

HUMBERTO OCHOA

Graphic Designer

New York, NY

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CONTACT

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ABOUT

I'm a multi-disciplinary graphic designer working across publication and web design. My work leverages prescriptive structures in unexpected ways to deliver inventive and conceptually rigorous design solutions.

EDUCATION

Parsons School of Design

New York, NY

BFA Communication Design, 2025

SKILLS

Adobe Suite (Photoshop, InDesign, Illustrator, After Effects, Premiere Pro)

Google Suite

HTML, CSS, Javascript

Figma

Glyphs

RECOGNITION

Parsons Student Work Highlight

2025

BFA Thesis work to be featured on Parsons website.

Beat It Zine Anthology

2024

Zine and essay included in the first 50 copies of the compendium of legendary 1970s punk zine by Julia Gorton and Rick Brown.

EXPERIENCE

Freelance Graphic Designer

2021–Present

Design work primarily for musicians and artists. Currently designing website for DIY Indie festival, Bread & Roses.

No Ideas Studio

Freelance Graphic Designer

June 2025

Developed visual identity, grid, and folio systems for Pete Deevakul's upcoming photo book. Refined concepts through collaborative feedback with studio leads.

The New School College of Performing Arts

Student Designer

September 2024 – May 2025

Designed posters and digital collateral for performances. Worked with the marketing team to deliver clear, on-brand communications across platforms.

Bluekeys Magazine

Designer

December 2023 – October 2024

Designed editorial layouts, posters, and merchandise for a DIY print publication. Supported production and national distribution of 250-copy editions.

Beatriz Lozano

Freelance Graphic Designer

August – September 2023

Designed TikTok's 2023 Hispanic Heritage Month campaign identity. Delivered a bold system that challenged brand norms. Art directed case study.

Modern Art Museum of Fort Worth

Gallery Attendant

June – August 2021

Assisted with visitor experience and gallery safety during public exhibitions. Communicated professionally with guests and staff.