



# RICARDO RODRIGUEZ

Visual Designer & Artist • Illustrator • Cultural Organizer

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## EDUCATION

### BFA in Emerging Media, Graphic Design & Illustration

University of Central Florida • Orlando, FL • Class of 2016

Awards: AIGA Orlando Mentorship Exhibition, *Best Presentation*

## EXPERIENCE

**IXHUI Studios** • Remote (Based in Durham, NC) • 2016–Present

### Founder • Visual Designer & Artist, Illustrator, Cultural Organizer

- Design and direct visual systems and illustrations for national and local campaigns and organizations: ACLU, El Pueblo NC, Poor People's Campaign, etc.
- Collaborate with non-profit, university, union, and government organizations on cultural campaigns: Latinos in the South, SEIU, FLOC AFL-CIO, Kairos Center, City of Durham, etc.
- Facilitated cultural events and workshops for over 20 regional organizations: Raise Up NC, SpiritHouse South, Forward Justice, Latino Commission on AIDS etc.
- Mobilized community members for political and cultural campaigns through cultural organizing practices and visual communication
- Fundraised and allocated over \$20,000 in funds and resources for sponsorships, scholarships for undocumented youth, and local cultural project initiatives

**Village of Wisdom** • Remote (Based in Durham, NC) • Oct. 2025–Feb. 2026

### Black Genius Festival Lead Designer

- Created and executed festival wayfinding system, stage treatments, exhibition worlds
- Consulted and assisted with exhibition designs and development of over 24 organizations
- Supervised fabricators on executing sculptural designs and visual systems

**Scalawag Magazine** • Remote (U.S. Southern Region) • Oct. 2023–Sept. 2025

### Visual Editor

- Created illustrations and designs interpreting multiple long and short-form articles on a weekly basis
- Worked on updating in-house brand guidelines for various serial publications
- Assisted art director and editor with extensive research for branding updates to be executed across digital and print platforms
- Used HTML5, CSS3, and other front-end development for website archive updates

**Poder NC Action** • North Carolina, Statewide • May 2020–Sept. 2022

### Cultural Organizer

- Designed, researched, and front-end developed mutual aid distribution websites and COVID-19 education campaigns for undocumented families, distributing over \$100,000 across North Carolina
- Crafted culturally competent bilingual voter registration and education materials for web and print
- Drafted and facilitated a Tech & Media Fellowship for undocumented and Latine students, coordinating a network of artists and media experts to lead workshops on media programs, cultural studies, and political education
- Guided Latine communities through civic engagement on federal and local elections via visual communication materials and events

**thoughtbot, inc.** • Raleigh, NC • Aug 2018–Nov. 2018

### Visual Designer, Front-End Developer

- Co-facilitated Design Sprints for clients in pharmaceutical and healthcare products in Raleigh, San Francisco, and New York City
- Built and optimized UI design systems for web and mobile products

**UCF College of Undergraduate Studies** • Orlando, FL • May 2016–May 2017

### In-House Designer

- Developed and maintained design systems for 11 undergraduate departments
- Assisted and consulted with department leads on visual design system

## LEADERSHIP & ACTIVITIES

- **SpiritHouse South Harm Free Zone Cohort** • 2025 • Durham, NC
- **Pupusas for Education Board Member** • 2024–Present • Durham, NC
- **Interviewed for book, *Nuyorican and Diasporican Visual Art*** • 2024 • Orlando, FL
- **Chicanxs Sin Fronteras Conference Attendee** • 2024 • Mexico City, MX
- **City of Durham Office on Youth Leadership Fund Adviser** • 2023 • Durham, NC
- **Poor People's Campaign Cultural Organizer** • 2018–2023 • National
- **AIGA Raleigh, Director of Design for Good** • 2017–2022 • Durham, NC