

# Beatriz Mayorca | CV

Oklahoma City – Oklahoma

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*Venezuelan-American*



## Career Summary

Versatile professional with a diverse academic background and extensive experience in visual art, interior design, journalism, marketing, and advertising. Passionate about the intersection between art and cultural heritage, with a demonstrated track record in public art development, exhibition design, and project management. Proven ability to leverage multifaceted skills to engage audiences and foster connections with art through creative endeavors and educational community outreach. Recognized with numerous grants, fellowships, and successful public art proposals, accentuating a commitment to artistic excellence and innovation.

- Languages: Fluent in English and Spanish.

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## Education

2011

**BFA in Interior Design, Minor in Art - Sculpture** | University of Central Oklahoma – USA

- Award - Excellence in Design
- Substantial preparation in history of interior design (art, decorative art, and architecture), commercial design, sustainability, accessibility, and universal design regulations and requirements.

1999

**BA in Social Communication** | Central University of Venezuela – Caracas, Venezuela

- Substantial preparation in creative visual communication, graphic design, advertising, journalism, public relations, marketing, and research investigation.

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## Other Relevant Education

Museum Courses:

- **Tangible Things: Discovering History Through Artworks, Artifacts, Scientific Specimens, and the Stuff Around You** | Harvard University – edX. 2024
- **Managing Museums in the 21st Century. Exhibition, Public Program, Social Media & Outreach, Fundraising** | Smithsonian – edX. 2024
- **Museum Accessioning and Registration of Collections. Online Course** | OMA-Oklahoma Museum Association. 2024
- **Intro. to Packing Collection; Intro. to Safe Handling; Intro. Cleaning Collection** | MDEM-Museum Development East Midlands, UK. 2023 (Video series)
- **TMS – Introduction, Querying for Objects, Packages, eMuseum** | ROM-Royal Ontario Museum. 2023 (Video series)

2000-2002

Master Courses: **Integrated Communication Management** | Metropolitan University – Venezuela (27 credits)

- Studies based on strategy communication with solid training in leadership, research, and creative marketing strategies.

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## Professional Experience

AUG. 2011 TO DEC. 2023

### **Visual Artist & Public Art Developer (Owner) | B Mayorca, Art & Design Studio, Oklahoma City – OK**

High-impact public artwork development, design, and creation of functional art and 3D objects, following streamlined processes including research, concept development, thorough planning, implementation, and attention to detail to deliver safe execution and optimal final results. Deep understanding of customers and communities served, ensuring to meet their needs and expectations.

#### Design, Production, Organization:

- Led, developed, and created high-impact public artworks.
- Demonstrated a deep understanding of customer and community needs, ensuring that artifacts' designs met and exceeded expectations as my work with the Classen Ten Penn neighborhood and SNI-Strong Neighborhoods Initiative for the creation of *EVOLVE*, *Sculptural Bike-racks* for McKinley Park.
- Produced, organized, curated, and cocurated diverse functional and non-functional artifacts for themed exhibitions, resulting in over 40 art expositions within and outside Oklahoma in the past 12 years.

#### Collaboration, Communication & Outreach:

- Proven track record of developing highly effective presentations, proposals, and research-based written materials, which has enabled me to earn numerous grants, fellowships, and public art projects.
- Leveraged communication skills to collaborate with clients, commissioners, committees, and community groups, resulting in the successful commission, creation, and installation of designs and interior and exterior public art installations. Clients included City of OKC, City of Norman, Oklahoma Science Museum, Downtown OKC Partnership, GE Global Oil & Gas Research Technology Center, and Norman Regional Health System.
- Collaborated with artists and curators to conceptualize and produce cohesive galleries and museums impactful exhibitions.

#### Project Management:

- 10+ years managing multiple site-specific public art installations, adhering to regulations and guidelines of governmental organizations, museums, commercial galleries, corporate offices, and private collections. Ensuring ADA and universal design accommodation. As the functional and decorative art installation at the new OKC Municipal Court Building.
- Engaged with commissioners, clients, and stakeholders to discuss all aspects of the project/artifacts, including theme, schedule, safety, installation, maintenance, conservation, and other events.
- Oversaw subcontractors and fabricators, negotiated contracts, and collaborated with architects, project managers, and stakeholders to keep projects within budgets and timelines, such as the façade design of the parking garage building of Norman HealthPlex.

SEP. 2019 TO AUG. 2023

### **Artist & Exhibit Designer | Factory Obscura (FO), Oklahoma City – OK (Part-Time)**

#### Exhibition, Design, Fabrication, & Installation:

- Led and collaborated with other lead artists, interns, and volunteers to manage the 1+ year planning and development of [Synesthesia Exhibition](#) (2,300 sq. ft. - \$100,000)—a year-long site-specific temporary immersive art installation at Fred Jones Jr. Museum of Art. Work involved curatorial and concept development, space planning, computer 3D visualization, modeling, fabrication, packaging, delivery, art handling, and installation, considering ADA and universal design guidelines and regulations.
- Designed, built, and installed various immersive 3D artifacts and spaces for immersive areas at FO's Mix-Tape site.

- Contributed to 30,000 sq. ft. concept design for FO's new immersive experience proposal and translated the art concept into 3D architectural renderings, including building façades and urban design.

Project Management:

- Followed through projects' lifecycle to completion, including concept development, design, construction, and installation. For example, followed meticulous specifications required for Fred Jones Jr. Museum of Art, including precise time management, problem-solving, and attention to detail.

Education:

- Collaborated with Fred Jones Jr. Museum of Art, organizing and implementing educational activity for their SENSEsational Saturday event as part of its Learning + Engagement department outreach.
- Led and supervised interns and community volunteers on activities related to creating and installing Synesthesia.

2014 TO 2019

**Co-founder and Journalists Coordinator** | Infvzla (volunteer work. Remote-International)

Online network established in response to media blackout in Venezuela to provide responsible news coverage of the country's humanitarian crisis. It offered reliable information based on diverse perspectives and verified events occurring in the country. Once the news was authenticated and verified, Venezuelan journalists worldwide translated it into different languages.

Coordination Editorial:

- Coordinated +70 journalists (globally), news verification, and news articles' translation management to English, Italian, French, and Spanish.

JAN. 2000 TO DEC. 2002

**Head of the Institutional Relations Office** | City of Vargas – Venezuela

Led the City's marketing, media, public relations, event planning, protocol, and ceremonial. Managed unit budget and liaised between the Mayor, the press, communities, and local, state, national, and international agencies.

## Teaching Experience

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4+ years of experience teaching studio art and lecturing courses at School of Design and Art Department (20 classes – 10 courses)

Related Skills:

- Communication: Use Microsoft 365 (Word, PowerPoint, Excel, Outlook, Teams, and OneDrive) to create content, save and share information, and collaborate across campus. Lead art studio and lecture courses. Advise students in academic matters to improve successful program completion.
- Record Keeping: Utilize UCO's Learning Management System to maintain precise and secure course and student records, ensuring confidentiality. Guide art and design students in organizing and cataloging their projects for portfolios, applications, and exhibitions, facilitating digital preservation of their work.
- Time Management & Organization: Organize time, space, and resources around curriculum, schedule, research, grading, and strict deadlines.

FALL 2022 – TO PRESENT (Part-Time)

**Adjunct Faculty** | School of Design, University of Central Oklahoma – UCO, Edmond – OK.

Courses Taught: Design Foundations I and II (Undergraduate Interior and Graphic Design)

SPRING 2022 (Part-Time)

**Substitute Instructor** | Art Department, University of Central Oklahoma – UCO, Edmond – OK.

Courses Taught: Beginning, Intermedia, Advanced, and Studio Sculpture.

FALL 2021 (Part-Time)

**Adjunct Faculty** | School of Design, University of Central Oklahoma – UCO, Edmond – OK.

Course Taught: Design Foundations I. (Undergraduate Interior and Graphic Design)

FALL 2020 – SPRING 2021 (Full-Time)

**Artist-in-Residence** | School of Design & Art Department – UCO, Edmond – OK.

Courses Taught: Intro to Interior Design. Design Foundations I, III, IV, and Innovation & Inquiry (undergraduate Interior and Graphic Design). 2-D Fundamentals (Undergraduate studio art and art education)

FALL 2015 (Part-Time)

**Adjunct Faculty** | School of Design, University of Central Oklahoma – UCO, Edmond – OK.

Course Taught: Design Foundations I. (Undergraduate Interior and Graphic Design)

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## Scholarly and Professional Publications

### Books:

- Llanos, Mariana (author) Mayorca, B., et al. (Illustrator) *Poesía Alada: Poesía y Arte para Volar*. Oklahoma City: Purple Corn Press, 2017
- Mayorca, B., et al. "The Venezuelan Perspective about Corruption" *Ethics in Business*. Caracas: Metropolitan University, 2000: 200-220.

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## Exhibitions (Curated, Cocurated & Exhibit Designed)

2022-23 "[SYNESTHESIA](#)" Fred Jones Jr. Museum of Art, Norman, OK. Lead Artist-Exhibit Designer (in collaboration with Factory Obscura), 06/23/2022 to 06/04/2023.

2023 "A Nice Touch" Exhibit, Donna Nigh Gallery, UCO. Cocurator: Preselection of students' art and design work. Edmond – OK.

2022 "The Golden Ration" Exhibit, Donna Nigh Gallery – UCO. Cocurator: Preselection of students' art and design work. Edmond – OK.

2015 "[RETRACING](#)." MAINSITE Contemporary Art, Norman – OK. Cocurator, 12/11/2014 to 01/8/2015.

2014 "DECODE." The Project Box, The Paseo Arts District, OKC – OK. Curator, 10/3 to 11/1/2014.

2013 "Locus: A Journey of Culture and Cultivation." Istvan Gallery. OKC – OK. Curator, 05/10 to 06/10/2013.

2012 "The White Show." A.K.A Gallery. The Paseo Arts District, OKC – OK. Cocurator, 10/5 to 11/5/2012

2012 "Make Art: Not Trash." Fringe Gallery. OKC – OK. Cocurator, 07/27 to 08/24/2012

2012 "EVOLVE." Fringe Gallery. Oklahoma City – OK. Cocurator, 06/29 to 07/20/2012

2012 "I See What You Are Saying." Fringe Gallery. Oklahoma City – OK. Cocurator, 05/18 to 06/22/2012

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## Visiting Artist & Guest Speaker

2023 (Masterclass) "Creating Public Art: Intercepting Art, Design, and Functionality in Public Spaces." College of Fine Arts & Design, UCO – Edmond, OK. Sep. 28, 2023.

2022 (Visiting Artist) "Second Saturday | Public Art Inspired Project" Oklahoma Contemporary (Education Outreach Program) – OKC, OK. March 12, 2022

2021 (Guest Speaker) "Artist Talk with Beatriz Mayorca," Oklahoma Hall of Fame | Gaylord-Pickens Museum (Education Outreach Program)– OKC-OK. March 19, 2021

2020 (Visiting Artist) "Public Art Process and Career". College of Fine Arts & Design, UCO – Edmond, OK. March 5, 2020

2020 (Visiting Artist) "Setting Up Art Business Studio". College of Fine Arts & Design, UCO – Edmond, OK. March 5, 2020

2019 (Guest Speaker) "Beatriz Mayorca work of Art & Design. Hispanic Heritage" Enrichment Friday Activity at Rollingwood Elementary – OKC, OK. Sep. 2019.

- 2019 (Guest Speaker) "What Could Possibly Go Wrong?" Public Art Bootcamp presented by OVAC and Norman Public Art Board – Norman, OK, Sep. 14, 2019.
- 2019 (Guest Speaker) "Functional Art: Interception between Art & Design. PechaKucha" – Stillwater, OK. Aug. 8, 2019.
- 2019 (Guest Speaker) "What Could Possibly Go Wrong?" Public Art & Inclusion Bootcamp presented by City of Oklahoma City, Oklahoma Contemporary, and Rotary Oklahoma City/Midtown – OKC, OK. May 19, 2019.
- 2017 (Artist Panel Discussion) "Please Touch the Art." T.C.C. Center for Creativity – Tulsa, OK. June 20, 2017.

## Professional Activities | Service

- 2020 **Professional Art Judge:** Public Art Selection Committee for Deep Fork Trail. Office of Arts & Cultural Affairs – City of OKC.
- 2019 **Scholarship Selection Committee:** College of Fine Arts & Design – UCO.
- 2019 **Mentoring Art Student:** Symbiotic Exhibition, UCO Melton Gallery – OK.
- 2018 **Juror:** Sculpture Program Competition, OK State Fair – OKC.
- 2013-14 **Committee Member:** Volunteer at 12 x 12 Art Fundraiser (artwork installation) | Oklahoma Visual Arts Coalition (OVAC) – OK.
- 2011-15 **Board Member:** FRINGE: Oklahoma City Women Art Organization – OK.
- 2010-11 **Board Member:** American Society of Interior Designers ASID – UCO Student Chapter.
- 2009-10 **Board Member:** UCO Student Art Association.
- 2001-02 **Judge:** Vargas City Journalism Award – Venezuela
- 2001 **Institutional Thesis Advisor:** Advertising and Marketing - University Institute of Industrial Management Technology (IUTA). Student: Maigualida Escobar – Venezuela

## Grants | Fellowships | Awards | Honors

- 2023 **UCO Distinguished Alumni Award** – College of Fine Arts & Design. Edmond – OK
- 2023 **The State of Oklahoma - Citation.** Enhancing and defining diverse Oklahoma communities through public art installations across OKC – OK.
- 2019 **Mineck Furniture Fellowship**, Society of Arts & Crafts, Boston – MA. (\$25,000)
- 2019 **O. Gail Poole Oklahoma Artist Travel Award**, Norman Arts Council, Norman – OK (\$1,500)
- 2018 **Creative Projects Grant**, Oklahoma Visual Arts Coalition (OVAC), OKC – OK (\$750)
- 2017 **Artist Invitational Award**, Downtown OKC Partnership (DOKC), OKC – OK (\$25,000)
- 2016 **Best in Wood – AHAS Award**, Academy of Handmade, Artists & Supporters, LA – California.
- 2014 **Most Outstanding Hispanic Artist Award**, Hispanic Art Council of Oklahoma (HACO), OKC – OK
- 2014 **Creative Projects Grant**, Oklahoma Visual Arts Coalition (OVAC), OKC – OK (\$1,500)
- 2014 **Artist Fellowship**, Mid-America Arts Alliance's Artist Inc., OKC – OK
- 2011 **Award Excellence in Design** | UCO – College of Fine Arts & Design
- 2002 **Outstanding Development Award** as City of Vargas's Head of Institutional Relations Office – VEN.

## Computer and Technical Skills

- Computer Literacy: SketchUp, LayOut, AutoCAD, Photoshop, InDesign, Illustration, Lightroom Classic, Microsoft 365. General knowledge of record-keeping software: FileMakerPRO, TMS, PastPerfect.
- Woodwork: Extensive operational and safety knowledge of various woodworking power tools, such as table saws, radial-arm, jig, and band saws, planers, drills, routers, and sanders, among others.
- Metalwork: Extensive operational and safety knowledge of various welding and metalworking power tools, such as welding machines, multiple types of grinders, sanders/polish, and saws.

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## Professional Affiliations

American Alliance of Museums – AAM  
Oklahoma Museum Association – OMA

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## Public Art Installation & Private Commission

- 2023 (Corporate Commission) "Aqua & the Floral Blossom." Façade design of new parking building at Norman Health Plex. Commissioned by: Norman Regional Health System, Norman – OK (\$25,000 design only)
- 2022-23 (Museum Commission) "SYNESTHISIA, Immersive Art Installation." Fred Jones Jr Museum of Art, Norman – OK (In collaboration with Factory Obscura) (\$100,000)
- 2022 (Public Art Commission) "Oklahoma: Scenic View," Art-wall, and Sculptural tables group for the OKC Municipal Court. Commissioned by: City of Oklahoma City, OKC – OK (\$48,000)
- 2020 (Public Art Commission) "Never Stop Dreaming, The Sky Is the Limit..." Structural Shade at Capitol Hill Library. Commissioned by: City of Oklahoma City, OKC, OK (\$25,000)
- 2019 (Public Art Commission) "[EVOLVE]" Sculptural Bike Rack Group, McKinley Park. Commissioned by: Classen Ten Penn Neighborhood throughout the Oklahoma City Neighborhood Initiative, OKC – OK
- 2018 (Public Art Commission) "NURTURE" Sculptural Seating Group, Hightower Park, City Hall's garden extension. Commissioned by: Downtown OKC Partnership, OKC – OK (\$25,000)
- 2016 (Public Art Commission) "Pure Skills." Bike rack design, OU Student Corner downtown Norman's Arts District. Commissioned & built by Norman Arts Council, Norman – OK
- 2016 (Corporate Commission) Interior Sculptural Lighting Installation. Commissioned by: GE Global Oil & Gas Research Technology Center, OKC – OK
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## Selected Art Exhibitions (As Artist)

- 2023 "Urban Activation." Governor's Gallery, Oklahoma State Capitol, OKC – OK (Solo Exhibition)
- 2022 "Between Play and Function." Oklahoma Hall of Fame-Gaylord-Pickens Museum, OKC – OK (Solo Exhibition)
- 2022-23 "Synesthesia, Immersive Art Installation," Fred Jones Jr. Museum of Art, Norman – OK (Lead Artist in collaboration with Factory Obscura)
- 2020 "40 Over 40: Women Artists of Oklahoma." MAINSITE Contemporary Art. Norman – OK (Juried)
- 2018 "Vision Makers Biennial." 108 Contemporary. Tulsa – OK (Juried)
- 2016 "Oklahoma Contemporary's Inaugural Edition of Guerrilla Art Park." Oklahoma City – OK (Juried)
- 2016 "A Hiding Place." [Artspace] at Untitled. Oklahoma City – OK (Juried)
- 2016 "Public Narrative: Story of Self, Us & Now," MAINSITE Contemporary Art. Norman – OK (Invitational)
- 2015 "Art Now." Oklahoma Contemporary. OKC – OK (Invitational)
- 2015 "Alchemy." Melton Gallery. University of Central Oklahoma. Edmond – OK (Invitational)
- 2013 "Soundscapes." Oklahoma City Science Museum. OKC – OK (Invitational)
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## Other Professional Development

### Art

**Design on Fire, Functional Art.** Inst.: Vivian Beer and Hannah Vaughan. Workshop (Penland School of Craft – NC. 2021) • **Public Art: Inclusion by Desing.** Panel Discussion (Norman Arts Council & Norman Public Arts. 2019) • **Collecting American Studio Furniture.** Lecture (SOFA, Chicago. 2019) • **Sculpture in Sculpture.** Lecture (SOFA, Chicago. 2019) • **Collaborative Practice on Two Continents.** Lecture (SOFA, Chicago. 2019) • **Collectability in Modern Fiber Arts with the Female Design Council.** Lecture (SOFA, Chicago-2019) • **Legal Guide for Public Art.** Workshop (OVAC, OKC. 2017) • **Mural Training.** Workshop (City of Oklahoma City, OK. 2017) • **From Art Making to Art Thinking.** Online Course (Linked-In Learning-2015) • **ASK-What**

**Works/What Doesn't?** Workshop (OVAC, OKC. 2013) • **ASK-Legal Guide for Visual Artists.** Workshop (OVAC, OKC. 2013) • **ASK-Artistic Practice.** Workshop (OVAC, OKC. 2013)

## Project Management

**Project Management Simplified** (Linked-In Learning-2020) • **Collaborative Design: Process and Efficiency** (Linked-In Learning-2020) • **Collaborative Design: Vision and Strategy** (Linked-In Learning-2020) • **Collaborative Design: Managing a Team** (Linked-In Learning-2020) • **Construction Management Foundations** (Linked-In Learning-2018)

## Teaching & Mentoring

**Finding and Benefiting from a Mentor** (Linked-In Learning-2021) • **How to Be a Good Mentee and Mentor** (Linked-In Learning-2021) • **Learning How to Increase Learner Engagement** (Linked-In Learning-2020) • **Being a Good Mentee** (Linked-In Learning-2018)

## Communication and Inclusion

**Equal Opportunity Training** (UCO-2023) • **Conversation-Inclusion** (Workshop-2021) • **Communication About Culturally Sensitive Issues** (Linked-In Learning -2020) • **Unmasking the Super Power of Storytelling** (NeoCon, Chicago-2019) • **High-Impact Proposals** (NeoCon, Chicago-2019)

## Design

**Lightroom: Get Professional Results** (Linked-In Learning-2024) • **Lightroom Classic Essential Training** (Linked-In Learning -2024) • **Adobe Max-The Creativity Conference** (Online-2023-22-21-20) • **Residential Design for Mental Health and Wellness** (CEU-2023) • **Colormix Forecast 2023** (CEU-2022) • **Bringing the Gap Between Design Fabrication, the Design and Construction Industry – With Archit. José Aguilar from Mårk Studio** (Webinar-2021) • **Creativity & Career: Designing Opportunities** (WantedDesign-Webinar-2021) • **Public Art: Inclusion by Design** (Panel Discussion-2020) • **CODASummit: The Intersection of Art, Technology, and Place** (Conference-2020) • **Enhancing Design Value Through Measurable Goals** (NeoCon, Chicago-2019) • **Harnessing the Power of Color Forecasting in Design** (NeoCon, Chicago-2019) • **Play to Innovation: Exploring the Role of Play in Cultivating Innovation** (NeoCon, Chicago-2019) • **Design Foundations: Prototyping and Manufacturing** (Linked-In Learning-2018) • **Industrial Design Foundations** (Linked-In Learning-2018)

## Sustainability

**Delicate Decommissioning: Enabling the Reuse of Building Materials** (Webinar-2023) • **What Is the Carbon Footprint on a Piece of Furniture? A Primer for Action** (CEU-2023) • **Next Generation Designs for the Circular Economy** (Webinar-2022) • **CODAhorizons: Art + Sustainability** (Webinar-2021) • **Designing a Healthier Indoor Environment** (Webinar-2021) • **Irreducible Complexity's Positive Environmental Impact** (Webinar-2019)

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## Interests

- Photography: Macro, botanical, and wildlife.