



# design is the norm

Norman Ibarra

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[www.metro-deck.com](http://www.metro-deck.com)

**Education** 2008 · Art Center College of Design, Pasadena, CA  
Bachelor of Fine Arts in graphic design

**Work experience** May 2009–September 2012 · Designer  
Reitdesign, New York, NY  
Designed various letterhead and identity systems, logo development, corporate materials, brochures, website design, menus, signage and environmental graphics

October 2008–Present · Freelance Designer  
Not For Tourists, New York, NY  
Designed maps, iconography systems, graphic specifications manual, invitations, ads and collateral material

2006 · Designer  
Garza Group Communications, Pasadena, CA  
Designed various letterhead systems, collateral material and wayfinding signage; weekly ads for periodicals, cd packaging, logo development, assisted in name ideation for various companies

2004–Present · Freelance Designer  
NaCo Clothing, Pasadena, CA  
Extensive logotype development, T-shirts, advertising, wine labels, identity systems and posters

**Recognition/Awards** 2008 · Creative Quarterly Issue 13  
Student Gold: v. Issue 5, The Journal of Experimental Typography

2008 · Adobe Design Achievement Awards  
Semifinalist: Dewey Decimal Classification System

2007 · Adobe Design Achievement Awards  
Semifinalist: v. Issue 5, The Journal of Experimental Typography

Fall 2004–Spring 2008 | Art Center Outreach Grant

Fall 2004–Spring 2008 | Art Center Scholarship

Spring 2005–Spring 2008 | Ahmanson Foundation Scholarship

**Computer skills** Working knowledge of Adobe Illustrator, Adobe Photoshop, Adobe Indesign  
Familiar with Fontlab, Excel, and Word

**Special skills** Letterpress, Silkcreening and Illustration  
Fluent in both English and Spanish