

XIMENA

Ximena Amaya
Graphic Designer

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ximena.works

EXPERTISE

Design

Strong knowledge of typography, identity design, motion design, editorial design, creative coding

Software

Strong working knowledge of Adobe Suite
Familiar with Cinema 4D, Blender, Processing, Runway ML

Craft

Drawing, ceramics/pottery

Languages

Spanish – Native
English – Bilingual proficiency
French – Limited proficiency

EDUCATION

09.2018 – 08.2022

ArtCenter College of Design, Pasadena, CA
Bachelor of Fine Arts in Graphic Design

02.2018 – 06.2018

Bau, Centro Universitario de Diseño de Barcelona, Barcelona, Spain
Illustration Certification

02.2018 – 06.2018

Barcelona Academy of Art, Barcelona, Spain
Art History Certification

02.2016 – 12.2018

CENTRO. Diseño, Cine y Televisión, Mexico City, Mexico
Bachelor of Fine Arts in Graphic Design

EXPERIENCE

08.2019 – Present: Freelance work

I work on freelance projects that include clients from Los Angeles and Mexico City. These projects range from book design including *Russel and Mary Wright: Dragon Rock at Manitoga* to social media content for fashion brands like *Naas Jewelry* in Mexico

05.2019 – Present: Social Media, Graphic and Exhibition Design Intern

Hoffmitz Milken Center for Typography (HMCT), Pasadena, CA
I manage HMCT's Social Media account, produce content, help with graphic design tasks and assist the exhibition designer, Lavinia Lascaris, with design and installation

03.2021 – Present: Typography Fellow

Hoffmitz Milken Center for Typography (HMCT), Pasadena, CA
I work with HMCT's team and the participants of the Typographers-in-Residence program from 2022. Assisting with research, translation and the design of a documentation catalog for the program

09.2021 – 04.2022: Graphic Design Intern

Pentagram Design, New York, NY
I worked on Natasha Jen's team in a variety of projects and tasks, which included research, sketching, motion, 3D rendering. I worked on the exhibition design for *Reset! Towards New Commons* hosted by Center for Architecture (CFA) in NYC

05.2019 – 08.2019: Exhibition Design Assistant

Plan B: Spirit of the Bauhaus, Berlin, Germany and Los Angeles, CA
This program celebrated the centenary of the Bauhaus with a study abroad in Berlin and an exhibition in Los Angeles, where I was part of the exhibition design team along side Simon Johnston, Carolina Trigo, Lavinia Lascaris and Andrew Bernard

05.2019 – 05.2021: Teaching Assistant

ArtCenter College of Design, Pasadena, CA
Teaching Assistant for Professor Simon Johnston in his classes Type 3 and Information Design

RECOGNITION

2022 Hoffmitz Milken Center for Typography (HMCT)
Hispanic Women of Typography Award

2021 The Type Directors Club (TDC)
Beatrice Warde Scholarship Winner

2020 Hoffmitz Milken Center for Typography (HMCT)
Student Award for Excellence in Typography

2020 The Type Directors Club (TDC)
Winner Communication Design: Plan B: Spirit of The Bauhaus exhibition