



OLIVER ARELLANO PADILLA

I am a Visual Designer and Design Strategist with 10+ years of experience developing branding, media content and user experience for governments, political parties, businesses, individuals and NGO's in the United States, Latin America and Europe. My work brings together human-centered design, ethnographic research, political analysis, systems thinking, and business development for meaningful results. Fluent in English and Spanish.

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Education

Parsons School of Design

2016 – 2018

New York, USA

MFA in Transdisciplinary Design

Dissertation: "Populist Design; Unpacking a political theory through the lens of design"

Universidad de Monterrey

2002 – 2007

Monterrey, México

BFA in Graphic Design and Communications

Dissertation: "Research and Branding Medicine and Pharmaceutical Products"

UNAM

2014

DF, México

Film Direction and Film History, Seminars.

CENTRO

2012 – 2013

DF, México

Branding diploma.

Fellowships & Recognitions

AIGA, *the professional association for design.*

2018

New York, NY

Selected by AIGA Design for democracy "Building Community Power" to activate voters to engage in the democratic process.

Parsons School of Design

2016

New York, NY

Dean's Scholarship.

Salzburg Global Seminar

2013

Salzburg, Austria

Salzburg Academy on Media Literacy and Global Change.

The Washington Center

2009

Washington, DC

Fully funded fellowship for participating in The Washington Center for Internships and Academic Seminars.

Teaching and Research

Parsons School of Design

Fall 2018

Adjunct Professor

Course: Senior Project Capstone Two

Fall 2017

Teaching Assitant

Communications designer for Professor Andrew Shea research project "Sound Of The Mound".



Experience

Adjunct Professor and Researcher

2006 – 2018

Parsons School of Design

While pursuing my MFA in Transdisciplinary Design at Parsons, my academic research explored subjects such as decolonization, sustainability, politics, A.I., and futurism. My interest in categories of objects and on the emergence of new political identities, led me to write articles that brought together affection toward cultural objects and socio-political shifts through the lens of design. For my thesis, I suggested populism as a logic for design and analyzed the populist aesthetics in architecture, fashion, and objects in the US over the last century.

Co-Founder and Art Director

2011 – 2016

Pragmática

Among other projects, Pragmática designed the brand of an emerging political party in Mexico, and directed its implementation and communication strategy across different media and digital platforms. We also worked with the *Comisión Nacional para el Desarrollo de los Pueblos Indígenas*, a branch of Mexico's Federal Government dedicated to the protection of indigenous people, for which we developed a visual identity, brand strategy and, later on, I collaborated with them on editorial projects by creating content and policies with a focus on cultural production. Lastly, for two consecutive administrations, we created the identity and brand guidelines, including peripherals, for Hidalgo's state government. Through my strong leadership skills, these projects grew into a long-lasting work relationships.

Each and every one of our projects were highly successful: first, the political party participated in the 2016 and 2018 elections and reached a greater audience. They thus achieved their primary goal of maintaining status and registration as a political party. Second, our work for the federal government employed a participatory approach that also reached different audiences by placing the indigenous communities on the national agenda and social networks. The user numbers tripled and the promotion of diversity-based programs benefited more people than ever before. Lastly, for the Hidalgo's state government, we developed the new brand "Hidalgo grows with you", which was immensely successful.

Communications and Creative Designer

2009 – 2011

Electionmall Tech

The work I initially performed as an intern, evolved into making me the creative director of the company. During this period, I learned about the importance and implications of the Internet when used in politics to reach citizens and seek public engagement. Here, I developed approximately 50 websites for both government officials and organizations that ranged from local representatives in the US to presidential campaign websites and social network communication strategies in countries such as Colombia (where the company managed to establish satellite offices), Ireland, and Brazil. Participating in the design of the European Union congress website was among my most significant challenges because, first, its original website contained a large amount of sensitive information, and second, we sought usability as the ultimate goal.

The Colombian presidential campaign had favorable effects, to mention a couple are reverting original predictions and revealing the Internet's key role in Latin American politics for the first time. In Ireland, the campaign produced similar results: our website's new look successfully restored voters' trust, attracted younger people, and led to winning the elections. Lastly, with the Brazilian campaign we learned substantially about epistemologies from the South and the importance of social diversity and its different relations with technology.

Junior Graphic Designer

2005 – 2008

Danilo Black

Here, I created the editorial design for the newspaper Excelsior, winner of SND 2007 for best newspaper design. As a junior designer, I also lead the work for the Spring/Summer catalog for Coppel, one of Mexico's biggest department stores. From this catalogue arose the opportunity to develop brand visuals, and collateral design pieces for the government state of Veracruz, which, to this day, is one of the most prominent examples of local government branding in Latin America.