

Carolina de Bartolo *creative director + branding + product + design systems*

tel +1 415 246 8334 email carode@me.com website carolinadebartolo.com social @carodebartolo

Work experience

Brandcast → San Francisco, CA

2019–2020 *Creative Director* Led a strategic rebrand of the company, including a completely new dot com and online brand guidelines documenting the entire visual design system. Created and maintained the company's first-ever template gallery. Developed sales enablement materials such as sales portals, one-pagers, and pitch decks. Developed marketing materials including landing pages, blog posts, event sites, newsletters, and social media advertisements. Assisted with UI/UX, user testing, onboarding videos, and copywriting. Mentored our junior designers and coordinated the work of freelance designers and videographers. Told jokes at kickoff. (Brandcast is a PaaS, a no-code website creation platform for enterprise.)

Designlab → remote @ trydesignlab.com

2015–present *UX Academy (bootcamp) mentor* Mentoring of career-switchers to help them navigate the transition into the design profession. Subjects range from basic visual design principles and practices such as typography, grids, and color to advanced design thinking practices, strategy, product and UI/UX design, as well as user research and testing.

Academy of Art University → San Francisco, CA

2000–2020 *Adjunct Faculty* Taught a variety of subjects including UI/UX, branding, app design, design thinking, typography, design history, thesis development, and portfolio in both graduate and undergraduate programs. Offered direction, editing, copywriting, and mentoring for multiple award-winning MFA thesis projects. Developed curricula and was a subject matter expert for multiple online courses in graphic and web design. Served on MFA thesis review committees.

101 Editions, LLC → San Anselmo, CA

2011–present *Founder + Creative Director* Independent publisher of the award-winning textbook, *Explorations in Typography*, now in its second edition in paperback. Also offering full-service creative direction for myriad visual design projects including branding and book design.

Two Twelve Associates → New York, NY

1990–1991 *Designer* Worked on the team designing the Citibank banking machine user-interface. Integrated new features into the existing UI design to add more customer functions and adapted the UI for numerous localizations. Designed multiple slide presentations for C-suite executives who were introducing 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.

Education

1989 *BEA in graphic design with honors.* Carnegie Mellon University → Pittsburgh, PA
winner of the Vira I. Heinz Award, a merit-based scholarship for study abroad awarded by Carnegie Mellon University

Additional education

1988 *Summer study abroad.* University of Georgia Summer Program → Cortona, Italy
1992 *Teaching Certification, English as a Second Language.* 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 (CUNY) Graduate Center → New York, NY
2000–2010 *Personal enrichment courses (17) including advertising copywriting, typeface design, fashion history, music appreciation, textiles, cosmetic and fragrance marketing, history of film, and history of photography.* Academy of Art University → San Francisco, CA

AIGA experience

2006–2008 *Design Educators Steering Committee* Managing editor of “Design: Education” newsletter. Co-author of “AIGA Guide to Internships.”
2005–2009 *Design History chairperson, SF chapter* Founded the AIGA SF Design Library (300+ volumes). Planned events and a gallery exhibit.
2003–present *member, SF chapter* Volunteer at events. Lead public workshops. Mentor young designers.

Carolina de Bartolo *creative director + branding + product + design systems*

tel +1 415 246 8334 email carode@me.com website carolinadebartolo.com social @carodebartolo

Selected speaking engagements

ATypI Conference 2003 + 2011

TypeCon 2011 + 2017 + 2018 + 2019

TYPO SF Conference 2012 + 2015

AIGA SF Design Week 2018 + 2019 + 2020 Explorations in Typography workshops

VMA Re:Think Conference 2016 "Timeless Principles of Good Design" presentation

General Assembly 2012 + 2014 "Introduction to Typography" workshops

West Coast Live, radio show 2011 Interview

Counting the Cost, Al Jazeera English TV network 2016 interviewed as part of a Silicon Valley Global Entrepreneurship Summit story

Design competition jurorships

2013 *California Polytechnic University, San Luis Obispo, CA* student show jury member

2013 *TypeCon, Portland, OR* TypeCon Catalyst Award jury member

2015 *Adobe MakeReady FontBake, San Francisco, CA* live event judging

2015 *Communication Arts Typography Annual* typography annual 2016 jury member

Selected writing

Explorations in Typography first edition published in 2011, second edition in 2016, paperback in 2019

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

Selected awards + recognition

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 winner

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

2015 AIGA 50 Books/50 Covers, winner

2016 AIGA 50 Books/50 Covers, winner

2016 Type Director's Club no.63, winner

My students' work

2008 Adobe Design Achievement Awards, multiple semifinalists

2008 *I.D. magazine* student design competition, "Best of Category" winner

2009 Adobe Design Achievement Awards, honorable mention

2009 Multiple book design projects selected for inclusion in *Typeface: Classic Typography for Contemporary Design*, by Tamyie Riggs

2010 Adobe Design Achievement Awards, category winner

2010 Type Director's Club, TDC no.56, winner

2011 Adobe Design Achievement Awards, category winner

2014 Adobe Design Achievement Awards, semifinalist

2018 Adobe Design Achievement Awards, semifinalist

2018 Communication Arts magazine, Interactive Annual, winner

2019 Adobe Design Achievement Awards, semifinalist