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800-353-0812

THE VISUAL GALLERY PRESENTS
ViSUAL
GALLERY

Ai ESRI
CONNE
CTiON

APRIL 21
JUNE 2
APRIL 21 - JUNE 2, 2016
2016
OPENING CEREMONY
5PM-7PM

GALLERY

The Visual Arts Gallery of the Art Institute of California—Inland Empire was established and created to “inform, inspire and educate” students and potential students by exhibiting art encompassing historical and professional works as well as creations from faculty and students.

The Visual Arts Gallery will always adhere to its vision and goals of not only educating and maintaining a high quality of artwork on display but also promoting The Art Institute of California—Inland Empire to potential students, employers, and the surrounding community.

Our exhibit criteria require that all work considered for display meet appropriate size requirements and be content reflective of our mission to “inform, inspire and educate.”

MISSION

PRESIDENT:
Matthew Madrid

GALLERY DIRECTOR:
John Luer, EdD

PREFLIGHT PRODUCTION & EDITOR:
Dorreen Petersen Davis, MS

GALLERY COMMITTEE:
Dorreen Petersen Davis, MS
Roxann O'Rourke-Sherrod, MS, NCIDQ

WEB:
Paul Briseno

STUDENT INTERN STAFF:
Justin Paul Valdivia

STAFF

2012, 2013, 2014 Winner,
APEX Award for Publication Excellence



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C O N N E C T I N G

The Ai Esri Connection is a joint effort between The Art Institute of California—Inland Empire and Esri. It is a celebration of a unique relationship that has developed over the years—a partnership that focuses on cultivating student success and educating them on the vast opportunities available, particularly in the fields of GIS, technology, and design.

The Art Institute and Esri have teamed up on several past initiatives to build this alliance including implementing internship programs, workshops, portfolio reviews, on-site tours, and annual meetings with the PAC committee. To date, Esri has hosted a number of interns and maintains an open rapport with the faculty at Ai, constantly exploring new ways to strengthen this bond.

They are connected both on academic and strategic levels.

Today we present to you the third dimension of this connection, showcasing the work of the Creative Lab and six Ai alumni who are currently employed full-time at Esri. Aldo Lopez, Bryan Stifle, Candice Lawson, Derick Mendoza, Julio Ochoa, and Paul Briseno work on a vast array of projects, each with their own specialization. Together with the other designers, they constantly push the boundaries of creativity, helping to build the visual and experiential identity of Esri. The works that are being displayed today represent not only their individual efforts but also the efforts of the Esri Creative Lab as a whole, demonstrating how creative minds can combine their talents to create amazing works that become the makeup of a company's visual identity.

Candice Lawson
Event Curator

D I M E N S I O N S





ALDO LOPEZ

AKA WAAALDO

GRAPHIC DESIGNER

Ai Graduate:
Class of 2012

I graduated from The Art institute in 2012, earning a Bachelors in Graphic Design, later joined Esri in 2014 as a designer supporting both the Marketing and Events teams. I am a Multi Media Artist (not to be confused with MMA) and a coffee-driven designer who strives to create impactful work. My main focus at Esri is marketing web design and utilizing animation to promote our products and events to existing and potential customers.

In addition, I also create various illustrations, tradeshow designs, and promo items.

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Work for the world leader in geospatial technology.

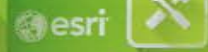
Esri is Hiring



Develop Yourself.

Build apps that change the world. Oh, and grow your career, too.

Esri is Hiring





BRYAN

STIFLE

AKA MR. KLEEN

USER INTERFACE
DESIGNER

Ai Graduate:
Class of 2014

Bryan Stifle graduated from The Art Institute of California—Inland Empire in 2014 with a BS in Graphic Design. Bryan has been working at Esri as a user interface designer ever since—with a focus on marketing web design, illustrations, iconography, and branding. He is a proud husband to his wife Kelsey, with a tiny baby boy just born to them. Bryan's hobbies include hiking, pipe-smoking, and all things related to *The Lord of the Rings*. However, his true passion is Making America Great Again: Vote Trump for Supreme Dictator of Earth.

A N



CANDICE



LAWSON
AKA THE EDGE

GRAPHIC
DESIGNER

Ai Graduate:
Class of 2013

I first fell in love with design as an architecture student, and I've been smitten ever since.

I am an environmental designer with a diverse background, colored with experiences in architecture, exhibit, and graphic design. I've been fortunate to work in multiple areas of the design arena, experiencing first-hand the unique process involved in building projects that define brands and create experiences. These experiences have allowed me to develop a unique perspective and define my core philosophies.

The power of environmental design is limitless, bounded only by the imagination of the individual who is crafting it. A truly engaging space has the power to provoke thought, evoke emotions, and ultimately shape human behavior.

My beliefs about design are simple: Each project is an opportunity to leave a lasting impression and provide meaningful solutions to design problems. At Esri, I work on the events team doing just that. My specific focus is developing artwork that is integrated into the overall look and feel of our campaigns. This extends to our conferences and tradeshows. I work with an amazing team of multitalented designers, helping to solve problems and craft delightful brand experiences.



D E R

MENDOZA



GRAPHIC
DESIGNER

Ai Graduate:
Class of 2015

In December of 2015 I earned a Bachelor of Science degree in Graphic Design from The Art Institute of California—Inland Empire.

I am a graphic designer focusing on developing visual communication for the fields of environmental, exhibit, and editorial design. I have a vast interest in unraveling creative problems, creating impactful artwork, and shaping the consumer experience within a given space or format. My appreciation of the conceptual process and my willingness to experiment leads to many exciting visual results.

I currently work at Esri as a part of the Events team. Along with a group of talented designers, my focus is to help further evolve the Esri brand and promote its software through its many conferences, tradeshows, events, and in-house needs.

In addition, I enjoy all things related to the film industry, traditional media illustration, and fitness.

i C K





J **U** **L** **i** **O**

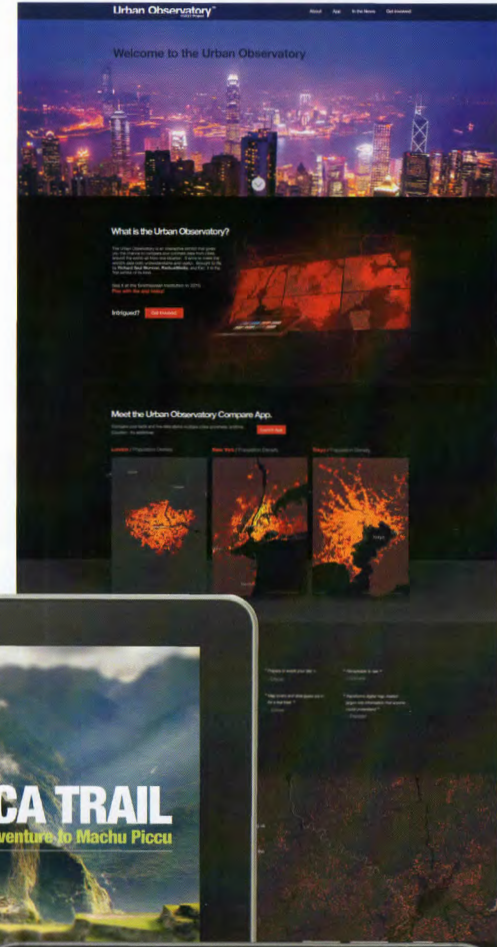
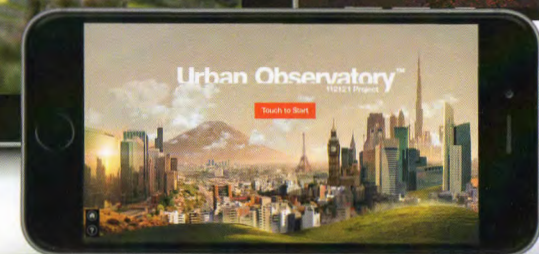
OCHOA
AKA JULIO OCHOA

**USER INTERFACE
DESIGNER**

Ai Graduate:
Class of **2011**

I've been helping build software applications for the last 5 years. I am a multidiscipline individual focused on composing user experience workflows, information architecture systems, application interface visual designs, and agile software development. My core objectives include unlocking individuals' potential and inspiring innovation within the technological and software development industry. My philosophy of design is based on knowledge, growth, opportunities, and learning. Using my holistic insight and innovative multidisciplinary collaboration principles, my promise is to strengthen and empower individuals and the collective to perform at their greatest potential.

I currently work in Redlands, California, creating user interface designs at Esri—a company that provides solutions to help people and companies better understand the geographics around them. My projects include interactive environmental displays and software applications. In September of 2011 earned a Bachelor of Science degree in Graphic Design from The Art Institute of California—Inland Empire.



P



A
BRISENO

USER INTERFACE
DESIGNER

Ai Graduate:
Class of 2014

First and foremost is my passion for design; I believe visual communication is an important part in connecting and understanding our human experience.

I also have deep interest in cinema (particularly sci-fi), technology, music production, craft beer, GIS (Geographic Information Systems), and astronomy.

I started my professional career in entertainment at 20th Century FOX in international marketing creating advertising materials for various FOX networks. Since 2014, I reside at the world's largest GIS (Geographic Information Systems) company—Esri, building the company's marketing web presence in the User Experience/ User Interface department. At Esri, my design efforts are focused on creating digital marketing assets, web experiences, and app designs for Esri's extensive line of products, events, and campaigns.

I believe design should be functional, adaptable, modern, and beautiful, but most of all, it should tell a story.

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