

Abraham Garcia | Interdisciplinary Designer and Educator

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Professional Summary

An interdisciplinary designer, artist, and educator with expertise spanning visual arts, creative technology, interactive media, and multimedia storytelling. Combines strategic vision with hands-on craftsmanship to create impactful, cross-disciplinary projects while mentoring emerging artists and designers. Adept at applying design methodologies for holistic problem-solving and leveraging both traditional techniques and emerging technologies. Committed to advancing design education through innovative, collaborative approaches that prepare students for evolving creative industries.

Education

Maryland Institute College of Art (MICA) | Master of Fine Arts (MFA): Graphic Design

Baltimore, MD

2010-2012

The University of Texas Health Science Center | Certificate in Public Health

Austin, TX

2006

The University of Texas at | Bachelor of Science (BS), Human Biology

Austin, TX

2000-2005

Awards and Highlights

- **Design, writing, and research featured in “Type on Screen” by Ellen Lupton:** Completed at Maryland Institute College of Art (MICA).
- **AIGA50 Award for Investigative Film Festival:** Branding and design for Double Exposure: Investigative Film Festival.
- **Core77 Design Award** for exhibition design for “Up from the People: Protest and Change in DC” at the MLK Library in DC.
- **Core77 Design Award for “Status Update,” a Baltimore City Health Department public health campaign.**
- **DC/DOX Brand and Digital Design:** Led an integrated effort with festival founders to launch a culturally significant brand and documentary film institution in Washington, DC.
- **Congressional Record 2024:** Creative direction and design for a pioneering music event hosted at the United States Capitol, which included bipartisan musical performances from sitting members of Congress.

Teaching Experience

George Mason University | Professor, Adjunct

Fairfax, VA

January 2016 – May 2016

Developed cutting-edge web design and UX/UI classes & workshops, integrating industry best practices.

- Designed and taught courses on Web Design, Usability, and UX/UI principles.
- Created interdisciplinary curricula connecting theory, history, and contemporary digital practices.
- Led workshops on HTML, CSS, JavaScript, version control, iterative design, and more.

Maryland Institute College of Art (MICA) | Graduate Assistant

Baltimore, MD

August 2010 – December 2011

Supported course development and led weekly studio discussion sessions on design principles, theory, and techniques

- Conducted lectures and prepared lessons as the Design for Advertising and Electronic Media and Culture graduate assistant.
- Acquired a Design Teaching certificate through coursework and practice focused on pedagogy, theory, design thinking methods, and research.

Volunteer and Community Experience

James Island Arts Council | Communications Officer and Designer

Charleston, SC

2018 – 2020

Communications and design for a local non-profit arts council in James Island, South Carolina.

- Standardized brand identity, marketing, and design for a non-profit community arts council.

- Created and managed campaigns for community initiatives, including an annual art auction in coordination with area middle and high schools. Student art was exhibited and auctioned alongside established sea island artists.

Exhibitions and Fellowship

Redux Contemporary Art Center | Studio Artist

Charleston, SC

October 2018 – September 2021

- Showcased motion graphics, risograph posters, and zines. Final pieces sold at the yearly studio artist gala.
- Participated in regular Open Studio events, inviting the public to engage with the creative process, fostering community connections, and creating opportunities for art sales and networking

Center for Design Practice | Design Fellow

Baltimore, MD

August 2011 – December 2011

- Led digital and interactive design for an award-winning Baltimore City Health Department health marketing campaign.
- Conducted user research by attending and documenting Baltimore Ballroom scene events.
- Participated in a panel discussion at Johns Hopkins University to evaluate the collaboration with the city and discuss campaign impact and the role of design in public health.

Professional Experience

Workhorse | Founder, Design Director, Partner

Washington, DC & Charleston, SC

April 2014 - Present

Founded an award-winning graphic design studio in the nation's capital, focused on interdisciplinary design and expert collaboration. Focus on brand strategy and creative execution across identity, content, and digital systems.

Client Types Served

- **Lifestyle & Consumer** Priori Skincare, Divine Chocolate, Boodywear, Epic Curing, Grubb's Pharmacy
- **Government and Institutions** DC Public Library, Eastern Market Mainstreet, Crystal City BID
- **Non-Profit and Advocacy Org** National Children's Hospital, Giffords, ADL, National Domestic Worker's Alliance

Brand Strategy and Design Studio Operations

- Launched Workhorse with a pioneering distributed talent model, leveraging a network of elite specialists.
- **Engineered strategic merger in 2018**, creating a comprehensive digital marketing and social media agency.
- Positioned Workhorse as a key collaborator during the 2020 pandemic, guiding clients in digital transformation.

Web Development & Technical Implementation

- **Designed and developed interactive websites, applications, and exhibitions across multiple mediums and ecosystems**, combining no-code tools, CMS frameworks, and hand-coded solutions to explore the intersections of design, technology, and storytelling.
- **Led digital transformation for advocacy organizations** including Giffords, ADL, and the American Immigration Council, converting their traditional galas and events into professionally produced online experiences that maintained donor engagement during the 2020 pandemic.

Selected Highlights

- **Led exhibition design for "Up From the People: Protest and Change in DC"**, a permanent installation at the MLK Library developed in collaboration with DC Public Library, local activists, and architects. Awarded by Core77 for Design for Social Impact.
- Directed brand identity and campaigns for Double Exposure and DC DOX film festivals, recognized by AIGA50 and Core77.
- **Directed social media and digital marketing strategy and design for The National Women's History Museum**, the world's largest online cultural institution dedicated to the history and contributions of women to the American story.

Bloompop | Designer, Frontend Developer

Washington, DC

April 2013 – April 2014

Brand building, product design, and marketing for seed-stage e-commerce startup.

- Designed and developed an integrated brand, product, and content system from zero to launch for a floral business startup based out of the 1776 incubator in Washington, DC.

- **Created the viral “My Fake Valentine” campaign**, leveraging product features to drive national press and brand recognition (NPR, The Washington Post).

Genius (Rap Genius) | Designer

Brooklyn, NY

August 2012 – December 2012

Joined the founding team during Series A growth to help shape a brand at the forefront of culture and technology.

- **Led early product and brand design** as Genius evolved from a niche lyrics site into the internet’s annotation platform.
- **Collaborated with artists and creative partners to develop viral content** and branded experiences that fueled viral moments and cultural relevance.

Crispin Porter + Bogusky | Design Intern

Boulder, CO

Summer 2011

Design on a fast-paced creative team at a top-tier agency, contributing to high-profile work for Microsoft, AmEx, and Kraft.

- **Shaped visual concepts for large brands and enterprise products** like Microsoft’s Windows 8 pitch that helped win the account and industry recognition.
- **Developed branded campaign ideas and collateral for American Express’s Small Business Saturday**, which received the Grand Effie and became a national shopping event.

Innovative Solutions International | Designer

Rosslyn, VA

July 2009 – July 2010

Design and strategy for the Federal Aviation Administration (FAA) and other transportation agencies and initiatives.

- **Collaborated with engineers and scientists from the Federal Aviation Administration** on communication and design projects related to the Global Positioning System (GPS) and new technology initiatives.
- **Produced high-resolution photography and designed high-quality, detailed, and accurate technical designs**, illustrations, catalogs, and exhibition graphics.
- **On-site collaboration at the Federal Aviation Administration headquarters and surrounding airports**, including leading stakeholder meetings and workshops on brand and marketing.

La Clinica del Pueblo | Communications Officer

Washington, DC

July 2007 – May 2010

Communications, design, and marketing for a non-profit clinic serving the immigrant population in NW Washington, DC.

- **Led new campaigns and initiatives** to appeal to fundraisers while maintaining a brand that represents unity and strength in the community.
- **Collaborated across departments and disciplines** and partnered with organizations like the Human Rights Campaign for events and fundraisers.

The Media Network | Designer + Account Executive

Silver Spring, MD

July 2007 – January 2009

Design for behavioral change and public health at a Hispanic media and marketing firm.

- **Lead designer for public health marketing campaigns** for institutions including the Centers for Disease Control (CDC), the National Highway Traffic Safety Administration (NHTSA), and state, county, and city governments.
- **Built and managed a custom digital asset management (DAM) system** to organize and distribute campaign materials across diverse projects and stakeholders.
- **Produced original creative assets**, including photography, illustration, and design templates, tailored to multicultural audiences and public health initiatives.