

EDUCATION

2004–2006
 University of Texas, Austin/Texas; Master of Fine Arts (MFA) Experience Design. THESIS: *MAKING SENSE WITH DESIGN: A TAXONOMY OF DESIGNED EXPERIENCES*

1993–1998
 University of Buenos Aires, Buenos Aires, Argentina; Bachelor of Fine Arts (BFA) Graphic Design

ACADEMIC POSITIONS

2015–PRESENT **Lamar University** (Texas State University System), Beaumont, Texas, USA
 ASSISTANT PROFESSOR, Graphic Design
(3/3 load) Illustration 1 (3313); Illustration 2 (3323); Motion Design (4343); Adv. Studies in Graphic Design (4363).

2007–2015 **Hartford Art School, University of Hartford**, Connecticut, USA
 ASSISTANT PROFESSOR, Visual Communication Design
(3/3 load) Foundations 2D; Type 1; Image Making & Meaning; Type 2; Issues in Design; Experimental Type; Design Problem Solving; Sequential Graphics; Senior Project Thesis; Design Global Change.

2005–2006 **University of Texas at Austin**, Austin, Texas, USA
 TEACHING ASSISTANT, College of Fine Arts, Design Division – *Visual Syntax in Communication; Design History Lab.*

1998–1999 **University of Buenos Aires**, Buenos Aires, Argentina
 ADJUNCT PROFESSOR, Graphic Design – *Typography 1* (Longinotti division chair). Enrollment: 200.
 Introductory course to calligraphy, type origins, classifications, layout, bookmaking and integrated visual systems.

PROFESSIONAL CONSULTING » HIGHLIGHTS / SEE PAGE 12 FOR DETAILS

2011–PRESENT: **Natacha Poggio**, Texas | Connecticut
PRINCIPAL, DESIGNER, COMMUNICATION DESIGN STRATEGIES
 Deliver strategic design consulting services for small and mid-sized/nonprofit clients using user-centered design strategies. Envision the long-term goals of these organizations to help them create manageable steps to achieve their broader vision.
 2015, **SYSTEMS INTEGRATED AUTOMATION TECHNOLOGY** Designed brand identity and stationery for technology startup.
 2011–2015, **HARTFORD ART SCHOOL**: Designed Visiting Artists Auerbach Lecture Series print + digital announcements.
 2008–2013, **HARRIET BEECHER STOWE CENTER**: Bicentennial exhibition design and consultant for visitors' experience.
 2012, **SARAH IOANNIDES conductor**: crafted vision, photography, information architecture and interface design for website.
 2011, **UNIVERSITY OF HARTFORD CINEMA DEPARTMENT**: planned, designed new website interface and information architecture.

2005–2006: **University of Texas at Austin**, Austin TX
CENTER FOR WOMEN & GENDER STUDIES: Designed communication materials to extend center's outreach campaigns.
JACK BLANTON MUSEUM OF ART: Designed hands-on interactive materials for museum's *eLounge*—a space where visitors could enhance their learning of art through experiential activities and use of didactics inspired by gallery work.

2000–2006: **ValkiriaDesign**, Stanford, CA - Austin, TX
PRINCIPAL, DESIGNER, Advised and developed user-centered designed experiences in a variety of media for an eclectic clientele (see below). Experienced in multiple fields of design: *graphics, information design, environmental, editorial, web design, packaging and advertising.*
CLIENTS HAVE INCLUDED:
 2000–2006, **STANFORD UNIVERSITY** (Office of Judicial Affairs; Office of the Vice Provost for Student Affairs; Women's Community Center; LGBT Community Center; El Centro Chicano; Asian American Activities Center; Office of Student Activities; Associated Students of Stanford University; Center for Latin American Studies; Gender and Globalization conference, Stanford Humanities Center; Department of Spanish and Portuguese; African Library Collection, Stanford University Libraries; and Stanford Daily Newspaper)
 2004–2006, **CENTER FOR SUBSURFACE MODELING**, UT Austin, TX
 2003–2004, **SOCIEDAD CENTRAL DE ARQUITECTOS**, Argentina
 2002–2003, **ARTIFICIAL LIFT R&D COUNCIL**, American Society of Mechanical Engineers, Austin, TX
 2003, **ASOCIACION INTERDISCIPLINARIA DISEÑO DEL ESPACIO**, Argentina
 2003, **EL MUNDO NEWSPAPER**, Austin, TX
 2001, **NAFSA: ASSOCIATION OF INTERNATIONAL EDUCATORS**, Washington, DC
 2000–2001, **SAN JOSE STATE UNIVERSITY (MENTORNET)**, San Jose, CA
 2000, **BROADTEL WIRELESS, tech start up**, Cupertino, CA

SCHOLARLY ACTIVITIES

HONORS, AWARDS, AND OUTSTANDING ACHIEVEMENTS

- 2016 **Re-Envisioning Exhibition Design Conference (Planning team, workshop facilitator)**, Buenos Aires, Argentina. *"Chaos at the Museum: infiltrating the urban fabric"* looked at what it means to stage interventions in various environments and how that enhances a sense of place and public connection. November 17–20, 2016
- 2011–PRESENT **Winterhouse Institute (Lifetime Founders' Circle Member and Symposium Advisory Council Member)**. Participate in (invitation-only annual) Design Education and Social Change symposium, where leading design U.S. educators explore the intersection of design and social change, within the teaching and practice of design in higher education. Institutions represented: Art Center College of Design, California College of the Arts, Carnegie Mellon, Maryland Institute College of Art, Northwestern University, Parsons School for Design, Rhode Island School for Design, University of Illinois at Chicago, Savannah College of Art and Design, School of Visual Arts, Stanford University, and Yale University. Poggio attended Winterhouse symposia since 2011 (Yale, MICA, SCAD, CMU) and coordinates *SocialDesignPathways.com*
- 2013–2014 **Project Social Impact Summer Institute (Mentor-in-Residence)**, Kingston, MA. *projectsocialimpact.com* Facilitated a two-day workshop on *"Design Thinking and Creativity for Social Change"* that helped fellows incorporate design thinking strategies for implementation of their social impact projects.
- 2013 **AIGA: (RE)Design Awards: International Competition (Judge)**, organized by AIGA Minneapolis, 2013. Judge for competition on sustainable and socially responsible work by design professionals, students, educators, and organizations from around the world. Judges: John Bielenberg; Nathan Shedroff, Banny Banerjee and Holly Robbins.
- TEDx Bushnell Park (invited speaker)**, first TEDx event in Hartford, CT, June 22, 2013. Talk titled *"Helping Communities Thrive."* Video available @ bit.ly/NatachaTEDx

AWARDS

- 2014 **Ideas that Matter, SAPPI FINE PAPERS** - North America. **Prosthetics Training Across Borders** received **\$23,350** to produce educational rehabilitation materials (one of the 9 winners)
- 2010 **Ideas that Matter, SAPPI FINE PAPERS** - North America. **Bringing girls into focus** received **\$5,000** to produce a gender equality campaign in northern India (one of the 27 winners)
- 2009 **AIGA: (RE)Design: 3rd place**, Social Responsibility category for *Water4India* campaign
- 2004 **South by Southwest (SXSW) Interactive**, 2004 Accessibility Award, Austin, TX

GRANTS, STIPENDS, FELLOWSHIPS, SCHOLARSHIPS

GRANTS

- 2014 **City of Hartford**, sponsored "Outside the Box" public art program organized by the Marketing, Events, & Cultural Affairs Office and Livable Sustainable Neighborhoods Initiative [\$500]
- 2012 **Educational Technology Grant**, Office of the Provost, University of Hartford. (\$5,000)
- 2011 **Faculty Development Fund**, Office of the Provost, University of Hartford. (\$1,200)
- International Center Faculty Grant**, University of Hartford, for expenses to present paper in Mexico. (\$750)
- 2010 **Student Government Association**, University of Hartford, (\$200) towards Earth Day awareness activities.
- The Women's Education and Leadership Fund**, University of Hartford (\$10,500) supporting expenses to Kenya for 3 students, in partnership with Politics and Government, Sociology, and Business faculty.
- 2009 **Student Government Association**, University of Hartford, (\$9,700) wrote the proposal on behalf of Engineers Without Borders interdisciplinary team traveling to India in January 2010.
- 2008 **The Women's Education and Leadership Fund**, University of Hartford (\$10,000) supporting trip expenses to Abheyapur, India for team of six, to implement Water for India campaign.
- Student Government Association**, University of Hartford, (\$4,800) sponsoring implementation of *Water for India* campaign.
- International Center's Faculty Grants Program**, University of Hartford (\$1,000) used to internationalize the content of the "Issues in Design" course for Spring 2008.

STIPENDS

- 2016 **College of Fine Arts and Communication, Dean Travel Stipend**, Lamar University (\$1,000).
- 2008–15 **Renée Samuels Faculty stipend**, Hartford Art School (\$800) for traveling to symposia and books for classes.
- 2013 **Faculty Senate Summer Stipend**, University of Hartford [\$2,500] for developing artworks exploring issues of climate change and their effects in human populations and endangered species.
- Creativity Bootcamp**, University of Hartford (\$500)
One of 22 educators to participate in workshop on pedagogy initiatives in creativity and innovation (taught by Dr. Steven Tepper, dean of the Herberger Institute for Design and the Arts at Arizona State University).
- Dorothy Goodwin Summer Scholars Program**, The Women's Education and Leadership Fund, University of Hartford (\$500) for mentoring scholarship recipient Alexandria Thatcher on her project about the importance of art being interlaced with science.
- Summer Educational Stipend**, Hartford Art School (\$750) for participation in the **Social Impact Game Design Workshop** taught by Asi Burak (Games for Change) and Matt Parker at The School of Visual Arts in New York.

FELLOWSHIPS

- 2011–2012 **Design Thinking and Creativity Fellowship, Humanities Center**, University of Hartford. [\$1,200]
- 2010–2011 **Engaged-Learning Fellowship, Office of the Provost**, University of Hartford. [\$3,500]

SCHOLARSHIPS » IN GRADUATE SCHOOL

- 2005–2006 **James M. (Jimmy) Malone Endowed Scholarship**, University of Texas at Austin
Michael Aubrey Jones Endowed Scholarship in Art, University of Texas at Austin
- 2004–2005 **Marshall Wells Scholarship and Fellowship Endowment**, College of Fine Arts, University of Texas, Austin
Design Division Dean's Travel Fellowship, Department of Art and Art History, University of Texas, Austin

EXHIBITIONS

COMPETITIVE | JURIED EXHIBITIONS

- 2014 **Outside the Box**, Hartford City Hall - Atrium, November 5-15, 2014.
One of 16 artists selected for outdoor public art program organized by the Marketing, Events, & Cultural Affairs Office and Livable Sustainable Neighborhoods Initiative.
- 2011 **Design with the 90%: CITIES. Smithsonian's Cooper-Hewitt, National Design Museum**, United Nations, NYC, October 17, 2011 through January 9, 2012. Showcasing WASSUP initiative in Johannesburg, South Africa (one of Global Studio 2009 Diepsloot projects).
- 2010 **Global Studio, Parallel Cases, 4th International Architecture Biennale 2009**, Rotterdam, Netherlands, 9/2009 through 01/2010. Designed seven A0 panels describing how the "Open City" is dealt within an academic context.
- 2006 **Get on the Bus, CITY|SPACE, Intersection for the Arts**, San Francisco, CA, 2006.
Selection of photographs challenging the way people think about the bus and its meaning.

INVITATIONAL GROUP EXHIBITIONS

- 2006 **Annual Art Department Faculty Show**, Dishman Art Museum, Lamar University, TX, 2006
» "Climatic Niche-Evolution," 2016.
- 2007–2014 **Annual Hartford Art School Faculty Show**, Joseloff Gallery, University of Hartford, CT, 2007–2014
» "State of Flux Series," 2013, 2014.
» "Out of time: Arctic ice goes the way of the Dodo bird by 2035," 2012.
» "Impermanence," 2011.
» "Make a wish for a better world," 2010.
» "Global Studio Building Blocks," 2009.
» "Tapestry," 2008.
» "Travel narratives," 2007.

INVITATIONAL GROUP EXHIBITIONS » CONTINUED

- 2005–2006 **Graduate School shows**, University of Texas at Austin, Austin, TX, 2005-2006.
» *MFA 1, Before the Fall, thesis exhibition*, Creative Research Lab, Austin, TX, 2006.
» *799 Exhibition*, University of Texas Performing Arts Center Galleries, Austin, TX, 2006.
» *Shade, Please Touch: Shade Through Your Fingertips*, Creative Research Lab, Austin, TX, 2005.

CURATED EXHIBITIONS

- 2016 **State of Flux**, SOL Gallery, Lamar University, 2016. Curated exhibition of student work showcasing environmental series on climate change. December 2016.
- 2015 **Point of Impact**, SOL Gallery, Lamar University, 2015. Organized exhibition of student work raising awareness about Senate Bill 11: Campus Carry. December 2015.
- 2015 **Reflections**, SOL Gallery, Lamar University, 2015. Co-organized and co-curated exhibition of student work for the John Alexander Painting Studio Dedication. October 2015.
- 2010 **Doing Good: Design for Social Change**, Silpe Gallery, University of Hartford, 2010.
Poggio organized and curated exhibition of work responding to social, cultural, economic and environmental problems. It included 64 submissions from students, alumni, local professionals, as well as out-of-state universities.

PERFORMANCES

- 2006 **Before the fall** [SOUNDSCAPE], *Umlauf Sculpture Garden & Museum*, Austin, TX, April 8 and 15, 2006.
Knowbility showcase [SLIDESHOW] *South by Southwest Interactive*, Austin, TX, March 15–17, 2006.

PEER-REVIEWED SCHOLARSHIP

CONFERENCE ABSTRACTS/ARTICLES

- 2016 Poggio, Natacha, **“Design for Inclusion today,”** International Conference on Design for Inclusion affiliated with Conference on Applied Human Factors and Ergonomics; July 27-31, 2016, Orlando, FL. {PEER-REVIEWED ABSTRACT PRESENTATION, UNABLE TO ATTEND}
- 2015 Poggio, Natacha, **“Design Collaborations: Catalysts for inclusion and social impact,”** 6th MX Design Conference 2015 on Inclusive/Universal Design, Universidad Iberoamericana Mexico City, October 28–30, 2015. {PEER-REVIEWED PAPER PRESENTATION, UNABLE TO ATTEND}
- Poggio, Natacha, **“Design for Accessibility: Beyond The Classroom, Into The World,”** 4th International Conference on Human Factors and Ergonomics in Healthcare, an affiliated of International Conference on Applied Human Factors and Ergonomics; July 29, 2015, Las Vegas, NV. {PEER-REVIEWED ABSTRACT PRESENTATION}
- Poggio, Natacha, **“Spark Collaborations: Design as Catalyst for Social Impact,”** Design Incubation Colloquium 2.0, City College of New York, CUNY, June 3, 2015. {PEER-REVIEWED ABSTRACT PRESENTATION}
- Poggio, Natacha, Veneri, Diana. **“Prosthetic Training Across Borders: Design Beyond the Classroom, Into the World,”** Special issue of *Visible Language Journal* on Design for Health and Medicine {ACCEPTED ABSTRACT}
- 2014 Poggio, Natacha. **“Intersections in Social Change”** Proposal accepted for panel moderation session at *AIGA New Ventures: Intersections in Design Education*; Portland, OR, Sept. 11-13, 2014. {PEER-REVIEWED PRESENTATION}
- Poggio, Natacha. **“Crafting “mementos” out of our products and designed experiences,”** Emotional Design and Product Longevity session at the 2nd *International Conference on Affective and Pleasurable Design*, Jagiellonian University, Krakow, Poland, July 19-23, 2014. {PEER-REVIEWED PRESENTATION}
- 2011 Poggio, Natacha. **“Design Global Change: The Power of Ideas to Move People”** at the Design Studies Forum: Locating the Design Commons session, *College Art Association 99th Annual Conference*, New York, NY, February 10, 2011. {PEER-REVIEWED PANEL PRESENTATION; other forum panelists were Dawn McCusker (Chair), James Madison University; Heather Corcoran, Washington University in St. Louis; Sally Packard, Sage College of Albany; Eric Benson, University of Illinois, Urbana-Champaign; Jessica Irish and Jane Pirone, Parsons The New School for Design}
- 2010 Poggio, Natacha. **“Diseño para el Cambio Global, Agente de Cambio Social.”** 5° *Encuentro Latinoamericano de Diseño*, Universidad de Palermo, Buenos Aires, Argentina, July 27, 2010. {PEER-REVIEWED PRESENTATION}
- 2008 Poggio, Natacha. **“Designers as active citizens and interpreters.”** *Championing Human Rights Conference*, University of Texas-Pan American, McAllen, TX, November 20, 2008. {PEER-REVIEWED PRESENTATION}

Poggio, Natacha. *"Using Web 2.0 tools in design communication to engage students in social activism."* Aggiornamento, *Mid-America College Art Association Biennial Conference*, Herron School of Art & Design, Indianapolis, IN, October 15, 2008. {PEER-REVIEWED PRESENTATION}

Poggio, Natacha. *"Using Web 2.0 tools to engage students in social activism through design communication."* *Multimedia Educational Resource for Learning and Online Teaching (MERLOT) 8th International Conference*, Minneapolis, MN, August 9, 2008. {PEER-REVIEWED PRESENTATION}

CONFERENCE PROCEEDINGS

2015 Lawson, Cynthia; Poggio, Natacha. *"From Engagement to Impact in Design Education," LearnxDesign*. Third International Conference for Design Education Researchers; Chicago, IL, June 28–30, 2015 {PEER-REVIEWED PAPER PRESENTATION}

2011 Poggio, Natacha. *"The new design paradigm: designers as change agents."* *MX2011 4th International Design Conference: Diseño sin Fronteras* [Design Without Borders] Universidad Iberoamericana, México City, México, October 28, 2011. pp.180–184. {PEER-REVIEWED PAPER PRESENTATION}

Poggio, Natacha. *"The new design paradigm: students as change agents."* *Stir Symposium*, Ohio State University, Columbus, OH, October 8, 2011. pp.37–43. {PEER-REVIEWED PAPER AND ROUNDTABLE DISCUSSION}

CONFERENCE POSTERS

2014 Poggio, Natacha. *"Designing Socially Responsible Engaged-Learning Strategies"* during the *"Connections Between Peace and Justice, Social Responsibility, and International Education"* fair at the 66th NAFSA: Association of International Educators Annual Conference in San Diego, California, May 29, 2014. {PEER-REVIEWED POSTER PRESENTATION}

2009 Poggio, Natacha. *"Enlivening the Past: Design as Storytelling (at the Harriet Beecher Stowe Center)"* *Art Beyond Sight: Multimodal approaches to learning International Conference*, Metropolitan Museum of Art, New York, NY, October 16, 2009. {PEER-REVIEWED POSTER PRESENTATION}

SYMPOSIA - LECTURES - POSTERS - WORKSHOPS - CRITIQUES (invited)

2017 Poggio, Natacha. *"Boosting wellness ecosystem through immersive experiences,"* Unite for Sight's *14th Global Health & Innovation Conference*, Yale University, New Haven, CT, April 22–23, 2017. {FORTHCOMING: INVITED SPEAKER}

2017 Poggio, Natacha. *"No Planet B: Earth in a State of Flux,"* *KAUST NSF Conference 2017*, King Abdullah University of Science and Technology, Jeddah, Saudi Arabia. Jan. 31–Feb. 2, 2017. {INVITED SPEAKER: BRIGHT MINDS}

2016 Poggio, Natacha. *"Adaptive design strategies to promote systemic change,"* Unite for Sight's *13th Global Health and Innovation Conference*, Yale University, New Haven, CT, April 16–17, 2016. {INVITED PANEL SPEAKER}

2015 Poggio, Natacha. *"Catalyzing social impact: pathways to building collaborations that lead to systems-thinking innovation,"* Unite for Sight's *12th Global Health and Innovation Conference*, Yale University, New Haven, CT, March 28–29, 2015. {INVITED SPEAKER}

2014 Poggio, Natacha. *"Introduction to Social Design Pathways,"* *A Better World by Design Conference*. Providence, RI, Sept. 29, 2014. {INVITED PECHA-KUCHA SPEAKER}

Poggio, Natacha. *"Designing Effective Strategies for Global Health Communication,"* Unite for Sight's *11th Global Health and Innovation Conference*, Yale University, New Haven, CT, April 13, 2014. {INVITED SPEAKER}

2013 Poggio, Natacha. *"Helping Communities Thrive."* *TEDx Bushnell Park Conference*, Hartford, CT, June 22, 2013. {INVITED SPEAKER} Video available @ bit.ly/NatachaTEDx

Poggio, Natacha, et al. *"Making it Work Before the Semester Ends: Cooking by the Book: Amelia Simmons to Martha Stewart."* *Better Together: Building Collaborative Relationships*, 2013 Connecticut League of History Organizations Annual Conference; Mattatuck Museum, Waterbury, CT, June 3, 2013. {INVITED SPEAKER; PANEL PRESENTATION with Prof. Briann Greenfield, Central Connecticut State University, Rebecca Furer/Andrea Rapacz, CHS}.

- 2013 Poggio, Natacha. ***“Design Awaken.”*** Reflection on the exhibition “Graphic Advocacy: International Posters for the Digital Age 2001–2012,” *Massachusetts College of Art and Design*, Boston, MA, Feb. 28, 2013. {INVITED PECHA KUCHA PRESENTATION: speakers included Alisa Aronson, Matthew Budelman, Kristen Coogan, Michael Hendrix, Fritz Klaetke, Denise Korn, Natacha Poggio, Thomas Starr, Jason Stevens and Clif Stoltze}
- 2012 Poggio, Natacha. ***“Design as voice for underserved communities.”*** *Design Ethos: Vision Reconsidered Conference*, Savannah College of Art & Design, Savannah, GA, April 20, 2012. {INVITED SPEAKER}
- 2011 Poggio, Natacha. ***“Visual Communication Strategies To Improve Healthcare Understanding.”*** Unite for Sight’s *8th Global Health and Innovation Conference*, Yale University, New Haven, CT, April 17, 2011. {INVITED SPEAKER}
- 2010 Poggio, Natacha. ***“Building a Hopeful World: Transformative Endeavors in Making a Difference.”*** *Community Institutes on Peace Education*, Lyceum, Hartford, CT. May 21, 2010. {INVITED KEYNOTE SPEAKER}
- 2009 Poggio, Natacha. ***“Communication for Activism.”*** *A Better World By Design 2009 Conference*, Rhode Island School of Design, Providence, RI. 2009/10/03. {INVITED SPEAKER; PANEL SHARED with Scott Stowell, Tom Ockerse, Lucy Hitchcock and Andy Cutler}
- Poggio, Natacha. ***“Strategies for Peace, Global Sustainability & Conflict Transformation.”*** *Teaching Peace Across Disciplines Conference*, Central Connecticut State University, New Britain, CT, 2009/04/02. {INVITED PANEL PRESENTATION}

INVITED LECTURES

- 2016 ***“Designing experiences to positively impact society,”*** DePaul University, Chicago, IL. 2016.04.04 {INVITED LECTURE}
- 2015 ***“Design as a Catalyst for Global Impact,”*** University of Texas at Arlington, Arlington, TX, 2015.07.08 {INVITED LECTURE}
- “Design with the community,”*** Central Connecticut State University, New Britain, CT, 2015.06.16 {INVITED LECTURE}
- “Trailblazing Collaborations for Social Impact,”*** Iowa State University, Ames, IA, 2015.04.06 {INVITED LECTURE}
- “Sustaining Collaborations for a Better Tomorrow,”*** University of California, Davis, CA, 2015.03.09 {INVITED LECTURE}
- 2014 ***“Design Thinking strategies for leadership,”*** sponsored by Women Education Leadership Fund, University of Hartford, Hartford, CT, 2014/05/14 {INVITED LECTURE}
- “Doing Good: Design for Sustainable Change,”*** Texas Tech University, Lubbock, TX, 2014/04/22. {INVITED LECTURE}
- “Doing Good: Good Design for all,”*** Florida Atlantic University, Fort Lauderdale, FL, 2014/03/27. {INVITED LECTURE}
- “Doing Good: Design for Global Change,”*** Oregon State University, Corvallis, OR, 2014/03/17. {INVITED LECTURE}
- “Designing wellness: “How designers can help solve the global water crisis,”*** Philadelphia University, Industrial Design Speaker Series. Philadelphia, PA, 2014/03/12 {INVITED LECTURE}
- 2011 ***“Empowering Women of the World through Education,”*** University of Hartford’s Presidents’ College, Duncaster Retirement Community, Bloomfield CT, 2011/03/29. {INVITED LECTURE}
- 2010 ***“Toward Sustainable Development,”*** University of Hartford’s Presidents’ College *Kick-off*. 2010/09/19 {INVITED LECTURE with Prof. David Pines and American Friends of Kenya}
- 2009 ***“Design for Activism,”*** *Creative, Artistic, Research Symposium Driving Community* (cross-disciplinary sponsored by Provost’s Office and Faculty Senate), University of Hartford, CT. 2009/10/30 {INVITED LECTURE}
- “Design as agent of change.”*** *National Institute of Design*, Ahmedabad, India. 2009/01/20 {INVITED KEYNOTE LECTURE}

INVITED WEB-BASED SEMINARS (WEBINARS)

- 2016 ***“Paths to a Fulfilling Career in Global Health,”*** Unite For Sight’s Global Health University, 2016/10/27. Over 1000+ people registered for live webinar. {INVITED WEBINAR PANELIST}
- 2015 ***“Advice From The Experts for Applying Lessons in Cultural Competency,”*** Unite For Sight’s Global Health University, 2015/11/05. 845 people registered for live webinar. {INVITED WEBINAR PANELIST}
- 2014 ***“Teaching Global Health and Social Entrepreneurship,”*** Unite For Sight’s Global Health University, 2014/11/12.

500 people registered for live webinar. {INVITED WEBINAR PANELIST}

"Tools for Responsible Global Engagement," Unite For Sight's Global Health University, 2014/04/03. 638 people registered for live webinar. {INVITED WEBINAR PANELIST}

INVITED POSTERS

- 2013 Poggio, Natacha. **"Time Based Media in Design,"** Showcased at *Our Best Work: A Celebration of Innovation in Teaching and Learning*, Hillyer College, University of Hartford, March 12, 2013. {INVITED POSTER PRESENTATION}
- 2011 Poggio, Natacha. **"The Design of Doing Good,"** Showcased at *Our Best Work: A Celebration of Innovation in Teaching and Learning*, Hillyer College, University of Hartford, March 5, 2011. {INVITED POSTER PRESENTATION}

INVITED TO MODERATE SESSIONS

- 2014 **"Social Impact in Developing Countries,"** Ashoka University 2014 Exchange, Providence, RI. February 21, 2014.

WORKSHOPS GIVEN

- > 2016/11/18: **"Re-Envisioning Exhibition Design Conference,"** Workshop facilitator at *"Chaos at the Museum: infiltrating the urban fabric"*, Buenos Aires, Argentina. {INVITED}
- > 2014/08/02-08: **"Design Thinking and Creativity for Social Change,"** Mentor-in-Residence at *Project Social Impact Summer Institute*, Harlow Bay, Kingston, MA.
- > 2013/08/10-14: **"Design Thinking and Creativity for Social Change,"** Mentor-in-Residence at *Project Social Impact Summer Institute*, Harlow Bay, Kingston, MA.
- > 2012/04/19-20: **"Engaging Community"** workshop at *Design Ethos: Vision Reconsidered Do-ference*, co-facilitated with Prof. Bernard Canniffe (former Chair of Design at Minneapolis College of Art and Design).
- > 2011/04/16-17: **"Designing Visual Aids for Global Health Awareness"** at Unite for Sight's *8th Global Health and Innovation Conference*, Yale University, New Haven, CT.
- > 2010/05/25: **Universal Design: Museum Programs for All**, Harriet Beecher Stowe Center, Hartford, CT.
- > 2010/04/13: **A Practical Guide to Developing Powerful International Service-Learning Programs** (webinar), University of Hartford's Presidents College for Innovative Educators, showcase Water4India as a case study of interdisciplinary work .
- > 2008/04/11: **Powerpoint Circles: Improving Powerpoint in Teaching and Learning.** Faculty Development workshop, University of Hartford, Hartford, CT.
- > 2008/03/04: **Emerging Technologies Showcase**, {PRESENTATION} on Web 2.0 Technologies. University of Hartford, Hartford, CT.

INVITED CRITIQUES

- > 2014/02/10: **ONTARIO COLLEGE OF ART AND DESIGN UNIVERSITY (OCAD UNIVERSITY)** Toronto, Ontario, Canada: Prof. Teresa Ascencao, *"Think Tank"* (GDES-2B03) {SKYPE GUEST CRITIC}
- > 2012/05/15: **RHODE ISLAND SCHOOL OF DESIGN**, RI: Prof. Patricia Gruits, *"Design for Social Entrepreneurship: Waste for Life"* (ID-24ST) {INVITED GUEST CRITIC}
- > 2012/05/14: **RHODE ISLAND SCHOOL OF DESIGN**, RI: Prof. Elizabeth Dean Hermann, *"Art and Design for International Development."* {INVITED GUEST CRITIC}
- > 2012/03/19: **RHODE ISLAND SCHOOL OF DESIGN**, RI: Prof. Elizabeth Dean Hermann, *"Art and Design for International Development."* {INVITED LECTURE PRESENTATION}
- > 2010/04/12: **UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN**, IL: Prof. Eric Benson, *"Design for Water Development Initiatives"* (ARTD311). {INVITED LECTURE PRESENTATION + GUEST CRITIC}
- > 2010/03/10: **UNIVERSITY OF HARTFORD**, Barney School of Business, CT: Prof. Linda Cohen, *"Leadership in the 21st Century"* (MGT 421). {INVITED GUEST CRITIC}
- > 2009/01/16: **INDIAN INSTITUTE OF TECHNOLOGY**, New Delhi, India: Master of Industrial Design program, Prof. Lalit Kumar Das, *"Designing for Sustainable Development"* (DIR813). {INVITED LECTURE PRESENTATION + GUEST CRITIC}

SCHOLARSHIP HIGHLIGHTS

SOCIAL IMPACT / SUSTAINABLE DEVELOPMENT PROJECTS

The following initiatives —except Global Studio— have been developed under the scope of Design Global Change (DGC). Founded in 2008 by Natacha Poggio, DGC is a creative collaborative made of students and professionals who develop and implement solutions to pressing social issues using user-centered approaches to visual communication. DGC works in the fields of social justice, education, equity, healthcare, and sustainability. With nonprofit partners, we conceptualize and deliver beautiful, effective, award-winning design solutions to effect positive social change. In the past eight years, Natacha Poggio has spearheaded over 18 social impact initiatives, trained 40 changemakers, and provided over \$124,000 of pro bono services to community development projects on behalf of Design Global Change. Together with nonprofit partners, DGC co-creates sustainable, meaningful solutions that improve society by design. Beyond international projects in India and Kenya, DGC collaborates with nonprofits: Connecticut Center for Nonviolence (two murals for the city of Hartford); Girl Scouts of Connecticut; Hartford Healthy Families: Asthma Initiative; and New Haven Land Trust.

- 2012–present **LIMBS: Prosthetics Training Across Borders (PTAB):** In collaboration with University of Hartford Physical Therapy Prof. Veneri, in the Dept. of Rehabilitation Sciences, Poggio led a Design Global Change team to design educational materials to facilitate the rehabilitation process of above-knee amputees in developing countries (where LIMBS International has local clinics). Materials include a manual for clinicians, step-by-step posters and patient brochures. Materials have been distributed in Mexico, Peru, Kenya and Uganda. 2014 Sappi Ideas that Matter grant provided \$23,350 to produce materials.
- 2010–2011 **UNITE FOR SIGHT: Awareness and prevention of eye diseases:** Partnered with Yale based nonprofit Unite for Sight. Art-directed Design Global Change students to redesign instructional diagrams for post cataract surgery treatment, guided the development of new graphics explaining eye diseases, so that people can prevent and treat them. Unite for Sight eye clinic partners located in India, Ghana and Honduras are using our educational graphics.
- 2009–2012 **DESIGN GLOBAL CHANGE: BRINGING GIRLS INTO FOCUS: Gender Equality campaign:** In collaboration with three alumni, designed educational materials that use role playing games to raise awareness of gender equality issues for youth in India. 2010 Sappi Ideas that Matter grant provided \$5,000 to produce materials.
- 2009–2011 **DESIGN GLOBAL CHANGE: AFYA KWANZAA (Wellness First):** Coordinated a visual campaign on wellness and sanitation for HIV+ farming communities in Kenya's Lake Victoria region. This multidisciplinary project with Engineers Without Borders Student Chapter involved designing fabric garments containing positive messages of wellness, sanitation, nutrition and safety. In 2010–11, through a \$10,500 collaborative funding grant, students traveled to Kenya to implement the development of amaranth packaging design.
- 2009–2011 **GLOBAL STUDIO: Johannesburg 2009, South Africa:** Participated as Project Associate in place-based action research program where international students, academics, and professionals come together with local universities, government, and NGOs to collaborate with disadvantaged communities. For a month, 30 design-related activists collaborated with residents of Diepsloot township developing proposals to address lack of sanitation, contamination and urban problems. As mentor, Poggio coordinated five-people team responsible for the Diepsloot Arts in Action festival, which promoted capacity building, toy making and workshops, as well as music performances. Poggio also coordinated the design and production of 'I love Diepsloot' t-shirts distributed among volunteers. Poggio later designed seven A0 panels documenting Global Studio's work that were chosen for display at the 4th International Architecture Biennale in Rotterdam, Netherlands. Part of the work produced was also showcased at the **Design with the 90%: CITIES.** Smithsonian's Cooper-Hewitt, National Design Museum, United Nations, New York in 2011–2012. A mobile exhibit building on the work of Global Studio (*People Building Better Cities: Participation and Inclusive Urbanization*) has traveled to ten countries showcasing community-driven projects.
- 2008–2010 **DESIGN GLOBAL CHANGE: WATER FOR INDIA sanitation campaign:** Ideator and Faculty Advisor for interdisciplinary project between Hartford Art School and the University of Hartford's Engineers Without Borders Student Chapter. Advised seven Visual Communication Design students creating educational campaign on sanitation for Abheypur, a rural village in India. Fundraised \$15,000 for team of six to travel to India in January 2009 to implement the campaign and paint a mural at the local primary girls' school. In 2010, a second team of students travel to expand on the sanitation awareness, measure its impact and test the development of new educational materials which were later produced.

SCHOLARLY DISSEMINATION

PUBLICATIONS (Cited in Printed and Online)

- › *LEAP DIALOGUES: CAREER PATHWAYS FOR DESIGN IN SOCIAL INNOVATION*, Designmatters, Art Center College of Design, April 2016. LEAP Dialogues, edited by Mariana Amatullo with Bryan Boyer, Liz Danzico and Andrew Shea, features 84 designers, educators and thought leaders discussing the challenges and opportunities around the emerging career pathways in design for social innovation. ISBN: 9780996196420
- › Fine, Peter, ed. "*GRAPHIC DESIGN: SUSTAINABLE PRINCIPLES AND PRACTICES*," (London, UK: Bloomsbury Academic, 2016, ISBN: 9780857851161)
- › Quick Thoughts on Failure, in *FAILING FORWARD*, magazine by MFA *Contemporary Issues and Criticism* class, Texas State University, 2014. <<http://failing-forward.com>>
- › Ascencao, Teresa. "Experience Design and the AODA standards." *WOVEN*. Sept 2013: 45. Print. <<http://www.ocadu.ca/Assets/WOVEN+SEPT+2013.pdf>> [Publication Produced by Office of Diversity & Equity Initiatives, Ontario College of Art & Design]
- › Sacchetti, Vera. DESIGN CRUSADES: A CRITICAL REFLECTION ON SOCIAL DESIGN. MFA thesis. School for Visual Arts, 2011. 52-53 Print. <<http://knowledgeconnect.com.au/2012/03/design-crusades-a-critical-reflection-on-social-design/>>.
- › MacAvery Kane, Eileen. *ETHICS: A GRAPHIC DESIGNER'S FIELD GUIDE*. 1st ed. New York: Campbell Hall, 2010. 41-43. Print. <<http://www.ethicsingraphicdesign.org/field-guide/>>.
- › Cowen, Nicholas L. *UNIVERSAL DESIGN RULES FROM PRODUCT PAIRS AND ASSOCIATION RULE BASED LEARNING*. Degree: MS, Mechanical Engineering, 2010, Texas A&M University. Print <<http://hdl.handle.net/1969.1/ETD-TAMU-2010-05-7964>>
- › MacAvery Kane, Eileen. ETHICS IN GRAPHIC DESIGN. Degree: MFA in Graphic Design thesis. Savannah College of Art and Design, 2010. Print. <<http://macavery.com/ethics-a-graphic-designers-field-guide/>>.
- › Harold, Christine. "*ON TARGET: AURA, AFFECT, AND THE RHETORIC OF "DESIGN DEMOCRACY."*" *Public Culture; Bulletin of the Project of Transnational Cultural Studies*. 21.3 (2009): 599-618. Print. <<http://publicculture.dukejournals.org/content/21/3/599.full.pdf+html?sid=393a5bb3-c828-4c38-8fbd-57d607e8149c>>.

MAGAZINES + NEWSPAPERS

- › *The Informer*, University of Hartford student newspaper › Interview about 2nd nonviolence mural, Jan 25, 2013.
- › *The Observer*, University of Hartford magazine
 - 2010 winter issue › A university for the world, Kenya project, Hartford.
 - 2009 spring issue › Abheypur update, Water for India, Hartford.
 - 2009 winter issue › Interdisciplinary Learning, Water4India, Hartford
- › *Get on the Bus: Short and True Tales of Bus Travel*, Anthology, CITY|SPACE, San Francisco, CA, August 2006.
- › *Transforming the unseen*, MFA Catalog, College of Fine Arts, University of Texas at Austin, TX, 2006.
- › *Before the fall journey*, newsletter article, Umlauf Sculpture Garden & Museum, Austin, TX, April 2006, p. 2.
- › Castillo, Salvador, *MFA1-CRL*, 'Bout what I sees, Austin, TX, April 16, 2006.
- › *Slim Shady*, Fluent Collaborative, issue #51, Austin, TX, August 19, 2005.
- › Lantos, Jessica, *Natacha Poggio*, catalog, Creative Research Laboratory, Austin, TX, August 2005
- › O'Donell, Santiago, *Ser argentino en el valle del cambio*, *La Nacion* Newspaper, Argentina, July 17, 2000

MENTIONS (about Natacha Poggio)

VIDEOS

- › Poggio, Natacha, talk. *HELPING COMMUNITIES THRIVE*, at TEDxBushnellPark. Prod. TEDx Bushnell Park. TEDxTalks, YouTube, 14 Aug. 2013. Web. 26 Aug 2013. <<http://bit.ly/NatachaTEDx>>.
- › Poggio, Natacha. *WATER FOR INDIA TRIP 2009*. Dir. Parker Hu and Adv. Natacha Poggio. Design Global Change, Vimeo, January 2013. Web. 26 Aug 2013. <<https://vimeo.com/55950089>>.
- › Owens, Katharine, interview. *UNIVERSITY OF HARTFORD STUDENTS "BUG OUT."* Graphics, Design Global Change. University of Hartford News, YouTube, 12 Dec 2012. Web. 26 Aug 2013. <<http://youtu.be/2fc4G8di8Wc>>.

- › Poggio, Natacha, perf. *WELFUND FIFTH ANNIVERSARY VIDEO*. University of Hartford News, YouTube, 4 May 2011. Web. 26 Aug 2013. <<http://youtu.be/NBeb-v6ArFw>>.
- › Poggio, Natacha, interview. *REFLEXIONES DEL 5º ENCUENTRO LATINOAMERICANO DE DISEÑO*. Prod. otraformadeestudiar2. Universidad de Palermo, YouTube, 24 Nov. 2010. Web. 26 Aug. 2013. <<http://youtu.be/oCes1JMjkyY>>.
- › Poggio, Natacha, interview. *How was Better World by Design '09?*. Dir. Chow, Tino. A Better World by Design, YouTube, 5 Oct 2009. Web. 26 Aug 2013. <<http://youtu.be/bwjrjldCBL8>>.
- › Rubbo, Anna, keynote lecture. *Global Studio*. Prod. A Better World by Design Conference. Better x Design, Vimeo, 4 Oct. 2009. Web. 26 Aug. 2013. <<https://vimeo.com/11310704>>. *RUBBO MENTIONED MY NAME AT 12:00-12:10 FOR MY CONTRIBUTION TO GLOBAL STUDIO AT THE ROTTERDAM BIENNALE*.
- › Poggio, Natacha. *Penny Campaign*. Perf. St. Onge, Darcy. STNChannel2News, YouTube, 2 Oct 2009. Web. 26 Aug 2013. <http://youtu.be/SfR_Lr9QVrU>.
- › Poggio, Natacha. *EWB trip to Abheypur, Winter 2009*. Dir. Luca Mineo and Adv. David Pines. Engineers Without Borders - University of Hartford Chapter, YouTube, 4 June 2009. Web. 26 Aug 2013. <<https://vimeo.com/5011683>>.

AUDIO RECORDINGS

- › Poggio, Natacha, perf. "*Socially responsible design projects...an interview with Natacha Poggio*." Legacy of Change. Ani Davidsen, 1 Sep 2013. web. 2 Sep 2013. <<http://legacyofchange.co/2013/09/01/socially-responsible-design-projects-an-interview-with-natacha-poggio/>>.
- › Tymas-Jones, Raymond, narr. "*Valuing Humanistic and Cultural Knowledge in a Global Society*." Arts and Humanities Conference. Association of American Colleges & Universities (AAC&U), 4 Nov 2011. web. 26 Aug 2013. <http://www.aacu.org/podcast/feed/159/nov4_keynote.mp3>.
- › Poggio, Natacha, auth. "*Locating the Design Commons*." *Design Studies Forum*. College Art Association (CAA) 99th Annual Conference, 10 Feb 2011. web. 26 Aug 2013. <http://www.conferencemedia.net/store/stores/college_art/college-art-association-99th-annual-conference-february-9-12-2011-new-york-ny/locating-the-design-commons.htm>.

CATALOGS

- › *FEVER*, catalog, Creative Research Laboratory, The University of Texas at Austin, 2005, limited edition: 200
- › *LONGI DAME LETRA*, catalog, Tipographia Longinotti, University of Buenos Aires, Argentina, 1995, pp. 215-218

BLOGS

- REALHARTFORD* featured Natacha Poggio's Design Problem Solving class collaboration with Central Connecticut State University graduate students to conceive and design the "Cooking by the Book" exhibit, displayed at the Connecticut Historical Society for three months. [HTTP://WWW.REALHARTFORD.ORG/2013/01/18/COOKING-BY-THE-BOOK-AMELIA-SIMMONS-TO-MARTHA-STEWART/](http://www.realhartford.org/2013/01/18/cooking-by-the-book-amelia-simmons-to-marttha-stewart/)
- Hartford Courant's "*ART SMART*" blog featured the "Cooking by the Book" exhibition at the Connecticut Historical Society with work by Hartford Art School Visual Communication Design students and Central Connecticut State University students. January 18, 2013 [HTTP://WWW.COURANT.COM/ENTERTAINMENT/ART-SMART/HC-COOKING-BY-THE-BOOK-AT-CONNECTICUT-HISTORICAL-SOCIETY-20130118,0,2359062.POST](http://www.courant.com/entertainment/art-smart/hc-cooking-by-the-book-at-connecticut-historical-society-20130118,0,2359062.post)

SERVICE

UNIVERSITY / Campus Service

LAMAR UNIVERSITY, Beaumont, TX

- 2016
 - › **Academic Information Technology Committee:** Faculty representative for the College of Fine Arts and Communication, Lamar University.
 - › **Department of Art,** Organized and curated State of Flux exhibition of student work in the SOL Gallery, December 2016. This is part of a traveling exhibition to be displayed in Saudi Arabia.
- 2015
 - › **Graphic Design Program, Portfolio reviewer,** Advised Lamar University students, Art Studio, Nov 2015.
 - › **Graphic Design Program, Faculty chaperone,** New Orleans AIGA conference trip for four design students.
 - › **Department of Art,** Co-organized and co-curated exhibition of student work in the SOL Gallery in honor of the John Alexander Painting Studio Dedication. October 8, 2015.

UNIVERSITY OF HARTFORD, West Hartford, CT

- 2015 » **Impact Ripples**, organized social impact summit, fundraised (\$2,500) for publicity and travel for nationally speakers: Eric Benson, Megan Bullock, Rich Hollant, Elizabeth Resnick, Andrew Shea, and Otto Steinger.
- 2012–2015 » **Presidents' College Faculty Advisory Committee**
 » **Hartford Art School Academic Standing Committee**
 » **Hartford Art School Auerbach Lecture Series**, designed all promotional materials and coordinated two Visual Communication Design Dept. speakers' visits (Nathan Shedroff in 4/2011, John Bielenberg in 11/2012).
- 2014 » **Faculty chaperone, Hartford Art School**, design firms studio visits (Pearlfisher, Holstee).
- 2011–2014 » **Hartford Art School, Board of Trustees** Faculty representative (Student Engagement Committee member)
- 2011–2012 » **Hartford Art School, *Open Studio* and *Senior Shows* committees**
- 2010–2011 » **Environmental & Sustainability Committee of the Faculty Senate** (Chair: 2010, Co-Chair: 2011)
- 2010 » **Faculty Search Committee for Fellowship in Sustainability**
- 2010 » ***Our Campus, Our Planet***, coordinated screening of "Flow: for the love of Water."
- 2009–2011 » **Faculty Diversity Committee of the Faculty Senate**
- 2009–2010 » **Environmental & Sustainability Committee of the Faculty Senate (Chair)**
 » **President's Commission on Sustainability**
- 2008–2009 » **Academic Advisor to Destinations, Residential Learning Community** for freshmen students interested in multicultural issues and travel abroad. Organized educational events around multiculturalism.
- 2008 » **Hartford Art School, organized visiting lecture by Prof. Eric Benson** (University of Illinois at Urbana-Champaign) as part of the Joseloff Gallery's "*Beyond Green*" exhibition events, April 22-24, 2008.
 » **Hartford Art School, Visual Communication Design Departmental Show.** (curated and installed work), February 27-March 4, 2008.
- 2007–2008 » **University of Hartford Emerging Technologies Committee** (Chair of sub-committee on "social networking and students engagement") appointed by Interim Provost Voelker.

IN THE COMMUNITY

- 2007-present » **Portfolio Reviews**, Hartford, CT, Beaumont, TX
 Regularly conduct portfolio reviews of students interested in studying fine arts and communication design.
- 2011–12 » **Billings Forge after-school program**, Hartford, CT
 Collaborated with co:lab studio creating activities to teach Compass school students graphic design skills.
- 2009 » **ENLIVENING THE PAST: Exhibition Design as Storytelling**, Harriet Beecher Stowe Visitor Center, Hartford CT
 Organized exhibition of projects from Design Problem Solving class, February 9–April 30, 2009.
 » **9th Annual Women Composers Festival of Hartford**, Hartford, CT
 Image Making students created artwork for Festival displayed at Tisane Coffee House, March 8, 2009.
- 2007 » **AIR-Interactive SXSW Interactive Festival**, advisory board member, Austin, TX
- 2006 » **Accessibility Internet Rally, Austin (AIR-Austin)**, advisory board member, Austin, TX
 » **Capital of Texas Team Survivor**, Austin TX
- 2005 » **University of Texas Global Ethics and Conflict Resolution Summer Symposium**, Dept. of Communication Studies, June 8–17, 2005, The University of Texas at Austin, TX
 » **Texas Governor's Committee on People with Disabilities**, Austin, TX
- 2004 » **Judge for Digit World Contest for Artistic and Cultural Heritage**, Paris, France
- 2003 » **Austin-Refugee Services of Texas, INC.**, Austin, TX <http://rst-austin.org>

- 2002 » **Graduate Student International Gala**, Stanford University, CA, *Escondido Village Community Associate organizer*
- 2000–2002 » **Bechtel International Center**, Stanford University, CA
International families' committee member and adviser; international movie nights' coordinator
- » **Stanford African Students Association**, Stanford University, CA
Publicity Committee Chair: created visual communications and managed public relations activities.
- » **Argentinos en Stanford association**, Stanford University, CA
Publicity and Events Committee Chair: Administered budget, designed and distributed publicity materials
- 1999 » **Catedra Abierta Marcori (Open Class Project in Alternative Education—minors incarcerated at low-security detention facility)**, Buenos Aires, Argentina
- » **Cambio de Via (Change of Path, street children's refuge)**, Buenos Aires, Argentina
- 1990–1995 » **Lions International, LEO (Leadership, Experience, Opportunity) Program**, Buenos Aires, Argentina. *Served as elected president and appointed district 0-4 secretary, publicity committee chair, and elected club secretary.*

PROFESSIONAL AFFILIATIONS

- 2007–present › Member, American Institute of Graphic Arts (AIGA)
- 2015–present › Member, Health Design Network, healthdesignnetwork.net
- 2007–2014 › Member, College Art Association
- 2009–2012 › Faculty Advisor, Engineers Without Borders, University of Hartford Student Chapter
- 2006–2010 › Member, Society of Environmental Graphic Design
- 2006–2009 › Member, Latin American Studies Association

PROFESSIONAL EMPLOYMENT » DETAILED

DESIGNER + CONSULTANT

- 2015 **Natacha Poggio**, Texas | Connecticut
Provide communication design strategies as an independent consultant for small/mid-sized clients / nonprofits.
- Systems Integrated Automation Technology**, The Woodlands, TX
Designed visual identity and stationery for a technology-based startup.
- 2012–2015 **Hartford Art School, University of Hartford**, West Hartford, CT
Designed promotional materials (postcard, evite, poster and monitors) for Auerbach Lecture Series (4/per year).
- 2012 **Sarah Ioannides**, Stafford Springs, CT
Crafted vision, photography, information architecture and interface design for website. sarahioannides.net
- 2011 **University of Hartford Cinema Department**, West Hartford, CT
Planned, designed new website interface and information architecture. hartfordcinema.org
- 2008–2013 **Harriet Beecher Stowe Center**, Hartford, CT
Developed bicentennial exhibition for Uncle Tom. Consulted on strategies for design of visitors' experience.
- 2005–2006 **University of Texas at Austin, Jack Blanton Museum of Art**, Austin, TX
Designed hands-on interactive learning materials for museum's eLounge. Didactics still on display at museum.
- University of Texas at Austin, Center for Women & Gender Studies**, Austin, TX
Designed printed and web communication materials to extend center's outreach campaigns to a larger audience.
- 2004–2006 **Center for Subsurface Modeling**, The University of Texas at Austin, Austin, TX
Re-designed website to facilitate maintenance by client. Wireframes/information architecture; designed prototypes for usability and proof-of-concept testing. Coordinated programmers' production and implementation of finished product.
- Stanford University El Centro Chicano**, Stanford, CA
Designed promo materials for 1992 Nobel Peace Prize Laureate's Rigoberta Menchu's lecture and other events.
- 2003–2004 **Sociedad Central de Arquitectos**, Buenos Aires, Argentina
Designed website interface and visual design solutions from concept through final design.

PROFESSIONAL EMPLOYMENT » CONTINUED

- 2003 **Stanford University Office of the Vice Provost for Student Affairs**, Stanford, CA
Designed informational materials for Lyons internship program in student affairs. Acted as consultant for the design of a website portal, creating high-fidelity mockups to solidify design conceptual framework.
- Stanford University Asian American Activities Center**, Stanford, CA
Designed visual communications for “New Student Orientation” activities.
- Asociacion Interdisciplinaria de Diseño del Espacio**, Buenos Aires, Argentina
Designed visual interface and splash introduction for the ARQ-INFAD Barcelona Exposition awards FAD 2003 website.
- El Mundo Newspaper**, Austin, TX
Designed graphics, logos for Latino-oriented newspaper, including home buying section “Suplemento Tu casa.”
- 2002–2006 **Stanford University Office of Judicial Affairs**, Stanford, CA
Created educational campaigns and art-directed production of custom illustrations by cartoonist Jorge Cham. Designed university’s first universally accessible website to facilitate access to Stanford’s academic policies.
- 2002–2003 **American Society of Mechanical Engineers, Artificial Lift R&D Council**, Austin, TX
Designed website architecture and visual interface. Supervised programming team. Site features database registration forms and forums (maintained by client).
- 2002 **Stanford University Office of Student Activities**, Stanford, CA
Designed 2003 Student Organization Handbook dustcover jacket and stationery.
- Associated Students of Stanford University**, Stanford, CA
Supported “A vision for every student” mission through campaigns, posters, postcards, flyers and T-shirt designs.
- 2002 **Stanford University Humanities Center, Gender and Globalization conference**, Stanford, CA
Created materials to enhance students’ re-examination of differences (gender, race, sexual orientation and religion).
- Stanford University Center for Latin American Studies**, Stanford, CA
Designed visuals for Visiting Prof. Luis Moreno Ocampo, Chief Prosecutor at International Criminal Court, The Hague.
- 2002 **Fobdesign**, Buenos Aires, Argentina
Conceived front-end interface layout, developed graphics for avant-garde design equipment website. fobdesign.com
- Webdefense**, Miami, FL
Created corporate identity system for Internet Security Company.
- 2001–2004 **Stanford University Lesbian Gay Bisexual Transgender Community Resources Center**, Stanford, CA
Promoted diverse community through materials for New Student Orientation packages 2001–2004.
- 2001 **Stanford University Libraries, African Library Collection**, Stanford, CA
Created collateral pieces to promote Directory of Internet resources about Africa.
- Stanford University Department of Spanish and Portuguese**, Stanford, CA
Designed collaterals promoting *Talking Heads international conference*, with speaker J.M. Baltazar Garzón—who indicted Pinochet for crimes against humanity, and was Candidate for Nobel Peace Prize.
- NAFSA: Association of International Educators**, Washington, DC
Created 40th anniversary bookmark for Community Programming Section.
- Monterey Tango Tours**, Monterey, CA
Created promotional materials to advertise educational trips to learn tango in Buenos Aires.
- Stanford University Medical Minority Alliance**, Stanford, CA
Designed logo for multiethnic medical student group at Stanford School of Medicine, targeting Hispanic, African-American, and South Asian medical students.
- 2000–2005 **Stanford University Women’s Community Center**, Stanford, CA
Positioned the center atop the ‘umbrella’ organizations during 2001–03 with new promotional materials (flyers, brochures, posters, bookmarks, direct mail, and newspaper ads) for Bell Hooks conference, International Women’s Days, Herstory 2002, Orientation 2001–04 events, Graduate Women of Color and Wellness programs.
- 2000–2001 **Stanford Daily Newspaper**, Stanford, CA
Intermission graphic editor: Re-designed entire layout of entertainment section, Vol. 237–238. Generated a visual system for creating icons and graphics for featured articles; worked with writers to match graphics with content.

PROFESSIONAL EMPLOYMENT » CONTINUED

- 2000–2001 **San José State University, MentorNet, College of Engineering**, San José, CA
Refashioned visual identity, brochures, mousepads, T-shirts. Engineering women increased participation as mentors.
- 2000 **Broadtel Wireless**, Cupertino, CA
Conceptualized and developed corporate identity, manual of style and website design for Silicon Valley start up.
- 1999 **Apostrophe**, Buenos Aires, Argentina
Associate Art Director, responsible for design and production of materials for MasterCard, Gianni Versace, Hoyts General Cinema. Prepared weekly reports and proposals. Supervised four junior designers, led creative direction and reviewed all design work to ensure quality. Served as project manager, assessing clients' marketing needs and evaluating strategies to meet their requirements.
- 1998 **Proditec Design Agency**, Buenos Aires, Argentina
Senior Graphic Designer, Conceived persuasive design (catalogs, posters, banners) for Shell, Exxon-Mobil, ampm, YPF.
- 1997 **Seragini Brand Design**, Buenos Aires, Argentina
Junior Graphic Designer, Collaborated on redesigning Georgalos' Christmas line of products. /Unilever, Nabisco.
- 1996–1997 **Mayit Printing SRL**, Buenos Aires, Argentina
Junior Graphic Designer, Generated 3D prototypes for Point-of-Sale displays (on PVC, acrylic, etc). Responsible for image editing and pre-press production. Clients: Philips, Kodak, Coca-Cola, Visa, Nabisco.
- 1995 **Clarín Newspaper**, Buenos Aires, Argentina
Junior graphic intern, Department of Infographics. Three-month internship creating graphics for news articles.

SKILLS

Multidisciplinary mindset. Strong design skills in user experience, interface and visual design. Experience working within the social impact space (field work in Latinamerica, Africa and Asia). Solid organizational skills: curious, self-starter, adaptable, able to work well under pressure in a fast-paced environment, handles competing priorities, thinks and plans at the 'big picture' level; able to communicate effectively in multi-cultural settings. Fearless ambition to positively change the world.

LANGUAGES

English / Spanish (100% bilingual proficiency), French (60% reading proficiency), Italian (50% reading proficiency)

USER-EXPERIENCE [UX] DESIGN: Design thinking methods (mapping user flow, journeys, personas/scenarios, concept creation, interviews, questionnaires, prototyping, usability testing, and accessibility evaluation)

TECHNOLOGIES

- DESIGN PREPARATION AND PRODUCTION SKILLS
- ADOBE CREATIVE SUITE (Illustrator, Photoshop, InDesign, Acrobat, After Effects) MICROSOFT OFFICE (Word, Excel, PowerPoint).
- WEB DESIGN: *FRONT-END* interface design. (HTML, CSS, Wordpress).
- 3D PRINTING: Rhino software, basic training to use Computer Numerical Control (CNC) machine.

PHOTOGRAPHY

Experienced with film & digital cameras, scanning negatives, color management of digital files and B&W darkroom training.

CONTINUING EDUCATION

WORKSHOPS, TRAINING TAKEN, CONFERENCES ATTENDED

WORKSHOPS TAKEN

- 2014 **Rethinking Design Education: Design Educators Workshop**, *AIGA Design and Business Conference*, October 22 (MODERATOR: LIZ DANZICO, PANELISTS: HELEN ARMSTRONG, ALLAN CHOCHINOV, HAAKON FASTE, CAMERON TONKINWISE)
- 2013 **Social Impact Game Design workshop**, *School of Visual Arts, Design for Social Innovation program*, July 20-27 (INSTRUCTED BY ASI BURAK AND MATT PARKER)
- 2010 **Global Health Idea Incubator Workshop**, *Unite For Sight*, New Haven, CT. October 24, 2010.
- 2009 **Service-Learning Faculty Workshop**, *University of Connecticut*, Hartford, CT. June 16, 2009.
- Kellogg Women's Leadership Workshop**, *Northwestern University*, Kellogg School of Management, Evanston, IL. April 24, 2009. (training for high-potential professional women leaders).
- 2005 **History of Books and Printing Workshop Certificate**, *Texas A&M University*, Cushing Memorial Library and Archives, College Station, TX, May 22-27, 2005.
- 2004 **Presenting Data and Information** by *Edward Tufte*, Austin, TX, October 7, 2004.
- 1998-99 **Experimental Typography Seminars**, *University of Buenos Aires*, Buenos Aires, Argentina (WORKSHOPS TAUGHT BY DAVID CARSON, P. SCOTT MAKELA, MARTIN SOLOMON, AND JORGE FRASCARA)

TRAINING TAKEN

- 2009 **Introduction to Kingian Nonviolence certification**, *University of Hartford*, Hartford, CT. June 5-6, 2009.
- 2005-06 **Teaching Series Certificates**, *University of Texas at Austin*, Instructional Innovation & Assessment, Austin, TX.
- 2005 **Training in Global Ethics and Conflict Resolution**, *University of Texas at Austin*, Professional Development & Community Engagement Program, Dept. of Communication Studies, Austin, TX.
- 2002 **Introduction to Mediation**, *County of Santa Clara*, Dispute Resolution Program Services (organized by Dean of Students Office, Stanford University and attended by invitation), Santa Clara, CA, April 12-13, 2002.

PROFESSIONAL DEVELOPMENT: CONFERENCES ATTENDANCE

- 2017 » **MEASURED Summit: Measuring the Impact of Design on Health**, School of Visual Arts, NYC, January 24, 2017 (invited).
- 2016 » **De Lange Conference X's "Humans, Machines and the Future of Work,"** Rice University, Houston TX, December 5-6, 2016.
» **Immersive Technology Conference**, University of Houston, Houston TX, November 14-16, 2016.
» **Chaos at the Museum**, Museo de La Ciudad de Buenos Aires, Buenos Aires, Argentina, November 17-20, 2016.
» **SXSW Eco Conference**, Austin Convention Center, Austin, TX, October 10-12, 2016.
» **IBM Design Thinking Workshop**, with facilitator Seth Johnson, Iron Yard, Houston, TX, August 6, 2016.
- 2015 » **AIGA Revival Design Conference** in New Orleans, LA. October 8-10, 2015.
- 2014 » **The Feast on Good Conference**, Brooklyn, NY, October 10-11, 2014.
» **A Better World By Design Conference**, Providence, RI, Sept. 29, 2014.
» **AIGA New Ventures: Intersections in Design Education**; Portland, OR, Sept. 11-13, 2014.
» **11th Global Health and Innovation Conference**, Yale University, New Haven, CT, April 12-13, 2014
» **Ashoka U 2014 Exchange**, Providence, RI. February 20-22, 2014. Led "social impact in developing countries" session.
- 2013 » **AIGA Head, Heart, Hand Design Conference** in Minneapolis, MN. October 10-12, 2013.
» **A Better World By Design Conference**, Providence, RI. September 27-29, 2013.
» **10th Global Health and Innovation Conference**, Yale, New Haven, CT, April 12-14, 2013.
» **CompostModern, Resilience**, San Francisco, CA, March 22-23, 2013.
- 2012 » **A Better World By Design Conference**, Providence, RI. September 28-30, 2012.
» **Social Good Summit**, NYC, NY. September 22-23, 2012.
- 2011 » **AIGA Pivot**, Phoenix, AZ. October 13-15, 2011.
» **A Better World By Design Conference**, Providence, RI. September 30-2, 2011.
» **8th Global Health and Innovation Conference**, Yale, New Haven, CT, April 20-21, 2011.
» **College Art Association Conference**, New York, NY, February 9-12, 2011.

PROFESSIONAL DEVELOPMENT: CONFERENCES ATTENDANCE » CONTINUED

- 2010 » *The Feast* 2010 Conference, New York, NY, October 15, 2010.
» *The Creative Time Summit: Revolutions in Public Practice*, at Cooper Union, October 9, 2010.
» *A Better World By Design* Conference, Providence, RI. October 1–3, 2010.
» *7th Global Health and Innovation* Conference, New Haven, CT, April 17–18, 2010.
- 2009 » *Multimodal approaches to learning*, Art Beyond Sight International Conference, Metropolitan Museum of Art, New York, NY, October 16–18, 2009.
» *A Better World By Design* Conference, Providence, RI, October 2–4, 2009.
» CT Outdoor & Environmental Education Association, Central Connecticut State University, New Britain, CT March 19, 2009.
» AIGA Design Education Conference, *Future History 3: 21st Century Curriculum*, Chicago, IL. March 7–8, 2009.
» College Art Association 97th Annual Conference, Los Angeles, CA.
» 11th African Business Conference, Harvard Business School, Cambridge, MA.
- 2008 » University of Texas–Pan American *Championing Human Rights* Conference, McAllen, TX. Nov 20–23, 2008.
» AIGA Design Education Conference, *Social Studies: Educating Designers in a Connected World*, Baltimore, MD. Oct 17–19, 2008.
» Mid-America College Art Association (MACAA) Biennial Conference, Herron School of Art & Design, Indianapolis, IN. Oct. 15–18, 2008.
» Multimedia Educational Resource for Learning and Online Teaching (MERLOT) 8th International Conference, Minneapolis, MN. Aug 7–10, 2008.
» *South by Southwest* Interactive Festival, Austin, TX
- 2007 » *South by Southwest* Interactive Festival, Austin, TX
» College Art Association 95th Annual Conference, New York, NY
- 2006 » *AccessU*, St Edward’s University, Austin, TX
» *South by Southwest* Interactive Festival, Austin, TX
- 2005 » Technology and Persons with Disabilities Conference, California State University at Northridge’s Center on Disabilities, Los Angeles, CA, March 2005.
» *South by Southwest* Interactive Festival, Austin, TX
- 2004 » *South by Southwest* Interactive Festival, Austin, TX
- 2002-00 » *Macworld Conference & Exposition*, Moscone Center, San Francisco, CA.