

**Carolina de Bartolo** designer / author / publisher / educator

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*Born 1966, Pennsylvania; residing in northern California since 1996.*

## Education

1989 *BFA in graphic design with honors.* Carnegie Mellon University > Pittsburgh, PA

1988 *Study abroad.* University of Georgia Summer Program > Cortona, Italy

1992 *Teaching Certification, TESOL.* New School University (formerly The New School for Social Research) > New York, NY

1993 *Graduate studies in anthropology and linguistics.* City University of New York Graduate Center > New York, NY

## Honors awarded by Carnegie Mellon University

1989 Vira I. Heinz Award, merit-based scholarship for study abroad

## Teaching Experience

2000–present *Adjunct Faculty* Academy of Art University > San Francisco, CA

1993–1996 *English Language Program Director* The Mexican Cultural Institute > New York, NY

## Employment

101 Editions > San Anselmo, CA

2011–present *Founder / CEO* 101 Editions is the publisher of the award-winning book, *Explorations in Typography: Mastering the Art of Fine Typesetting*, and its iOS companion app. The company also offers full-service creative direction, specializing in contract publishing and typographic consulting.

Academy of Art University > San Francisco, CA

2000–present *Adjunct Faculty* Regularly teach both on-campus and online classes. Currently teaching advanced typography and design history. Also serving as advisor for 11 MFA thesis projects. Taught all levels of typography, senior portfolio and general graphic design courses. Authored multiple BFA and MFA online courses including typography, design history and portfolio. Developed all new materials and coursework for a 15-week on-campus course on grids. Regularly serve on MFA thesis review committees.

AIGA > San Francisco, CA

2005–2009 *Design History chairperson, SF chapter* Founded the AIGA SF Design Library (over 300 volumes). Arranged for the SF premieres of Gary Hustwit's films *Helvetica* and *Objectified*. Arranged for the SF exhibit of FontShop's "FiFfteen," a traveling show that celebrated the 15th anniversary of the FontFont type library and FUSE magazine.

AIGA > National

2006–2008 *Design Educators Steering Committee* Served as managing editor of the "Design: Education" newsletter. Co-authored the "AIGA Guide to Internships."

The Mexican Cultural Institute, Mexican Embassy > New York, NY

1993–1996 *English Language Program Director* Developed and directed all educational and operational aspects of the Institute's free ESL program. Planned multiple levels of English as a Second Language curricula and trained instructors.

Two Twelve Associates > New York, NY

1990–1991 *Designer* Worked on the Citibank banking machine user-interface design team. Integrated new features into the existing UI design to add more customer functions and adapted screens for numerous localizations. Designed multiple slideshow presentations for high-level executives who introduced this (then new) touchscreen banking technology to Citibank branches all around the world.

Siegel & Gale > New York, NY

1989–1990 *Designer, Simplified Communications Department* Designed statements and forms for financial institutions and department stores in close collaboration with a technical writer.

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## Speaking Engagements

### Conferences

- 2003 *ATypI Vancouver, Canada* Online Typography Education presentation
- 2011 *ATypI Reykjavik, Iceland* Explorations in Typography presentation
- 2011 *TypeCon New Orleans, LA* Explorations in Typography presentation
- 2012 *TYPO San Francisco, CA* Explorations in Typography workshop
- 2015 *TYPO San Francisco, CA* Timeless Principles of Good Design presentation

### Other

- 2011 *DesignChat, online video conference* Interview
- 2011 *West Coast Live, radio show* Interview
- 2012 *Swissnex, San Francisco, CA* To Explore is To Love presentation
- 2012 *Designers & Geeks meetup, San Francisco, CA* Typography Matters presentation
- 2012 + 2014 *General Assembly, San Francisco, CA* multiple Introduction to Typography workshops
- 2015 *Parisoma, San Francisco, CA* Visual Design for Non-Designers evening course

## Design Competition Juries

- 2013 *California Polytechnic University, San Luis Obispo, CA* student show judging committee member
- 2015 *Adobe MakeReady FontBake, San Francisco, CA* event judging committee member
- 2015 *Communication Arts Typography Annual* typography annual 2016 jury member

## Published Writing

- Explorations in Typography: Mastering the Art of Fine Typesetting* published in 2011 by 101 Editions, LLC
- Typographica.org* regular contributor to “Our Favorite Typefaces” annual typeface reviews since 2011
- The Designer’s Review of Books* Multiple book reviews for design-minded readers since 2010
- Felt & Wire* “Exploring typography: Behind the scenes with author and educator Carolina de Bartolo” published in 2011

## Recognition

### Students’ Work

- 2008 Adobe Design Achievement Awards, Print Communications, multiple semifinalists
- 2008 *I.D. magazine* student design competition, “Best of Category” winner
- 2009 Adobe Design Achievement Awards, Print Communications, honorable mention
- 2009 Multiple book design projects selected for inclusion in *Typeface: Classic Typography for Contemporary Design*, by Tamy Riggs
- 2010 Adobe Design Achievement Awards, Print Communications, category winner
- 2010 Type Director’s Club, TDC no.56, winner
- 2011 Adobe Design Achievement Awards, Print Communications, category winner
- 2014 Adobe Design Achievement Awards, Print Communications, semifinalist

### My Work

- 2011 AIGA 50 Books/50 Covers, winner
- 2011 Type Director’s Club no.58, winner
- 2011 Awwwards.com (for design, creativity and innovation on the internet), site of the day
- 2012 *I.D. magazine* Annual Design Review, honorable mention
- 2012 *Print magazine* Color in Design Awards, winner
- 2013 FPO Awards, honorable mention
- 2013 *Print magazine* Regional Design Annual, winner