




ANDREA SYBELLE ACEVEDO
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EXPERIENCE

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- '09 SELFRIDGES & CO., LONDON: *conceptual branding*
Worked on a conceptual branding project for a major department of Selfridges.
 - '09 SELFRIDGES & CO., LONDON: *installation design*
Collaborated on a project to design an installation in the atrium space as the interior centerpiece of the Oxford Street store's Centenary celebration.
 - '08 SOUTHBANK CENTRE, LONDON: *environmental design*
Developed and implemented spatial designs for the Learning & Participation Department's new location at the Royal Festival Hall called the Spirit Level.
 - '08 RALPH APPELBAUM ASSOCIATES, LONDON: *design placement*
Worked on several museum projects looking at wayfinding and colour consultation. Produced a proposal and designs for a wayfinding system at the Royal Albert Memorial Museum in Exeter.
 - '08 THIS CONSTANT CRACKING OF THE SURFACE, LONDON: *curator*
Managed a group of 57 artists showcasing works-in-progress at the Oxo Tower Bargehouse in London. Organized all details pertaining to the show. Designed look-and-feel as well as all collateral materials.
 - '02-'07 OFFICE OF BUSINESS DEVELOPMENT, CITY OF BOSTON: *graphic designer*
Responsible for all graphic design output of the Office of Business Development including marketing collateral, reports, invitations, ads and presentations to support and market OBD programs. Collaborated with architects and the Boston Redevelopment Authority to design sign systems for businesses and neighborhoods in the Boston Main Streets and ReStore Boston programs. Projects included environmental branding and design of wayfinding systems and commercial signage.

EDUCATION

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- '07-'09 CENTRAL SAINT MARTINS COLLEGE OF ART & DESIGN
M.A. Creative Practice for Narrative Environments
 - '98-'02 BOSTON UNIVERSITY, COLLEGE OF FINE ARTS
B.F.A. Graphic Design
Included courses in printmaking, photography, 3D computer modeling, animation and a concentration in art history and advertising.
 - '06-'07 MASSACHUSETTS COLLEGE OF ART, SCHOOL OF THE MUSEUM OF FINE ARTS, BOSTON ARCHITECTURAL COLLEGE
Completed full-credit courses in bookbinding, letterpress, silkscreen printing and introduction to architecture.

EXHIBITIONS

- '09 LONDON DESIGN FESTIVAL: *"Up All Night"*
- '09 CENTRAL SAINT MARTINS DEGREE SHOW: *narrative environments*
(collaborated in designing show concept, catalogue, and organising show build)

SKILLS

SOFTWARE:

Adobe Creative Suite 4 Design Programs, Microsoft Office, Keynote, Quark Xpress 6.1, SketchUp

OTHER:

Design research and management, collaboration, working with public entities, working within the urban community, materials knowledge, illustration, photography

