



FARIDE MEREB

New York based designer, artist & art director

I am an award-winning book designer, art director, archival researcher and editor with over 10 years of experience. Originally from Venezuela, I am currently based in New York City and hold ongoing artistic collaborations in Latin America and Europe.

My experience encompasses designing for newspapers, directing creative projects for academic institutions, printed matter for children's editorial and project management for many publications both nationally and internationally.

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SKILLS

- Extensive experience with Adobe Creative Suite
- Social media strategy
- Woodwing | Elvis
- Type oriented
- Attention to detail
- Print production
- Project management
- Conceptualizing
- Problem solving

AWARDS

- Center for the Book Arts featured book project for exhibit 2019
- AIGA: 50 books | 50 book covers 2019
- Ibero American Design Biennial (Finalist | Editorial design) 2018
- Latin American Design Awards (Selection | Editorial design) 2017
- CLAP Design Awards (Finalist | Editorial) 2017
- Ibero American Design Biennial (Shortlisted | Editorial) 2016
- Latin American Design Awards (Gold | Editorial) 2016
- Stiftung Buchkunst (Shortlisted for Venezuelan Selection 2016 | 2017)

LANGUAGES

- English (*fluent*)
- Spanish (*native*)
- French (*working*)

MEMBERSHIPS

- American Institute of Graphic Arts (AIGA)
- Type Director's Club (TDC)
- Letterform Archive
- American Printing History Association (APHA)

EXPERIENCE (SELECTION)

Book Designer

Benchmark Education | Reycraft Trade Books

NYC (MAY 2018 – JUNE 2019)

- _ Created proposals for diverse publications
- _ Designed trade books & marketing materials
- _ Adopted designs according to company guidelines and marketing needs
- _ Commissioned work for illustrators
- _ Trained new designers on various projects
- _ Worked with both English and Spanish materials across projects

Letterpress and Design Associate

Ugly Duckling Presse

NYC (2018 – CURRENT)

- _ Designed posters and various printed matter
- _ Printed Letterpress
- _ Organized bilingual events

Editorial Designer & Art Director

CAAW Editions

Miami (2018 – CURRENT)

- _ Designed book covers and title pages
- _ Conceptualized and created logos
- _ Organized events
- _ Delivered workshops

Designer & Print Production

Ex Libris Press

Venezuela (2014 – 2018)

Art Director & Designer

Ediciones Letra Muerta

Venezuela (2014 – 2018)

Editorial & Design Consultant

Urban Photography Archive

Venezuela (2017 – 2018)

Designer & Museography Assistant

Espacio Cinco Gallery

Venezuela (2013)

Editorial Designer

Joseph Lancaster School

Venezuela (2010 – 2015)

Editorial Designer (*Intern*)

Notitarde Newspaper

Venezuela (2007)

EDUCATION

Type Design (WORKSHOPS)

The Cooper Union

NYC, USA (2018 – CURRENT)

Bachelor of Arts

Arturo Michelena University

Valencia, Venezuela (2009 – 2014)

Full scholarship / Recognition for the highest average

<http://www.uam.edu.ve/>

Graphic Designer, *Cum Laude*

Caracas Design Institute | Valencia

Valencia, Venezuela (2006 – 2009)

<http://disegnovalencia.com/>

Associated with: <https://www.scad.edu/>



INDIVIDUAL EXHIBITS

Once Upon a Rag Doll
Center for the Book Arts
Manhattan, NYC
(WINTER 2020 – UPCOMING)

Untitled
Type Director's Club
Manhattan, NYC
(SPRING 2020 – UPCOMING)

Hanni Ossott. Pop-Up
Los Galpones Art Center
Caracas, Venezuela (2017)

Poemas: Ida Gramcko
Abra Caracas Gallery
Caracas, Venezuela (2016)

**Segunda ruptura:
en la memoria**
Nelson Garrido NGO
Caracas, Venezuela (2013)

El espacio de la palabra
Estespacionoesmio
Valencia, Venezuela (2011)

COLLECTIVE EXHIBITS (SELECTION)

**International Center of
Photography Library**
NYC, USA (2019)

Ibero-American Design Biennial
Madrid, Spain (2018) FINALIST

Tijuana Fair of Printed Art
Sao Paolo, Brazil (2016)

Art Libris
Barcelona, Spain (2016)

BOOKS (SELECTION)

Granade in Mouth
(Prologue & Design)
Kenning Editions. Chicago (2019)

Es Una Buena Máquina
(Research, Prologue & Design)
Ediciones Letra Muerta (2014)

PRINTED PUBLICATIONS (SELECTION)

**The Colophon as a
Marginal Witness**
Artmargins, MIT Press. USA
(2017)

On Spaces to Say the Same
Luster Magazine. Mexico
(2017)

**Separata Magazine
Callygrama Editorial**
Mexico (2016)

DIGITAL PUBLICATIONS WRITTEN (SELECTION)

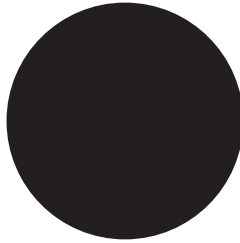
Alphabettes.org
NYC, USA (2019)
<https://www.alphabettes.org/author/faride/>

Foroalfa.org
Buenos Aires, Argentina (2013)
<https://foroalfa.org/perfiles/faride-mereb-2>

INTERVIEWS (SELECTION)

Luster Magazine
<http://www.lustermagazine.com/faride-mereb-mas-sensibilidad-que-conocimiento/>

Viceversa Magazine
<https://www.viceversa-mag.com/faride-mereb-el-libro-es-una-buena-maquina-es-completamente-de-miyo/>



WORKSHOPS & LECTURES DELIVERED (SELECTION)

**Type Thursday
(translation on lettering)**
Wix Design Playground
NYC, USA (2019)
<https://www.tdc.org>

**Type Thursday
(on book design)**
Type Director's Club
NYC, USA (2019)
<https://www.tdc.org>

On Book Design (Lecture)
Matadero Madrid
Madrid, Spain (2018)
<http://www.mataderomadrid.org>

Editorial Design Workshop
Mamey Bookstore
Santo Domingo, DR. (2018)
<https://mamey.co>

**Approximation to Venezuelan
Editorial Design**
Altos de Chavón Design School
La Romana, DR (2017)
<http://altosdechavon.edu.do/>

**Lecture on Venezuela's Poetry
and Book History**
Gualajara Book Fair
Guadalajara, Mexico (2017)
<https://www.fil.com.mx>

**Editorial Design Focused on
Archival Research (Lecture)**
Imago Art in Action
Miami, USA (2016)
<http://imagoartinaction.com/>

Photobook Design Workshop
Focus Studio Photography
Miami, USA (2016)
<http://focustudionline.com/>

**Approximation to the
Venezuelan Editorial Design**
ILAS, Columbia University
NYC, USA (2016)
<http://ilas.columbia.edu/>

Design & Poetry
University of Palermo
Buenos Aires, Argentina (2013)
<http://www.palermo.edu/>

WORKSHOPS & DIPLOMA COURSES ATTENDED (SELECTION)

Bookflow
with Gustavo Soares
Cooper Union/ Type@Cooper
NYC, USA (2019)
<http://coopertype.org/workshops/nyc/nyc>

Introduction to Lettering
with Ken Barber
Cooper Union/ Type@Cooper
NYC, USA (2019)
<http://coopertype.org/workshops/nyc/nyc>

Typography: Essentials
with Alexander Tochilovsky
Cooper Union/ Type@Cooper
NYC, USA (2018)

Principles of Typeface Design
with Troy Leinster
Cooper Union/ Type@Cooper
NYC, USA (2018)

Speed Stroke Brush Lettering
with John Downer
Cooper Union/ Type@Cooper
NYC, USA (2018)

**Adobe InDesign / Photoshop /
Illustrator Certification**
Posa Design Studio
Adobe certified
Caracas, Venezuela (2017)
<http://www.comunicacionvisual.com/>

«Design and Social Innovation»
Prodiseno School (Neumann
Institute) associated with Andrés
Bello University
Caracas, Venezuela (2014)
<http://www.di-conexiones.com/diplomado-diseno-e-innovacion-social-2015-ucab-prodiseno/>

«Poetry Theory & Writing»
Carabobo University,
Valencia, Venezuela (2014)
<http://www.uc.edu.ve/>

**Contemporary Art Seminar
«Prácticas vs. Teóricas»**
Valencia Athenaeum
Valencia, Venezuela. (2013)

**«Copyright, copyleft &
copyfuture»**
With Terry Fisher,
Professor of Harvard Law School
Caracas, Venezuela (2013)