

ALEJANDRO QUINTO

aka Alex Quinto

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Graphics fabricator, content maker, interactions instigator; probing the reaches of design to bring new products and experiences to life.

WHERE I'VE WORKED

Independent consultant. 2009-present.

I currently provide design services as a consultant to small companies and organizations.

Work Worth Doing. Toronto, ON, Canada.

Partner, Designer. January 2004 – July 2008.

Co-founder and lead designer of various projects at Work Worth Doing, a design studio working on social and environmental projects at the intersection of business, government, and citizen sectors. My experience at Work Worth Doing has involved research, scenario planning, visualization, graphic design, project coordination, implementing group workshops in a community project, contributing with the design and development of an award-winning net-zero energy home retrofit, contributing with the studio's business development, and carrying out a research project on design methods for sustainability issues.

North Carolina State University. Raleigh, NC, U.S.

Designer-in-residence. January – May, 2007.

Developed class curriculum and taught two graphic design courses to undergraduate and graduate level students. The focus of my classes was on research-based design projects, and typography. The research for one of my classes was about North American studies. The result of the students' projects were presented at the North American Triumvirate (a North American parliamentary simulation) hosted at the Inter-American Development Bank in Washington, D.C. in 2007.

LAR/Fernando Romero. Mexico City, Mexico.

Collaborator. 2005 – 2006; 2010-current.

In 2005, I was invited to direct a project called Hyperborder, a publication dealing with current and future possibilities of U.S.-Mexico relations and their impact on the binational border region. My role included design direction, research, and project management. The bi-national team at the Laboratory of Architecture was interdisciplinary and worked with different research centers in the United States and Mexico. Other roles at the office included design consulting for visual presentations of architectural contests.

Institute without Boundaries / Bruce Mau Design Inc., Toronto, ON, Canada.

Designer. 2003 – 2004.

As part of this post-graduate design program, I worked on research, prototyping, design and development of a multi-part public project titled Massive Change, which included an exhibition, book, website, product line, project sponsorship, and public programs. The program was hosted by Bruce Mau Design. I was part of an inter-disciplinary team, and being the only designer, I was involved in the development of all aspects of the project, but mostly website, publication, and exhibition development.

Walker Art Center, Minneapolis, MN., U.S.

Design Fellow. 2001 – 2002.

My role as graphic designer included designing exhibitions and periodical materials for the film, performing arts, visual arts, marketing, and education departments of the Walker. I produced a range of printed projects: exhibition guides, invitations, brochures, calendar of events, booklets, banners, and marketing materials as well as online projects and motion graphics for public lectures. Working with the museum's curators, I designed the exhibition graphics and printed materials for the Walker Art Center's permanent collection, developed an online/print identity for mnaristts.org, Minnesota's biggest art organization, and developed projects for the American Institute of Graphic Arts (AIGA) state and national chapters.

WHAT I CAN DO

Graphics

- **Graphic design** (Strong typographic skills in print and online)

Content

- **Scenario planning** (trend mapping, scenarios that use abductive thinking)
- **Research** (quantitative and qualitative methods, research analysis)

Interaction

- **Visualization** (prototyping of narratives, experiences, and concepts in 2D, 3D, and motion)
- **Web programming** (PHP/MySQL, HTML, Actionscript)

Other skills

- **Project management** (team coordination, and planning tools)
- **Group workshops** (design of charrettes and workshops)
- **Efficient use of design software** (InDesign, Photoshop, Illustrator, Flash, After Effects, Premiere)

WHERE I'VE STUDIED

Institute without Boundaries / Bruce Mau Design Inc.

Toronto, Canada. 2003 – 2004.

Diploma. Post-graduate design program.

I was part of the inaugural one-year Post-graduate Design program hosted at the Bruce Mau Design studio in Toronto in collaboration with the School of Design, George Brown - The Toronto City College. The focus of the program is to go beyond the tidy disciplines of specialization and engage directly with the world. The learning approach is called 'Learn by Doing', a design process based on research, concept development, prototyping, interdisciplinary design, and effective communication.

Minneapolis College of Art and Design (MCAD).

Minneapolis, MN., U.S. 1997 – 2001.

BFA in Interactive Multimedia with emphasis in Graphic Design.

A four-year bachelor's program where I focused on interactive media and graphic design for print and web as well as methodologies for graphic design. Learning Art and Design history and Cultural Studies was part of my education.

University of Brighton.

Brighton, England. 1998 – 1999.

One year studies in Graphic Design focused on design thinking and graphic design methods.

WHERE I'VE SPOKEN

Changing the Change conference. Turin, Italy. 2008.
Walker Art Center. Minneapolis, MN. 2008.
North American Triumvirate. Inter-American
Development Bank. Washington, DC. 2007.
North Carolina State University, Graphic Design
Department. Raleigh, NC. 2007.
Starbucks Global Creative Group. Starbucks.
Seattle, WA. 2006.
Icograda Design Week. Defining Design on a
Changing Planet. Seattle. July 2006.
Era05. World Design Congress. Copenhagen,
Denmark. 2005.
University of Toronto, Faculty of Political Science.
Toronto, ON. 2005.
Home and Interior Design Show. Calgary, AB. 2005.
The Powerplant Gallery, Toronto. 2005.
The Ontario College of Art and Design. 2005, 07, 08.
The School of Design. George Brown - Toronto City
College. 2004
AIGA National conference. The Power of Design.
Vancouver. 2004.

FEATURED WORK IN PUBLICATIONS

(Articles, projects, and features)

Dwell. July, 2004. July, 2008.
STEP Inside Design. January – February, 2008.
Metropolis. December, 2007.
Task Newsletter #1. 2007.
*Hyperborder: The Contemporary U.S.-Mexico Border
and Its Future*. Princeton Architectural Press.
November, 2007.
IDEA No. 324: August, 2007. 332: January, 2009.
Design Edge. July, 2007.
Mandagmorgen, Denmark. 2005.
Fashion, Canada. May, 2005.
Area. Phaidon Press. October, 2003.
Designers' Workshop, Japan. June, 2003.
La Biennale di Venezia. 50 International Art
Exhibition catalogue. Summer, 2003.
Creative Review (DVD). December, 2000.
:output. Germany. Fall 2000; Fall 01.

FEATURED WORK IN EXHIBITIONS

(contributor or co-designer of exhibitions).

Exposición Cambia.

Universidad Autónoma de México. Mexico City, 2010.

Second Poli/Graphic Triennial of San Juan, Latinamerica, and the Caribbean.

San Juan, Puerto Rico. 2009.

Too Perfect: Seven New Denmarks.

Design installation: What if Greenland was Africa's Water Fountain?

The Powerplant, Toronto, Canada
Venice Architecture Biennale, Venice, Italy
Danish Architecture Center, Copenhagen, Denmark
September-November, 2004

Massive Change. The Future of Global Design. Energy and Living Economies exhibition rooms

The Vancouver Art Gallery. 2004.
Art Gallery of Ontario, Toronto. 2005.
Museum of Contemporary Art, Chicago. 2006.

Utopia Station.

La Biennale di Venezia. Venice, Italy. 2003.

DigiFest. Digital Cities.

Design Exchange Museum. Toronto, Canada. 2003.

Design Now – Graphics exhibition.

Design Museum, London, England. 2002.