

# Genève Gil

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## Strengths

Graphic, web, identity, and information design. Visual communication, studio arts, and photography. Writing, cross-cultural communication, research, editing, outreach, collaboration, field work. Spanish, Portuguese, Italian. Desktop Publishing and Design software. Windows and Mac.

## Experience

**Designer, Writer, Researcher, FREELANCE.** '02–present

Identity Design, Web Design, Graphic Design, Research, Writing, Community Outreach, Consulting, Event Planning, and Fund Raising.

Clients and projects include: research and writing for a study on the role of charitable foundations in **electronic media**, funded by the Ford Foundation (CUNY-Queens); quality assurance testing for **collegiate educational materials** (thinkwell.com); research and writing for studies on **interaction and information design** (brockcraft.com); identity, web, and graphic design for a **film production company** (FLICKSA) and **feature film** (Double Happiness); PR, consulting, and community outreach for a **clothing boutique** (Marigold: Gateway to India); graphic design, event planning, and fund raising for a **non-profit** for Asian victims of abuse (saheli-austin.org); graphic design, event planning, and PR for the **Amazon Herb Company** (amazonherb.net); et al.

**Information Architect,** NEONYOYO and INTERWOVEN. '00–'02

**Technical Writing:** Wrote and produced user and developer guides for emergent wireless and meta-tagging technologies. Edited functional specifications and marketing requirements documents.

**Web Help and Graphic Design:** Built an online help module (119 web pages, 50 images). Created GUI icons and splash screens. Built an intranet to house presentations, specifications, reports, algorithms, and code.

**Project Management:** Planned writing projects involving three site locations and several books. Worked closely with programmers, data mining specialists, and quality assurance engineers.

**Quality Assurance Testing:** Designed a survey instrument to evaluate algorithm-generated data and evaluated results. Built a classifier to test the precision and recall of a metadata application in Spanish.

**Web and Content Developer,** LATIN AMERICAN NETWORK INFORMATION CTR. '96–'00

Created a bilingual Internet publication and discussion forum on Latin American business issues for the Inter-American Development Bank. Built an online gallery of Latin American art for the Blanton Museum. Created and maintained LANIC subject pages. Led IT seminars in Chicago, New York, and Mexico. [lanic.utexas.edu/pyme](http://lanic.utexas.edu/pyme) and [lanic.utexas.edu](http://lanic.utexas.edu)

**Instructional Designer,** UNITED NATIONS INSTITUTE for TRAINING and RESEARCH. '98

Helped develop, implement, and evaluate courses for UN diplomats. Produced a manual on International Trade Negotiations with input from the representatives of the World Trade Organization and the Environmental Protection Agency. Redesigned the New York UNITAR site (since modified). [unitar.org/ny](http://unitar.org/ny)

**Multimedia Designer,** ADVANCED COMMUNICATIONS TECHNOLOGIES LAB '95-'98

Collaborated in creating a CD-ROM on indigenous Mexican politics, funded by the Rockefeller Foundation. Captured video and photo source materials in Chiapas, digitized sources and created Director modules and web sites. Wrote and edited bilingual content. Presented at conferences in TX, CA, and Mexico.

**Publication** *"Radical Internet Use," Radical Media: Rebellious Communication and Social Movements,* John D.H. Downing with Tamara Villarreal Ford, Genève Gil, and Laura Stein. Sage Publications, 2001, Thousand Oaks, CA.

Coauthored a chapter on how the Zapatista movement in Mexico employed the Internet as a medium for social and political change. This book has also been published by Senac in Portuguese. [beaderie.com/rad\\_media.jpg](http://beaderie.com/rad_media.jpg) and [pontodevista.jor.br/jornalismo/radical1.htm](http://pontodevista.jor.br/jornalismo/radical1.htm)

**Education** **Coursework in Graphic Design and Communication Design**

TX STATE UNIVERSITY of SAN MARCOS '95-'98

Completed all coursework toward a B.F.A. in Communication Design, excepting Texas and U.S. History. GPA 4.0

**Master of Arts in Latin American Studies with a Major in Multimedia Design**

UT INSTITUTE for LATIN AMERICAN STUDIES '99

University Fellow, Phi Kappa Phi, GPA 4.0

**Bachelor of Arts in Latin American Studies with a Major in Literature**

WESLEYAN UNIVERSITY, Middletown, CT '89

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