with each assignment the students move up a level adding new techniques, design rules, and design principles. This introduction class has a particularity, it is offered to the entire department and that is why this model is necessary, since the students' level of understanding of what design is and its principles varies greatly.

Another need for the class was the addition of content related to the history of design since the current program of the Department of Art and Art History does not offer this class. The way found to disseminate this content was to add a research session on important designers to each project. In total, each student writes an article about a historical designer (deceased or retired), a contemporary designer (still active), and a designer of their choice that is not on the list previously provided.

At the end of the semester, these articles are summarized and each student makes a Pecha Kucha presentation to the entire class about what they learned.

**Status:** The curriculum created for this class has been successfully in use for four years, 4 different professors taught the class.

#### NON-MAJOR GRAPHIC DESIGN

Based on the successful model of the introductory graphic design class, I was guided to create a class that would meet a need at CSU for a design class for non-designers. This class was created in two models: in-person during the summer and online.

**Status:** The class was successful in three experimental editions and will now be made permanent.

#### DESIGN 4 SCIENCE - Department of Art and Art History + Department of Biochemistry

In collaboration with Professor Shing Ho from the biochemistry department and professors John Gravidahl and Jason Fraizer from the Art and Art History department, a class was created that aims to teach science students to explain their scientific concepts more clearly and to teach design students how to interact with clients and the research process. My contribution was the development of the design program content, while Professor Shining did the same with the science content.

Each teacher was responsible for developing specific content given to them as a task based on the skeleton created for the program content.

**Status:** The class was successful in three experimental editions and will now be made permanent.

#### SUMMER STUDY ABROAD JAPAN - Department of Art and Art History

In collaboration with Professor Cyane Tornatzky, I built the selected course to take CSU students to Japan in the summer of 2021. The course aims to teach the students animation and character design using as reference the Manga style.

**Status:** Unfortunately the course was canceled because of the pandemic.

#### SUMMER STUDY ABROAD ITALY - Department of Art and Art History

In collaboration with Professor Johnny Plastini, I built the selected course to take CSU students to Italy in the summer of 2028. The course aims to teach printmaking techniques associated to typographic studies and experimentations.

**Status:** Will be offered on summer 28

## RESEARCH PROJECTS

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### TRANSFORMATIONAL DESIGN

The term "Transformation Design," coined in 2004 by RED, a spinoff of the UK's Design Council, has gained recognition as the third wave of user-centered design movements. It involves a human-centered, interdisciplinary process aimed at fostering desirable and sustainable changes in behavior and form within individuals, systems, and organizations. While originating in design, it necessitates collaboration across disciplines and emphasizes participatory co-design. Mission-driven organizations, with their inherent focus on effecting change, provide an ideal context for applying transformation design principles. These principles, including redefining challenges, interdisciplinary collaboration, participatory design, sustainability, innovation, and fundamental change, resonate well with those working toward social impact within such organizations.

#### **The six pillars of transformational design:**

**Defining and redefining the challenge and solution:** Working to solve big problems isn't always straightforward and more often than not requires lots of course correcting.

**Collaboration between disciplines:** Mission-driven staff are used to wearing many hats and using interdisciplinary approaches.

**Employing participatory design techniques:** Staff working at mission-driven organizations typically know that it is vital to include their beneficiaries or stakeholders in the development of new solutions.

**Building sustainability, not dependency:** The goal is to develop sustainable solutions (we sometimes hear clients say they will have succeeded when they no longer have a job!).

**Designing beyond traditional solutions:** Working at a nonprofit or government organization often means getting creative with limited resources or external constraints.

**Creating fundamental change:** Solving big problems requires fundamental change in behavior, systems, and processes.

My journey in to the Transformational Design started at 2010. In that year I was in charge to create the branding for a program at the Rio de Janeiro Health Department, a fitness club, created inside public health clinics, that provides free GYM classes for patients with chronic diseases aiming to reduce, or even stop the usage of medication for these patients, making their lives better. The difference of this project is the fact I have to collaborate with the program users, doing the program identity based on their drawings and ideas.

I received an award from the Mayor's office at City Hall, as well as recognition from Brazil's former president Dilma Rouseff and recently was mentioned in a 10-year anniversary book about the branding project I co-created. However, the most important and eye opening thing for me was how design can truly transform

Below you will have a list with a brief description from selected projects I've been working and studying since 2010, from the most recent to the older project.

**2024** **ACADEMIA CARIOCA - REBRANDING HEALTH FOR ELDERLY CITIZENS IN RIO** - RIO DE JANEIRO - BR  
I did a Rebrand for the project described above. Academia (English: GYM) Carioca (meaning: people that were born in Rio de Janeiro), is a project that aims to reduce the use of medication and give a better quality of life to patients with chronic disease through workout programs.

**Challenge:** Re-brand my work and a brand that is loved by the program users.

**Status:** The project is done and being utilized. The work had positive feedback from the audience, and only on the new identity launching more than 3000 t-shirts distributed to the staff and program users.

**2023/ NOW** **YOU ARE NOT ALONE - HUMANIZING A BREAST CANCER RADIOTHERAPY UNITY** - RIO DE JANEIRO - BR  
This project was a request of a proposal from the Rio de Janeiro Health Department to support women who are going through breast cancer treatment.

**Challenge:** Try to change the energy involved with cancer treatment, using data to bring a more positive perspective to the patients.

**Status:** The concept project was successfully delivered, however, because of elections for mayor in Rio in 2024, the project is on standby.

**2023** **RESEARCH CENTER ABOUT EDUCATION - REBRAND** - DUQUE DE CAXIAS - RJ - BRAZIL  
Philanthropic project for the Center for Research and Memory of the History of Education. The Center developed research activities, heritage and cultural education and teacher training, generating public policies in defense of the preservation of historical value, concerning education in the vulnerable region.

**Challenge:** Develop a brand that connects the Research Center with the existing Museum, but is capable of keeping the essence and history of the center preserved.

**Status:** The project is done and being utilized.

**2020/ NOW** **BEEGOOD - AN APP DESIGN TO HELP KIDS TRANSITIONS** - USA / BRAZIL  
This research is focused on understanding kids' transitions and helping them, their parents, and therapists to overcome behavioral issues. Through research in partnership with Dr. Isabel Soares, a child psychologist, visual tools were developed to help kids and their families have a better life.

**Challenge:** Create an app that could "speak" with typical kids and also with kids on the Autism Spectrum, or with ADHD, once their sense of abstraction and hierarchy is different.

**Status:** This is a long-term project. The research, the visual tools, and the design assets are ready, however, we are facing a hard time finding a professional who can code this app according to the research needs.

**RESEARCH PROJECTS**

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**2020/ NOW D BROWN BAG - DESIGN TALK**

The "D brown bag" is an online conversation series that happens during lunchtime, and aims to bring to the students from the Colorado State University Graphic Design program, different perspectives of design, inviting designers from different areas and countries to have this informal online conversation about their practice, experience, and design field beliefs.

This project will appear in two moments in this curriculum, as research the focus of this initiative is in search of the diversity of ideas, races, and genders. Some important topics have been addressed in the special series, such as women in leadership positions in the design market and designers who represent the BIPOC (Black, Indigenous, and People of Color) community.

When guests cover these topics, special preparation is carried out where I do extensive research on the subjects that will be covered and generate graphs and infographics so that this knowledge is also exposed to students via social media, in the classroom, and on posters.

Another research aspect of this work is graphic experimentation for each season of the design talk. With each theme brought, a new approach is created, with new colors, typographic studies, style, and aesthetic studies.

Some of the posters created by the series were submitted to Poster Shows and were part of the exhibition. Furthermore, it is common for guests to repost my work on their networks, thus bringing visibility to the project.

**Challenge:** The big project challenge is to keep the guest list relevant for students and society after so many editions. Another challenge is the lack of funding and support for the project, as all participants until now have participated voluntarily.

**Status:** the project is a success and so far 48 guests have attended in just 3 years of the project, including renowned names such as Paula Scher, Michel Bierut, Jessica Hische, Alex Center, Gail Anderson, etc

**“**

Roberto il absolutely loved the brown bag today. Theresa was amazing to listen to and it was mid-week design inspiration I needed. I want to keep attending as long as they fit in with my work schedule like today

**”****MEG METZGER-SEYMOUR**

Visual Designer at Bonusly  
CSU Graphic Design student - class of 2021

## RESEARCH PROJECTS

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### 2022 IFF KIDS AREA - HUMANAZING HOSPITALS USING DESIGN EXPERIENCE - RIO DE JANEIRO - BR

In 2022 I was invited as a Hospital Environmental Design Specialist to develop a project where I was able to create the Design Experience and lead a team in Rio de Janeiro to revitalize a children's hospital area aiming to minimize the traumatic experience for the kids that are going through a very hard moment in their lives.

**Challenge:** Create an Interactive project, with limited resources that match the hospital's current identity that was based on stock vector characters

**Status:** The project was finalized in the summer of 2022 and, according to hospital caregivers, the new design impacted positively, kids, families, and staff. Because of the impact created, I was invited one more time to create a small extension area for teenagers in Fall 2022.

### "THERE'S SOMETHING WRONG?"- BOOK ILLUSTRATION - RIO DE JANEIRO - BR

This project is a Book Illustration for the Living Library Project, an initiative from IFF/Fiocruz, which aims to promote a space of vitality, mitigating the impact of hospitalization using the experiences of children hospitalized at IFF/Fiocruz as inspiration for the creation of a storybook.

It also aims to stimulate the habit of reading, creativity, and organization of thought and to help and motivate the return to school after hospital discharge.

**Challenge:** To approach a very hard subject with a light and optimistic perspective.

**Status:** The project was finalized and printed in fall 2022 and distributed in hospitals and schools in Rio de Janeiro. The Book also has an audiobook version.

### WORKBOOK "HER ENTREPRENEUR" - AMAZONAS, CEARÁ, AND MARANHÃO - BR

The project developed together with the education company Quiron and the energy supply company ENEVA seeks to encourage female entrepreneurship in regions of economic and social vulnerability in Brazil, generating more income for these women who are often the only source of income for the family.

**Challenge:** Help in the construction of content using design thinking tools so that it becomes accessible to various levels of education of the target audience. Also, create a layout that could be printed with a low-cost budget and technical resources.

**Status:** The pilot project was applied in the state of Maranhão and due to its success it had 2 new editions in the states of Ceará and Amazonas, serving more than 100 women.

Despite being completed, the project should return this year for necessary updates so that the content remains relevant.



## RESEARCH PROJECTS

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### 2021 **YOUNG PROTAGONISTS** - MARANHÃO - BR

Young Protagonists Project was also developed together with the education company Quiron and the energy supply company ENEVA. The focus of this project is to train and inspire students from public schools in Maranhão in search of a better future for themselves and their families, reducing school dropouts, helping in the university selection process, and providing professional training to generate extra income for the family.

**Challenge:** Implement the branding of the social project and train project participants in design tools so that they can create content for their social networks, and develop campaigns for their projects.

**Status:** Project delivered and in use by the social project

## RESEARCH PROJECTS BEFORE COLORADO STATE UNIVERSITY

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### 2015 / 2017 **INNOVATING IN THE INNOVATION MARKETPLACE: RETHINKING THE BUSINESS MODEL FOR CREATIVE BUSINESSES AND WORKERS** - KANSAS - USA

This research is focused on understanding the issues the Communication/Design marketplace is facing, and get a viable solution to create job opportunities for experienced designers (over 40 years old).

This work explores designing for business, using design tools to create a new, effective, inclusive, and profitable business model to offer greater opportunities to experienced creative workers.

### 2012 / 2013 **RESIGNIFYING THE CARIOCA WAY**

A group of 13 very diverse people that met each other in a TEDx event decided to put together your background to create a citizenship movement in Rio de Janeiro.

In association with the Fundação Getúlio Vargas, we create a group of discussion of the cultural problem that affects the city tremendously, o "Jeitinho Carioca" or The Carioca Way".

### 2005 / 2007 **THE CREATION IS BIGGER THAN THE CREATOR: A STUDY ABOUT ANIMATION CHARACTERS THAT BECOME STRONG BRANDS.**

This is a study blending anthropology, marketing, branding, and design to understand the aspects that influence the commercial success of some animation characters in a way that they become bigger than the companies that created them.

## ENGAGING, COLLABORATIVE & INTEGRATIVE INTERDISCIPLINARY SCHOLARSHIP

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### D BROWN BAG - DESIGN TALK

The "D brown bag" is an online conversation series that happen during lunchtime, and aims to bring to the students from the Colorado State University Graphic Design program, different perspectives of design, inviting designers from different areas and countries to have this informal online conversation about their practice, experience, and design field beliefs.

This initiative began during the pandemic as a way to reward students whose educational experience was hampered by the health restrictions generated by COVID-19. The acceptance from students and guests was so great that the project grew and continues to be an essential part of classes.

D Brown Bag has addressed different important themes for a more diverse and complete training. Some of the themes of this initiative, which is a mix of Podcast, with a talk by a guest artist, are Female Leadership in Design, BIPOC designers and inclusion, Relationship between books and designers, and even a special on Milton Glaser in the year he passed away.

All lectures were recorded and are constantly used as a source of inspiration and resource for student projects. Students also need to write about the lectures they saw in their process books, highlighting the most important moments of the presentation.

This series of dialogues also gave me the opportunity to experiment with different aesthetics, typographic experiments, create communication pieces for social networks, understanding the influence mechanisms of these networks, since I curate all the guests and all the communication material.

Below the list of guests of the talk since 2020:

### SPRING 2024 D BROWN BAG - ROBERTO'S DESIGN HEROES

**Mike Abbink** - Design Principale and Type Designer at IBM (USA)

**Jessica Hische**- Illustrator, Designer, Author and Lettering artist (USA)

**Paula Scher** - Pentagram Partner and Design icon (USA)

**Brian Flynn** - Paper Engineer - Designer (USA)

**Stuart Smith** - Co-Founder Hybrid Design and Super 7 (USA)

**Felipe Memoria** - Co-Founder Work&Co (BR/USA)

**ENGAGING, COLLABORATIVE & INTEGRATIVE INTERDISCIPLINARY SCHOLARSHIP**

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**FALL 2023 D BROWN BAG - DESIGNERS AND BOOKS****Leslie Kia** - Art Director and Author of Extra Bold (USA)**Michael Bierut** - Pentagram Partner, Educator, Author (USA)**Kelly Walters** - Designer, Educator, and Author of Black Experience in Design (USA)**Matthew Reinhart** - Paper Engineer - Designer (USA)**Stuart Smith** - Book designer (UK/USA)**SPRING 2023 D BROWN BAG - BIPOC DESIGNERS****Trent Lutmer** - IBM (Korean American)**Lee-Sean Huang** - AIGA / Pratt (Taiwanese American)**Soo Yun Kim** - CISCO (South Korea/USA)**Ambica Prakash** - Eighty-2 degrees ( India/USA)**Lékan (Olamilekan Mabayoje)** - National Student Show Dallas (Nigeria/USA),**Armin Vit** - Brand New Under consideration (Mexico/USA)**Kojo Boateng** - PBS Network (UK/USA)**FALL 2022 D BROWN BAG - WOMEN IN DESIGN LEADERSHIP****Ximena Keirouz** - Faire Brand Studio - El Savador / USA**Ellen Lupton** - designer, professor at MICA, author - USA**Sophia Levens** - Design principale at IBM - USA**Dian Holton** - Design Director at AARP - USA**Claudia Niemeyer** - Design Director at Fjord/Accenture - Brazil/ Switerland**SPRING 2022 D BROWN BAG - IN-HOUSE DESIGN TEAM****Rachel Denti** - designr at Nike - Brazil/USA**Ted Halbur** - Creative Cirector at Target - USA**Oen Michael Hammonds** - Design Principale at IBM - USA**Steve Carsella** - Creative Director at Yellow Shoes/Disney - USA**Claudia Rubin** - Designer at New York Times - Porto Rico/USA**Flavio Carvalho** - Designer at Apple - Brazil/USA**FALL 2021 D BROWN BAG - MILTON GLASER SPECIAL EDITION****Theresa Fitzgerald** - VP Design at Sesame Street - USA**Alex Center** - Founder Center Design - USA**Ignacio Serrano** - Designer at Milton Glaser Inc. - Spain/USA**Rich Tu** - Creative Director at MTV - Philippines/USA**Gail Anderson** - Department Chair at School of Visual Arts - USA**Anne Quito** - Jornalist at Quartz - USA

**ENGAGING, COLLABORATIVE & INTEGRATIVE INTERDISCIPLINARY SCHOLARSHIP**

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**SPRING 2021 D BROWN BAG**

**Ty Mattson** - Principal + Creative Director at Mattson Creative - USA

**Paula Cruz** - Designer witch + badass illustrator - BR

**Tim Belonax** - Design Director at Pinterest - USA

**Antoine Vidal de La Blache** - Design Lead at Work&Co - USA / FR

**Robyn Kanner** - Creative Director of Biden and Harris campaign - USA

**Gabrielle Smith** - Multidisciplinary designer and cultural producer- CNN - UK

**Zipeng Zhu** - Artist, creative Kween at Dazzle Studio - CN/ USA

**D BROWN BAG**

**FALL 2020 John Bielenberg** - author, educator, social activist, designer, and creator of the Thing Wrong

**Scott Starrett** - co-founder and design director of the communication design studio, Tandem

**Joanna Muñoz** - Designer and lettering artist - Freelancer

**Cymone Wilder** - Designer and lettering artist, illustrator and photographer - Freelancer

**Gabriela Namie** - Designer and Art Director of Youtube music

**Andrea Pippins** - Designer and illustrator - Freelancer

**“**

Hi Roberto,

I wanted to express my gratitude. Thank you for providing me with amazing critique and support to help me grow as a designer. I appreciate your extra efforts like inviting the class to your house to carve pumpkins, looking for opportunities for us students, the DBrown Bags and networking you have provided this program, and so much more. I am endlessly grateful for you and everything you've taught me, I wouldn't be the designer I am today without you!

Thank you, thank you, thank you! I'll keep in touch.

**PARKER ALBIN****”**

Graphic Designer at Broncos  
CSU - Graphic Design student - class of 2023

**ENGAGING, COLLABORATIVE & INTEGRATIVE INTERDISCIPLINARY SCHOLARSHIP**

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**SPRING 2024 CIPE - COLORADO INTERNATIONAL INVITATIONAL POSTER SHOW**

For the 45th anniversary edition of this prestigious poster Biennale, I took on the role of project manager in order to reduce some of the noise we had in recent editions. With this, for the first time, all poster submissions will be made online through a new website, Horan's guest will be a Latin American woman (Bolivia), we are evaluating bringing another guest (Mexico) so that we can have a conversation about construction of an American league (South, Center and North) of Poster shows, we got a new headquarters to organize the event (inside the department's main building), we are also creating for the first time an efficient communication strategy on social media and I selected students to work on building the event so that we could have greater engagement from the student body.

**Status:** CIPE will be in September 24

**IRON BREW - CSU BEER COLLABORATION PROJECT**

In this project developed together with the department of fermentation and food science, Department of Hospitality, RDC, and three of the main breweries in Fort Collins (Odell, Sweat Water, New Belgium), I was responsible for leading a group of students who developed the identity of beers from this collaborative competition and I was also responsible for the branding and identity of the main project.

**Status:** Identity finished, new collaboration on Spring 25

**AFRICAN POTS AT LAUREL STUDENT CENTER**

In collaboration with Doctor David Riep, I am mentoring a student who is developing a signage project and explanatory posters about the African ceramics collection that will be displayed in the CSU student center.

**Status:** Approved, in production phase

**MUSIC MAKE THE PEOPLE COME TOGETHER - AN 18-MONTH CALENDAR**

Students in the ART 456 class developed illustrations based on neuroscience research that points out the rhythms and music that make people feel happier. A calendar was created with the illustrations and we ran a crowdfunding campaign to raise money to print the material, generating a real production experience for the students.

**Status:** We raised 545 dollars and are estimating the cost for the project to be printed

**ENGAGING, COLLABORATIVE & INTEGRATIVE INTERDISCIPLINARY SCHOLARSHIP**

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**FALL 2023 LOOK ME IN THE HEART - COLLABORATION WITH CENTER FOR HEALTH AGING**

Students in the art 455 class were instructed to work with researchers from the Center for Healthy Aging to create a Posterzine (a zine that when unfolded turns into a poster) to explain the research done by different academics associated with the Center.

The three best projects were awarded after an exhibition held at the center where researchers and users of the research center came together

**Status:** Finished

**ASK ME HOW I FEEL - COLLABORATION WITH IBM**

Students from the art 455 class in partnership with IBM developed APP projects with the aim of solving everyday problems in the Fort Collins and CSU community. Instructed by myself and Trent Lutmer (Design Director at IBM) the students created four APPs to solve the following problems respectively:

- 1- How to improve the nutrition of university students
- 2- How to help recent graduates get their first job
- 3- How to make CSU security alerts more reliable and efficient
- 4- How to make the experience of subletting or sharing a home safer and with less loss

**Status:** Finished

**I WANT TO TAKE YOU HIGHER - A BEER PROJECT**

In collaboration with the Fermentation department and professor Johnny Plastini and printmaking students, the ART 455 class created a new brand for a beer recipe developed by the Professor Jeff Biegert's students

**Status:** Finished

**SPRING 2022 DAUGHTERS OF LITEMA**

In collaboration with Doctor David Riep (CSU) and Doctor Gerhard Bosman (University of Free State - Cape Town - South Africa), students from the art 456 class carried out a project to exhibit the research carried out by CSU art history students and architecture students at the university of free state.

**Status:** The project was exhibited at the 2022 World Science Forum held in South Africa and was developed by UNESCO

**ENGAGING, COLLABORATIVE & INTEGRATIVE INTERDISCIPLINARY SCHOLARSHIP**

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**FALL 2022 ELEVATE POSTER EXHIBITION AND WORKSHOP- COLORADO - USA**

Coordinating and curating a collaboration between AIGA members of all career levels, interns, students, and artists from Access Gallery's Giving Voice program for teens with disabilities.

**Status:** Finished

**SPRING 2021 COLORADO CYBERBIOFOUNDRY- COLORADO - USA**

In partnership with Doctor Jean Peccoud, I developed the branding, positioning and lead the communication for a multidisciplinary initiative of professors and researchers at CSU that aims to create a new process to make possible to create drugs and vaccines faster and cheaper.

**Status:** Finished

**BIMSON HUMANITIES SEMINAR - DESIGN THINKING APPLIED TO EDUCATIONAL PRACTICE.**

Workshop and lecture series in collaboration with Professor Cyane Tornatzky, and Mark Dineen, with focus on k-12 teachers training.

**Status:** Finished

**FALL 2020 BLM - WHERE ARE YOU IN THE MOVEMENT**

Based on the initial idea of Assistant Professor Aitor Lajarin and in collaboration with the Department of Art and Art History, Black/African American Cultural Center, and Ethnic Studies Department, a cycle of lectures and actions was developed to discuss the BLACK LIVES MATTER movement. My contribution took place in typographic research, where a typography by a black type designer was chosen. Tré Seals, inspired by the social movements led by Dr Martin Luther King Jr, and the development of the identity and all communication material related to the initiative.

**Status:** Finished

**SPRING 2020 SHATTERING PERSPECTIVES: A TEACHING COLLECTION OF AFRICAN CERAMICS ENCORE**

In collaboration with Doctor David Riep (CSU) and the Allicar Museum of Art, students from the art 455 class developed the identity for the exhibition Shattering Perspectives

**Status:** The identity created by my students still in use at the museum

**”** The impact a Professor can have on you lasts far beyond the day you graduate!  
Roberto is a wonderful person, teacher, designer, and mentor. **”**

**AMY NOBLE**

Graphic Designer at JLL Capitol  
CSU - Graphic Design student- class of 2021

**OUTREACH/SERVICE**

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**UNIVERSITY LEVEL****CLARK BRANDING COMMITTEE - MEMBER**

The main building of the College of Liberal Arts is undergoing a major revitalization, and because of my experience in branding, hospital design, and environmental design, I was invited to participate in the committee that will guide the architects and designers who will work on this complex project

**RICHARDSON DESIGN CENTER (RDC) - CHAIR OF BRANDING COMMITTEE**

The CSU Richardson Design Center (RDC) is growing and planning to offer a bachelor's degree in Design Thinking and adding other specialties, such as Architecture and Industrial Design. I was invited to participate in the strategic meetings to create this project and by the end of these meetings, I was selected to be the chair of the branding project for this audacious initiative.

**COLLEGE LEVEL****BLM WHERE ARE YOU IN THE MOVEMENT - MEMBER**

BLM: WHERE ARE YOU IN THE MOVEMENT began as an initiative by professor Aitor Lajarin, where it was suggested to paint the phrase "Black Lives Matter" in the main corridor leading to the Visual Arts building. At first, my participation in the project would only be the choice of typography, however, the project grew, becoming a multidisciplinary committee where we discussed the construction of an educational program on the subject. This great learning experience lasted 2 years, but the message and art produced continue at the Department.

**OPEN DOOR PEDAGOGY - MEMBER**

The Department Chair Dr. Eleanor Mosman chose me to be the one of the department representant at the CLA Open Door Pedagogy Network, which is a network of faculty in CLA departments who are available to colleagues for informal conversations about teaching. It aims to help teachers connect with teachers for support, community, and mentorship.

**INTERIM LIAISON TO THE CLA CURRICULUM COMMITTEE - MEMBER**

The Department Chair, Dr. Eleanor Moseman, appointed me to be the interim representative of the Department of Art and Art History on the College of Liberal Arts curriculum committee, where my role was to present, debate, and approve proposals for new courses or restructuring of courses in the CSU system (CIM) and with committee members.



## OUTREACH/SERVICE

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### DEPARTMENT LEVEL

#### **TENURE TRACK FACULTY SEARCH COMMITTEE - MEMBER**

The Department Chair, Dr. Eleanor Moseman, appointed me to be part of the Search Committee for the new professor and coordinator for the Photography area of the Department of Art and Art History, being the first professor in the area of graphic design to be invited to participate in a hiring committee outside the design area.

#### **INTERIM AREA COORDINATOR**

During Professor Jason Frasier's sabbatical, I was invited to be the coordinator of the graphic design area on an interim basis. The experience was well evaluated by Department Chair Dr. Eleanor Moseman, and as a result, I was invited to be the area coordinator from the next academic year onwards

#### **CABIN - CO- DIRECTOR AND CO-FOUNDER**

The Center for Artists' Books and Inclusive Narratives (CABIN) is an innovative teaching and research center that promotes the development and exchange of multi-sensorial communication and learning through the ideation, production, and documentation of inclusive narratives. CABIN provides students, faculty, and visiting scholars with direct access to analog book arts equipment and materials research opportunity and for holistic exchange and arts-based ingenuity.

#### **CIIZE - CO- DIRECTOR AND PROJECT MANAGER CIIZE 23<sup>rd</sup>**

The biennial Colorado International Invitational Poster Exhibition (CIIZE) is a collection from the world's most distinguished poster artists and designers. Hosted by CSU's Department of Art and Art History, CIIZE is one of only a few international invitational poster exhibitions in the world. This popular event allows campus and Northern Colorado communities to experience firsthand the best the poster world has to offer.

#### **ADVISORY BOARD- MEMBER**

I was elected as a member of the Chair's Advisory Board for the 2022-2023 academic year. A unique experience and a lot of learning, especially when it comes to understanding how the institution works.

### OTHER COMMITTEES PARTICIPATION

**Recruitment & Retention committee** - Lead - Member

**Undergrad Curriculum Committee** - Member

**JEDI (DEIJ) Committee**- Member

**Space Use Committee** - Member

**Study Abroad Committee**- Member

**Communication Committee**- Member

**GRANTS**  

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**EXTERNALLY-IN  
PROCESS PROJECTS  
AS PI****NEA - Grants for Arts Projects (2024NEA01GAP1)- CIPE 45 Years**

For this grant, educational institutions can only send a proposal to the NEA - Grants for Arts Projects (Program URL: <https://www.arts.gov/grants/grants-for-arts-projects>) approved in an internal process at CSU. evaluate. The proposal written by me to raise more funds to celebrate CIPE's 45th anniversary was approved by the Office of Sponsored Programs (OSP) and the Research Acceleration Office (RAO) sent as a single proposal from CSU.

**STATUS:** Winners will be announced on Nov. 2024

**EXTERNALLY-FUNDED  
PROJECTS AS COPI****National Science Foundation: NSF - Structural adaptation of vertebrate endonuclease G for 5-hydroxymethylcytosine recognition and function - o-Principal Investigator (co-PI)**

In collaboration with Dr Shing Ho from the Department of Biochemistry, Professor John Gravidal and Professor Jason Frazier, a research project was written that includes an innovative class that aims to collaborate students from the graphic design course and students from different departments of science.

**STATUS: Granted \$709,607**

Three experimental classes have already been taught and with the success of the program, the classes will become permanent from 2025

**INTERNALLY-FUNDED  
AWARDS.**

(2023-2024) – School of Design work Group  
\$5000 (in-process)

(2023-2024) – PDP -ONE CLUB CREATIVE WEEK  
\$1,200 (in-process)

(2022-2023) – PDP -SERVDES  
\$1,750 (granted)

(FALL 2022) - Lilla B. Morgan – D Brown Bag  
\$1000.00 (granted)

(2021-2022) – PDP -DESIGN TO HELP KIDS WITH A BEHAVIORAL ISSUE  
\$888.80 (granted)

(2020-2021) – PDP -DESIGN TO HELP KIDS WITH A BEHAVIORAL ISSUE  
\$755.67(granted)

(2019-2020) – PDP -DESIGN TO HELP KIDS WITH A BEHAVIORAL ISSUE  
\$1613(granted)

**AWARDS, BOOKS, EXHIBITIONS AND RECOGNITION****2024**  
ANTICIPATED**BIENAL INTERNACIONAL DEL CARTEL MEXICO - MEXICO CITY - MX**  
Invited guest**ONE CLUB FOR CREATIVITY - CREATIVE WEEK - NYC - USA**  
Invited guest**2023** **TAIWAN INTERNATIONAL STUDENT DESIGN COMPETITION (TISDC)**  
Jury**CIPE 22 (BIENNAL POSTER SHOW)**  
Co-Director exhibition**ECUADOR POSTER BIENAL (BIENNAL POSTER SHOW)**  
Selected Poster - 11.672 entries - 360 selected**2022** **SHANGHAI 10X10**  
Academic Forum – Shangai / online.**SHANGHAI 10X10 - INVITATIONAL INTERNATIONAL POSTER SHOW.**  
Invited designer**PIXEL SHOW**  
Co-Curator <https://pixelshow.co/festival>**2021** **DESIGNERS FOR GLASER - INVITATIONAL INTERNATIONAL POSTER SHOW ARGENTINA, BOLIVIA, AND USA.**  
Invited designer**BRASIL DESIGN AWARDS- JURY BRANDING CATEGORY**  
Jury at the second bigeer category of the award. We judge 128 branding projects total.**2020** **ACADEMIA CARIOCA (BOOK MENTION)**  
Author: Rio de Janeiro Health Department  
Publisher: Agencia Brasileira do ISBN  
The Book works as a report and a celebration about the CARIOCA GYM PROGRAM that I created the identity. My name and work was mentioned in on chapter of the book, as well the process to create the identity.**NEGRA 40 - POSTER SHOW - 250TH ANNIVERSARY BEETHOVEN**  
Selected Poster [www.negra40.com](http://www.negra40.com)

“ Thanks for a really great semester, Roberto! I’m usually really hesitant about trying new professors because I’m afraid to go through a whole semester with someone who might want to control the way I work and design a little too much, but I’m really glad I was able to work with you this semester. I came away from every project having tried something I would never have every time and each project is something I would be really have to put in my portfolio so long story short, I would like to thank you so so much for encouraging me and allowing me to work on my own time and in my own way. :)

**MARIA NGUYEN** “Graphic Designer at Yellow Dog  
CSU - Graphic Design student- class of 2021

**AWARDS, BOOKS, EXHIBITIONS AND RECOGNITION CONT.****2015 11ª BIENAL BRASILEIRA DE DESIGN GRÁFICO** - "11ª Brazilian Graphic Design Biennial Exhibition"

Project: Environmental design for the CAPs AD "Centers of Recovery for Addiction"

1,184 projects from all over Brazil were registered and analyzed as to the quality, originality, and degree of the goal achieved in its accomplishment. Of these, only 298 were selected to compose the biennial, in October 2015, at the Porto Maravilha (RJ) Creative Pole, and in the printed publication (page 80)

**2013 LOGOS CARIOCAS DA GEMA (BOOK)**

Author: Beto Lima

Publisher: 2AB

I have three projects selected to this book that is a compilation of logos that in some way represent the city of Rio de Janeiro.

Projects selected:	Year:	Client:
Academia Carioca	2010	Health Department of Rio de Janeiro
Cegonha Carioca	2011	Health Department of Rio de Janeiro
Fundação Progresso	2011	Fundação Progresso

**2011 RIO DE JANEIRO CITY HALL WORK RECOGNITION**

Projects: Academia Carioca

**2008 / 2003 A TRIBUTE TO CELEBRITIES**

Author: Pedro Guitton

Publishers: Index Book (Spain - 2003) / Interlogos (Italy - 2003) / Page One (Singapore - 2008)

I have three projects selected to "A Tribute to Celebrities". A book that features the work of renowned and just-starting-out graphic designers all of whom were asked to submit work on their favourite icon, famous person, well known or obscure figure or idol. The results are a fantastic collection of visual commentary on what it means to be a celebrity in the modern world, and how public figures are viewed by other artists.



I had Roberto as a Sophomore in the KU design program and I could not have gotten through that year without him. He knew how to critique and encourage not just my design work but also help build confidence in myself. Till my final year he was a person in the department I could turn to for support and advice. He listened to my problems, helped and encouraged me in times I really needed. As a student, I felt very lucky to have him be a part of my time as a student"



**ZAIRA TORRES**

graphic Designer at Fernandinho Tataviam Band of Mission Indians  
KU - Viscom student - class of 2018

**STUDENTS AWARDS AND RECOGNITION**

**2023 TISDC – GOLD HONORABLE MENTION**

Jiuchen Dong

**NATIONAL STUDENT PORTFOLIO SHOW AND CONFERENCE**

1st place Typography – Grace Bockelmann

**NATIONAL STUDENT PORTFOLIO SHOW AND CONFERENCE**

Honorable Mention - Jiuchen Dong

**GRADUATE SHOWCASE- DISTINCTION IN CREATIVITY AWARD**

1st Place - Seojung Lee

**2022 CITY OF FORT COLLINS: ARTIST FOR THE PERFORMANCE.**

Grant - Seojung Lee

**GRADUATE STUDENT COUNCIL - NEW GRADUATE STUDENT**

Visual Arts Top Scholar - Seojung Lee

**GRAPHIS- DESIGNERS FOR PEACE**

Honorable Mention - Seojung Lee

**CU BOULDER- ADDRESS ANTI-ASIAN RACISM IN COLORADO COMMUNITIES**

Grant - Seojung Lee

**2018 - 2019 COMMUNICATION ARTS INTERACTION ANNUAL, STUDENT SHOWCASE**

Lauren Hakmiller

**2018 COMMUNICATION ARTS INTERACTION ANNUAL, STUDENT SHOWCASE**

Kayle Riebel

**NATIONAL STUDENT SHOW**

Kelley McQuillen - Project If Anti-Violence Campaign

**NATIONAL STUDENT SHOW**

Student: Samuel Ritchie - Project Transparancy - Anti-Violence Campaign

**2017 AIGA KC REGIONAL COMPETITION A13**

Lauren Hakmiller - Project: Metaphysical Psychic Shop – Branding

“ I just want to say that you are my favorite professor in my 22 years of school, I have grown and learned so much from you. ”

**JIUCHEN DONG**

Graduate Student at SCAD

CSU - Graphic Design student - class of 2023

**GUEST SPEAKING - TRAINING FACILITATOR**

- JULY\_2018** **TAIWAN INTERNATIONAL STUDENT DESIGN COMPETITION (TISDC)**  
Guest Speaker
- AUGUST\_2016** **CSU INSPIRE – SYMPOSIUM FOR INCLUSIVE EXCELLENCE**  
Guest Speaker
- ERASMUS EXCHANGE – ROMANIA**  
One Week Visitor Professor
- JULY\_2016** **BROWNIE DO LUIZ - RIO DE JANEIRO - BRAZIL**  
The differentiation of the design driven companies
- JULY\_2016** **RIO FAIR TRADE TOWN - RIO DE JANEIRO - BRAZIL**  
Presentation to the press of the project Rio Fair Trade at Rio Media Center during the 2016 Rio de Janeiro Olympic Games
- NOVEMBER\_2015** **ORIBÁ - SÃO PAULO - BRAZIL**  
Brand presentation and training  
+  
Design Thinking Workshop with the employees
- JAN-MAR\_2015** **PUC- RIO - RIO DE JANEIRO - BRAZIL**  
Lecture to design students about the experience of studying design in the USA
- SEMANA RIO DESIGN - RIO DE JANEIRO - BRAZIL**  
Design Thinking Workshop
- MARCH\_2015** **PASA BRANDING TALKS - RIO DE JANEIRO - BRAZIL**  
Brand presentation and training in the main Vale facilities:  
JAN - Rio de Janeiro  
FEB- Espírito Santo and Minas Gerais  
MAR -Maranhão and Pará
- NOVEMBER\_2014** **IED PARLA - RIO DE JANEIRO - BRAZIL**  
Round table about the Future of Design
- EDENRED - EMPLOYEE BENEFITS - SÃO PAULO - BRAZIL**  
The role of Design in the Corporate World + Design Thinking workshop
- AUGUST\_2014** **IED DE PORTAS ABERTAS - RIO DE JANEIRO - BRAZIL**  
Branding PechaKucha

**GUEST SPEAKING - TRAINING FACILITATOR (CONT)**

- AUGUST\_2014** **UNIVERSIDADE FEDERAL FLUMINENSE** - RIO DE JANEIRO - BRAZIL  
Lecture to School of Business - Enterpreneership in the Creative Industry
- JULY\_2014** **FACULDADE BELAS ARTES** - SÃO PAULO - BRAZIL  
Specialist from the industry invited to the Graduation Committe
- MAY\_2014** **PUC- RIO** - RIO DE JANEIRO - BRAZIL  
Lecture to design students about the experience of running a design studio
- APRIL\_2014** **FACULDADE BELAS ARTES** - SÃO PAULO - BRAZIL  
Lecture to communication students about branding
- MARCH\_2014** **ABRH- ASSOCIAÇÃO BRASILEIRA DE RECURSOS HUMANOS** - SÃO PAULO - BRAZIL  
"Brazilian Human Resources Association"  
Design Thinking Workshop
- MARCH\_2014** **PASA** -RIO DE JANEIRO - BRAZIL  
Branding processo intro + Design Thinking Workshop
- JAN\_2014** **NBS ADVERTISING AGENCY** -RIO DE JANEIRO - BRAZIL  
Design Thinking Workshop
- OCTOBER\_2013** **INSTITUTO GÊNESIS - PUC RIO** -RIO DE JANEIRO - BRAZIL  
Design Thinking Workshop to StartUps
- APRIL\_2013** **TEDx - PUC RIO** -RIO DE JANEIRO - BRAZIL  
Communication consultant and sponsor
- NOVEMBER\_2013** **IED - RIO** -RIO DE JANEIRO - BRAZIL  
Guest speaker at Branding Course  
PS: After this lecture I received the invitation to coordinate and teach the next edition of the course.
- MAY\_2012** **CEGONHA CARIOCA PROGRAM** -RIO DE JANEIRO - BRAZIL  
Brand training to Rio de Janeiro Health Department communication team, nurses and physicians
- JULY\_2011** **21º NDESIGN - ENCONTRO NACIONAL DE ESTUDANTES DE DESIGN** - RIO DE JANEIRO - BRAZIL.  
"Design Students National Conference"  
Design thinking lecture
- OCTOBER\_2002** **2º ANIMARTE - STUDENTS MOTION DESIGN CONFERENCE** - RIO DE JANEIRO - BRAZIL  
Guest Speaker
- OCTOBER\_2001** **1º ANIMARTE - STUDENTS MOTION DESIGN CONFERENCE** - RIO DE JANEIRO - BRAZIL  
Part of the organizational team

**CONFERENCES AND WORKSHOPS (ATTENDED)****2024**  
ANTECIPATED**BIENAL INTERNACIONAL DEL CARTEL MEXICO - MEXICO CITY - MX****ONE CLUB FOR CREATIVITY - CREATIVE WEEK - NYC - USA****2023 TAIWAN INTERNATIONAL STUDENT DESIGN CONMPETITION (TISDC) - TAIPEI - TW****SERVDES - SERVICE DESIGN CONFERENCE - RIO DE JANEIRO - BR****2022 AIGA BUSINESS PERSPECTIVES FOR CREATIVE LEADERS - ONLINE - USA****FIGMA FOR EDUCATION - ONLINE - USA****ADOBE MAX- ONLINE - USA****REINVENTING YOU WITH DEBBIE MILLMAN - ONLINE CLASS - USA****2020 BIPOC DESIGN HISTORY - ONLINE - USA****AIGA DESIGN EDUCATORS TALKS - ONLINEM\_ ONLINE - USA****2018 MADE IN THE MIDDLE - MISSOURI - USA****HALLMARK SYMPOSIUM - FALL 2018 - KANSAS - USA****2017 KU ALUMNI SYMPOSIUM - 12K WHO CONVERT - KANSAS - USA****VICTOR JOHN PENNER - THINK WRONG INSTAGRAM BLITZ - KANSAS - USA****GARRETT FINNEY - THINK WRONG CRICKET BLITZ - KANSAS - USA****2016 HALLMARK SYMPOSIUM - SPRING 2018 - KANSAS - USA****HALLMARK SYMPOSIUM - FALL 2017 - KANSAS - USA****KU ALUMNI SYMPOSIUM - 12K WHO TRANSFORM - KANSAS - USA****HALLMARK SYMPOSIUM - SPRING 2017 - KANSAS - USA****MADE IN THE MIDDLE - MISSOURI - USA****HALLMARK SYMPOSIUM - FALL 2016 - KANSAS - USA**



**CONFERENCES AND WORKSHOPS (ATTENDED)**

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- 2016** ALUMNI SYMPOSIUM - 12K WHO INNOVATE - KANSAS - USA
- HALLMARK SYMPOSIUM - SPRING 2016 - KANSAS - USA
- KU DESIGN RESEARCH SYMPOSIUM - KANSAS - USA
- JOHN BIELENBERG - THINK WRONG REBOOT BLITZ - KANSAS - USA
- JOHN BIELENBERG - THINK WRONG MOVIE THEATER BLITZ - KANSAS - USA
- 2015** HALLMARK SYMPOSIUM - FALL 2015 - KANSAS - USA
- 2014** CONARH - "Nacional Human Resources Congress"- SÃO PAULO - BR
- 3ª SEMANA DESIGN RIO - "3rd Rio Design Week"- RIO DE JANEIRO - BR
- 2013** TEDx - MARÉ - RIO DE JANEIRO - BR
- CONARH - "Nacional Human Resources Congress"- SÃO PAULO - BR
- TEDx - PUC-RIO - RIO DE JANEIRO - BR
- 2ª SEMANA DESIGN RIO - "2nd Rio Design Week" -RIO DE JANEIRO - BR
- TEDx - MARÉ - RIO DE JANEIRO - BR
- CONARH - "Nacional Human Resources Congress"- SÃO PAULO - BR
- TEDx - PUC-RIO - RIO DE JANEIRO - BR
- 2ª SEMANA DESIGN RIO - "2nd Rio Design Week" -RIO DE JANEIRO - BR
- 2012** TEDx - UFRJ - RIO DE JANEIRO - BRAZIL
- CONARH - "Nacional Human Resources Congress"- SÃO PAULO - BRAZIL
- TEDx - ESPM - RIO DE JANEIRO - BRAZIL
- SOCIAL MEDIA WEEK - SÃO PAULO - BRAZIL
- TEDx - JARDIM BOTÂNICO - RIO DE JANEIRO - BRAZIL
- WIDE OPEN BUSINESS - RIO DE JANEIRO - BRAZIL
- ...

**INTERVIEWS / ARTICLES**

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**2024 INTERVIEW ROCKY MOUNTAIN COLLEGIAN - FORT COLLINS - USA**

I was interviewed to talk about the collaborative initiative between Graphic Design students and researchers at the CSU Center for Healthy Aging.

**2023 SERVDES - SERVICE DESIGN CONGRESS - RIO DE JANEIRO - BR**

Article submitted to the SERVDES - Service Design Congress, where the concept and decisions taken from the perspective of service design for the humanization project of the children's area at Hospital Instituto Fernandes Figueira - Fiocruz were explained.

**DESIGN TEAM - YOUTUBE CHANNEL (32.2K subscribers) - PT/BR**

I was interviewed by 2 designers, one in Brazil, and another in Portugal, to talk about my journey in the design and educational fields being an immigrant in the USA.

<https://www.youtube.com/watch?v=ksGRuduPVQo>

**INSTAGRAM LIVE - TOPIC CREATIVITY AND EDUCATION - BR**

I was invited by artist and designer Artur Kjá to a Live on Instagram where we debated how to teach people to be creative within the academic environment.

**2022 BRASIL DESIGN AWARDS**

Live talk on YouTube with the jurors from the Branding Category

**2020 CSU COLLEGE OF LIBERAL ARTS TWITTER ACCOUNT**

I was interviewed by CLA Communication Team on CLA ASK AN EXPERT to talk about the design field during the COVID-19 pandemic

**2015 O GLOBO - IED OPEN ENROLLMENT FOR COURSES IN THE CREATIVE INDUSTRY AREA - 01/29/2015**

I was interviewed by "O Globo", the newspaper of the biggest Media group in Brazil with more than 1 million readers daily to talk about the new season of IED-Rio's courses.

**2014 ADMINISTRADORES.COM - 5 TIPS OF GOOD PLANNING TO OPEN YOUR OWN BUSINESS- 06/01/2014**

I was interviewed by "administradores.com", a portal with almost 8 millions pageviews with focus in business administration to give planning tips for startUps.

**BRASIL ECONÔMICO - LOOKING FOR INNOVATIVE IDEAS- 02/19/2014**

I was interviewed by "Brasil Econômico", a newspaper specialized in an economy to talk about the financial success of my design studio Binky.

**INTERVIEWS / ARTICLES**

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**2014 BINKY - BEER SWAG**

When I was a partner at Binky we used to create a special swag to give to our clients during the holidays. In 2014 we did a craft beer, specially labeled. The initiative made so much success that gained attention in several media channels, from craft beer magazines to communication and advertising blogs like, "bebendobem.com.br", "goronah.blog.br", "ocloster.com.br", "bluebus", etc.

**2013 COMPUTER ARTS BRAZIL - PASSION PROJECTS- 01/10/2014**

I was interviewed by "Computer Arts Brazil", to talk about the how implement a "passion project" in the day-by-day of a design studio. The magazine highlighted the project "Tirinhas de Cenoura (carrot stripes)", a comic strip we create to talk about the life situations that happen during a day of work in a design studio.

**O GLOBO - WARM-UP- 11/18/2013**

The newspaper "O Globo" highlight the identity that Binky did to the project "Repercussão" by the client Fundação Progresso.


**2012 O GLOBO - FUNDIÇÃO PROGRESSO IS A PARTY- 09/16/2012**

The newspaper "O Globo" interviewed Perfeito Fortuna, the head of Fundação Progresso about the new phase of the cultural center and concert house, highlighting the branding process that I developed.



Roberto is an incredible professor. He guides his students while allowing room for their own experimentation and growth.

He consistently pushed us as designers through conceptual thinking and deep dives into user profiles.

Roberto was a huge asset to have in my formative years as a designer. 

**LAUREN HAKMILLER**

Senior Visual Designer at Dropbox  
KU Viscom student - class of 2019

## IMPACT PROJECTS

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### 2013 -2015 PASA - REBRANDING THE VALE HEALTH INSURANCE

Rebrand the health insurance from one of the biggest company of Brazil, with more than 76 thousand employees, with facilities in more than 30 countries is a big challenge.

My team and I travelled through Brazil, interviewing employees, directors and retired people that still use the company health insurance to assure that the new brand will represent all the users.

During the trips, we had a professional photographer shooting the image bank for the company and also the backstage of the branding project.

### 2012 -2015 RIO MARCHINHAS STAGE - CARNIVAL IN RIO

The Rio de Janeiro's Carnival is the biggest popular party in the world with two million people per day on the streets, and I had the privilege to work during four-years in a role doing the visual communication and the stage design to the Rio Marchinha, a four-day free festival in Downtown Rio.

At each edition. the event had around 10 different bands and brought happiness to approximately 20 thousand people per day, and was covered by the main media channels all over Brazil.

### 2012 CER LEBLON - ART AND DESIGN FOR HEALING

For this project, I work in collaboration with the architect team from the Rio de Janeiro to elaborate a solution that put into practice the researches that approach the effect of art, beauty and nature in the healing process.

As a solution, my team and I worked in puzzle images that was installed in the ceiling of the Intensive treatment center. We also project a huge panel in the entrance and a kids area, and the architect team elaborated the space with a lot of natural light and internal gardens.

The project was inaugurated by former Brazil's President Dilma Rousseff and the former Rio de Janeiro's Mayor Eduardo Paes and received a lot of attention from the media for the innovative way this public healthcare facility was built.

Among the media channels that covered the story, we can quote "O Globo - newspaper", "Rede Globo - TV Network", "Extra- newspaper", "O Dia- newspaper", "Rede Record - TV Network", "GloboNews - TV Cable Channel", "BandNews - TV Cable Channel", etc.

### 2006 -2016 TICKET - MORE THAN A 10-YEAR CLIENT, FRIENDS.

I created a lot of projects with Ticket/Edenred, was a 10-year partnership. One of the projects that we did together was "Semana Ticket Cultura - Ticket Cultural Week", a whole week event were the population of São Paulo had the opportunity to participate of many different cultural activities, from the circus to cinema for free.

For some people was the first time that they entered a movie theatre, or saw a live music concert, and I was part of this experience in some way.

## IMPACT PROJECTS (CONT)

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### 2011 -2014 **PROGRAM CEGONHA CARIOCA - CARIOCA STORK PROGRAM**

The need for reduction of maternal mortality, as well as Pilgrimage of pregnant women in the city of Rio de Janeiro resulted in the deployment of Stork Carioca Program in 2011.

I have the honor to design the visual identity and the program mascot and further when the program got bigger the branding project was expanded and I was responsible to implement the environmental design of all public maternities at the city of Rio de Janeiro.

Working with the Rio's Health Department team, that includes nurses, physicians, architects, communicators, I created and coordinate with my team the brand standards to all communication material and environmental design to humanize the healthcare facilities.

The Carioca Stork program was so successful that was adopted as a model for similar programs all over Brazil and definitely, this is the project that makes me more proud in all my career as a designer until now. Since the project was establish the number of mortality of moms and babies was incredibly reduced, and it's not rare hear from the moms that finally they are treated with dignity during the pregnancy.

Among the media channels that covered the story, we can quote "O Globo - newspaper", "Rede Globo - TV Network", "Extra- newspaper", "O Dia- newspaper", "Rede Record - TV Network", "GNT- TV Cable Channel""GloboNews - TV Cable Channel", "BandNews - TV Cable Channel", etc.

## SPECIAL MEMORIES

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Each project is special and I had the opportunity to do so many, that is impossible to report all in details. But, during the process to organize this C.V, so many good moments came to my mind.

I remembered my eyes shining when I had access to the Disney Brand Center for the first time, and how excited I was—a young design intern— when I saw my work in a 20 by 30 feet screen in front a 100 thousand people at Rock in Rio 3.

Going even further in my history as a designer. I remembered the years in the school, the friends that I made, and the professors that are part of the designer that I became.