

## EDUCATION

- 1990 BFA with Honors and Distinctions, Art Center College of Design, Pasadena, CA
- 1985 Certificate in Communication Arts with Honors, San Diego City College, San Diego, CA
- 1982 Diploma in Technical Drawing, Escuela Secundaria Técnica Numero 1, Tijuana, Baja California, México

## GRANTS AND FELLOWSHIPS

- 2025 Lake Street Lift Grant, \$75,000, Minneapolis, MN
- 2025 Forecast Mid-Career Project Grant Program, Saint Paul, MN
- 2025 MN State Arts Board Arts Education Grant Program, Saint Paul, MN
- 2024 MN State Arts Board Cultural Expression Grant Program, Saint Paul, MN
- 2020 AIGA Fellow Award, Minneapolis, MN
- 2015 McKnight Visual Artist Fellowship recipient, Minneapolis, MN
- 2004 Highpoint Center for Printmaking Grant, Minneapolis, MN
- 1995 Ohio Art Council Design Fellowship, Columbus, OH
- 1993 Ohio Art Council Design Fellowship, Columbus, OH

## AWARDS

- 2024 Distinguished Mexicans Award, Instituto de los Mexicanos en el Exterior
- 2024 National Association of Secretaries of State Award for service to Minnesota as Chair of the State Emblems
- 2023 Appointed Chair, Minnesota State Flag and Seal Redesign Commission
- 2021 Institute of Mexicans Abroad, 2nd National Conference for Artists of Mexican Origin, Mexico City
- 2019 AARP Minnesota and Pollen's 50 Over 50 artists of the year, Minneapolis, MN
- 2018 City Pages Artist of the Year, Minneapolis, MN
- 2014 People to Watch in 2014, Graphic Design USA Magazine, New York, NY
- 2010 Paseo de la Fama, Tijuana, Mexico
- 2005 The Type Directors Club, Award for the Mpls Institute of Arts brochure Latinization of Minneapolis' Lake Street area, NY, NY
- 2004 Peter Glen Special Award for Public Services, recognizes companies who demonstrate a strong commitment to their community
- 2002 Ventures Magazine, Minority Business Award, Minneapolis, MN
- 1995 Hispanic Creative Awards Competition, 14 awards including 2 silver awards, New York, NY
- 1992 Columbus Society of Communication Arts, Creative Best Public Choice Award, Columbus, OH

## JURIES

- 2024 Jerome Early Career Printmaker's Residency Judge, Minneapolis, MN
- 2021 Augsburg Student Art Show judge, Minneapolis, MN
- 2019 61st Design Exhibition Art Directors Association of Iowa, Des Moines, Iowa
- 2018 MCAD MFA Van Derlip Awards judge, Minneapolis, MN
- 2018 ADC 97th Annual Awards judge, Punta Cana, Dominican Republic
- 2018 Made at MCAD, all-student exhibition judge, Minneapolis, MN
- 2017 MCAD graduate work judge, Minneapolis, MN
- 2015 Uptown Art Fair, Onsite judge, Minneapolis, MN
- 2005 Newspaper Association of America, Athena Awards Multicultural judge, San José, CA
- 2004 Mercado Central Day of the Dead altar judge, Minneapolis, MN

## SOLO EXHIBITIONS

- 2025 Black & White, 28 ink drawings, UR/IN Gallery, Minneapolis, MN
- 2024 An Anthological Exhibition of Mexican Artist Luis Fitch, Inez Greenberg Gallery, Bloomington, MN
- 2023 Deconstructing the Minnesota Flag, North Hennepin Community Gallery, Brooklyn Park, MN
- 2023 Nuevo México, South Broadway Cultural Center Gallery, Albuquerque, NM
- 2022 Dead Serious, Viewpoint Art Gallery, Saint Paul, MN
- 2019 Love / Hate, 20 large format paintings, UR/IN gallery – Minneapolis, MN
- 2017 Across Borders: A Look at the Work of Latinx Designers, Google online exhibition
- 2017 Drawing Blood, Arlington Arts Center, Arlington, Virginia
- 2017 Day of the Dead Pop-Up Art Show, Zinnia Folk Art Gallery, Minneapolis, MN

- 2016 Mex Art in the UK, Mex Art Gallery, London, UK
- 2014 Hecho in Minnesota Posters Designed by UNO Branding, Kiehle Gallery, St. Cloud State University, St. Cloud, MN
- 2014 Cross-cultural Posters Exhibition, The Consulate General of México and The Cultural Institute of New York, New York, NY
- 2010 Ten Years of Hispanic Posters, Metropolitan State University Gordon Parks Gallery, Saint Paul, MN
- 2004 Stereotypes the work of UNO, Mira Gallery, Minneapolis, MN
- 1999 Colores Santos, Flatland Gallery, Minneapolis, MN
- 1997 Colores Vivos, Riverview Gallery, Minneapolis, MN
- 1996 A Mexican in Columbus, Doo Wack Gallery, Columbus; OH
- 1996 Viajes, Galería de Rosarito, Rosarito, Baja California, México
- 1991 De Vuelta en Tijuana, Large-format oil and sand paintings, Centro Cultural De Tijuana, Tijuana Baja California, México
- 1990 20 Years of Drawing, Río Rita Gallery, Tijuana Baja California, México
- 1989 Mi Nuevo Trabajo, Art Center College of Design, Pasadena, CA
- 1985 New Illustration Work, San Diego City College Gallery, San Diego, CA
- 1980 Mis Primeros Cuadros, Galería ETI 24, Tijuana Baja California, México

## GROUP EXHIBITIONS

- 2024 Trienal de Tijuana, Centro Cultural Tijuana, CECUT, México
- 2024 Ahora, Eiteljorg Museum, Indianapolis, IN
- 2024 Hilo de Sangre, Minnesota Museum of American Art, Saint Paul, MN
- 2023 NEW ART: 10 BIPOC Artists in Minnesota, Normandale Gallery of Fine Arts, Bloomington, MN
- 2022 La Línea, 22 Years of Grupo Soap del Corazón, Plains Art Museum, Fargo, ND
- 2020 Conectado por la Naturaleza, Reedy Gallery, Minnesota Landscape Arboretum, Chaske, MN (Wendy DePaolis)
- 2019 McKnight 2014–2018 group exhibition/forum, MCAD gallery, Minneapolis, MN (curated by Kerry Morgan)
- 2019 Caravan, Williams Teaching Gallery and Concordia Gallery, Saint Paul, MN (curated by William G. Franklin)
- 2018 Latino Art Now! Art Auction & Exhibition, MACLA, San José, CA
- 2018 Day of the Dead After Dark, National Museum of Mexican Art, Chicago, IL (curated by Cesáreo Moreno)
- 2018 Day of the Dead at Zeitgeist Cultural Center, Duluth, MN
- 2018 Alumni Reunion Exhibition Art Center College of Design, Pasadena, CA
- 2018 Foodways, Exploring the intersection of food with cultural identity, MCAD, Minneapolis, MN (curated by Kerry Morgan)
- 2017 Festival de las Calaveras, Intermedia Arts, Minneapolis, MN (curated by Ana Laura Juarez)
- 2017 La Lotería un Homenaje Ilustrado, Travel art show various states of México (curated by Federico López Escalante)
- 2016 Día de Muertos, 12 large format silkscreens, Bedam Theatre Art Gallery, Duluth, Minnesota
- 2015 43 Disappeared, The Iguala Mass Kidnapping, Baja California Center, Rosarito, Baja California
- 2011 El Milagro, Grupo Soap del Corazón, Intermedia Arts, Minneapolis, MN (curated by Xavier Tavera)
- 2007 Nuestra Frida, Art Jones Gallery, Minneapolis, MN (curated by Doug Padilla)
- 2006 Art sourcing, An International Consortium of Outsourcing Artists, The Soap Factory, Mpls, MN (curated by Doug Padilla)
- 2005 Política Ex-cárcel, Centro Cultural Ex-Cárcel, Valparaíso, Chile (curated by Marcela Rodriguez)
- 2005 El Otro Americano, Instituto Chileno Norteamericano de Cultura, Valparaíso, Chile (curated by Marcela Rodriguez)
- 2004 Gráfica Política, Soap del Corazón, Highpoint Center for Printmaking, Minneapolis, MN (curated by Marcela Rodriguez)
- 2004 Four Minnesota designers in El Paso, El Paso University Gallery, El Paso, TX
- 1993 Young Mexican Painters, Ambassador Galleries, New York, NY

## ART COMMISSIONS

- 2025 Twelve Utility Art Boxes, Lake Street Council, East Lake Street, Minneapolis, MN
- 2024 Imagine 2050, Metro Council, Illustration and design for Metro Council's Imagine 2050 initiative Minneapolis, MN
- 2024 Wings of Resilience, 15-foot metal sculpture, Mercado Central, Minneapolis, MN
- 2024 Six Utility Art Boxes, City of Minneapolis, East Lake Street, Minneapolis, MN
- 2021 Target Stores product design collection commemorating the Day of the Dead, Nationwide stores
- 2021 USPS stamp designs, four stamp designs commemorating the Day of the Dead, Washington, DC
- 2021 Racism Kills, Social Justice Billboard Project, George Floyd Square, Minneapolis, MN
- 2021 City of Bloomington utility art boxes designs, Bloomington, MN
- 2020 City of Minneapolis utility art boxes designs, Minneapolis, MN
- 2018 Minnesota Lottery campaign "Celebrate Day of the Dead", MN Lottery, Saint Paul, MN
- 2017 AIGA National conference at the Walker Art Center – Projection mapping art, Minneapolis, MN
- 2016 Minnehaha bike racks designs, Minneapolis, MN
- 2015 By the Order of Me – Ongoing public art display in Latino Neighborhoods, Minneapolis, MN
- 2011 Free Art – a continue project to give art in Latino neighborhoods via Twitter and Facebook messages, Twin Cities, MN
- 2010 Welcome to the Border – art in public spaces, Tijuana Baja California México
- 2009 Day of the Dead – Art Org, 4' x 8' steam roller print, Plains Museum in Fargo, ND
- 2002 Day of the Dead in Lake Street – 8'x 12' mural, Grupo Soap del Corazón, Minneapolis, MN
- 2001 Riverview Economic Development Association – Charly Brown sculpture, Saint Paul, MN

## COLLECTIONS

- Art Center College of Design
- Centro Cultural de Tijuana (CECUT)
- Cooper Hewitt, Smithsonian Design Museum
- Hoffmitz Milken Center for Typography
- Minneapolis Institute of Art
- Minnesota Historical Society
- Minnesota Museum of American Art
- Movimiento de Arte y Cultura Latino Americana (MACLA)
- National Hispanic Cultural Center (NHCC)
- Plains Art Museum
- Tamarind Institute
- Weisman Art Museum

## BIBLIOGRAPHY

- 2024 The Art of Luis Fitch – A 434-page publication featuring interviews by Karen Mary Davalos, William Gustavo Franklin and others
- 2023 Latin Art in Minnesota: Conversations and What's Next, William G. Franklin, Afton Press, Mpls, MN
- 2022 Afton Press book, Latino artist in Minnesota, book to be publish in 2022, Minneapolis, MN
- 2015 Guillermo Osorno for The Mexican Ministry of Foreign Affairs 100 Mexicans Abroad
- 2013 The Minnesota History Society, Lideres Latinos Oral History Project, St. Paul, MN
- 2012 Hecho in Minnesota Posters Designed by UNO Branding, Hardcover, (Author, Editor, Illustrator)
- 2009 ¡Amigas Forever! Hardcover, (Illustrator)
- 2007 Leigh Roethke, The History of Latinos in Minnesota, publish by Minnesota Historical Society Press
- 2006 Step Inside Design Magazine Interview, By Emily Potts, Frozen or on the Rocks? Dynamic Graphics, Inc.

## MEDIA AND PRESS

- 2024 Jenna Ross, "You've seen Luis Fitch's art on stamps, at Target and on the street. Now, see it in a gallery" StarTribune
- 2023 Meron Moges-Gerbi "New Minnesota Flag" CNN, United States
- 2023 Steve Calechman, "If MN can redesign a problematic state seal in 3 months, why can't Massachusetts? Boston Globe
- 2021 Jenna Ross "USPS celebrates Día de los Muertos with stamps by Mpls artist" StarTribune front cover newspaper, MN
- 2017 Cheryl V. Jackson "Mexican celebration Day of the Dead goes mainstream in America" USA Today newspaper, NY, NY
- 2016 "Neo-Mexicanism work is both heartfelt and haunting", City Pages, Minneapolis, MN
- 2014 Kristen Kazarian, "Translating brands for the Hispanic audience" Packaging Strategy Magazine, Troy, MI
- 2010 Raul Dominguez, "Paseo de la Fama", El Mexicano, Tijuana Newspaper
- 2010 Lorena Duarte, "Minnesota Immigrants", MN Historical Society, Saint Paul, MN
- 2008 Anthony Mazzotti, "Hit the pavement", AIGA Issues, Minneapolis, MN
- 2006 Gordon Kaye, "People to Watch", GD USA 500 Issue, New York, NY
- 2006 Susumu Michizoe, "Design office report from USA", Bijutsu, Japanese Magazine
- 2006 Nicole Garrison, "UNO align to produce Hispanic ware", the Business Journal, Minneapolis, MN
- 2005 Nicole Garrison, "East Lake Street launch a new brand: Midtown", the Business Journal, Minneapolis, MN
- 2002 Bruce N.Wright, "¿Habla usted Ingles?", Communications Arts, New York, NY
- 2002 Coyne and Blanchard, "Fresh", Print Mazine, Menlo Park, CA
- 2002 Catharine M. Fishel "Inside the business of graphic design" Allwort Publisher, New York, NY

## LECTURES AND WORKSHOPS *\*Workshops*

- 2025 Minneapolis Public Schools, In-Culture Art Workshop for the School District, Minneapolis, MN
- 2025 MCAD, Color for All, Minneapolis, MN
- 2024 Minneapolis Institute of Arts, Street Art Workshop for 55+, Minneapolis, MN\*
- 2024 Bloomington Public Schools, In-Culture Art Workshop for the School District, Bloomington, MN
- 2023 Minneapolis Institute of Arts, Art Poster Making, Minneapolis, MN
- 2023 South Broadway Cultural Center, Urban Art for All, Albuquerque, NM
- 2022 Kentucky University, Interconnected Lecture Series, KY
- 2021 Walker Art Center Day of the Dead workshop for families – Minneapolis, MN\*
- 2021 UW Stout School of Art and Design, My Art and Designs, Menomonie, Wisconsin
- 2021 Augsburg University, My history, my art, my design, Minneapolis, MN\*
- 2020 Ramsey County Library, My work in times of Covid-19, Saint Paul, MN
- 2020 University of Minnesota, Getting ready for the real world, Minneapolis, MN
- 2020 Augsburg University, From Mexico to Minneapolis, Minneapolis, MN

2020 AIGA MN design camp conference, Filtros, Madden's, MN  
 2019 Weisman Art Museum, Conversations with Creatives, Minneapolis, MN  
 2018 Minneapolis Institute of Arts design night, weird design panel talk, Minneapolis, MN  
 2018 AIGA MN design camp conference, how to design and create art for the Latinx market, Madden's, MN\*  
 2017 Towson University, My art life, so far, Baltimore, MD\*  
 2016 Latino Foro Minneapolis Lake Street, Designing and branding a street, Minneapolis, Minnesota, MN  
 2016 PBS national meeting, Understanding the Latinx market in the USA, Washington, DC  
 2014 St. Cloud State University, Filtros, Getting to the heart of the target audiences, St. Cloud, MN  
 2014 MCAD and Brand Lab workshops, My Portfolio History, Minnesota, MN  
 2013 Universidad Autónoma de Baja California (UABC) Symposium, My trabajo en el exterior, Tijuana Baja California, México  
 2013 Universidad del Pedregal del Sur, Mi estudio, Ciudad de México  
 2012 University of Minnesota Duluth and Labovitz School of Business, The Myths and Stereotypes of Latino Culture, Duluth MN\*  
 2012 Conferencia ProDiseño, Mex design en el norte, Tampico, México \*  
 2011 Kansas State University, Designing for the Latino Market, Manhattan, KS  
 2011 Vaseline Design, Diseño de branding para el mercado Latino, Chihuahua, México\*  
 2010 Tipos Libres, El diseño es un arte, Querétaro Tecnológico de Monterrey, Querétaro, México\*  
 2010 Congreso Chihuahua, El diseño emocional, Chihuahua, México\*  
 2010 Universidad del Valle Hermosillo, En Mexico si se puede, Hermosillo, México\*  
 2010 Minnesota College of Art & Design (MCAD), The Journey from México, Minneapolis, MN  
 2009 Minneapolis University of Minnesota – Minneapolis, MN  
 2009 Instituto Tecnológico y de Estudios Superiores de Monterrey – León Guanajuato, México\*  
 2009 Blurring Lines – Society for Environmental Graphic Design (SEGD) Annual Conference, San Diego, CA  
 2009 Interuniversidades – Ciudad Obregón, México\*  
 2009 AIGA Y14, Crossing borders, San Diego, CA\*  
 2008 National Association of Latino Arts (NALA), Latinx Art in Minneapolis, Minneapolis, MN  
 2008 a! Conference, El mercado Hispano en los Estados Unidos, San Luis Potosí, México  
 2008 GAIN – American Institute of Graphic Arts, Hispanic Marketing 101, New York, NY  
 2007 American Marketing Association, The Hispanic Marketing in Minnesota, Minnesota, Minneapolis, MN  
 2007 Miami Ad School, The Hispanic portfolio, Minneapolis, MN  
 2006 Minnesota Advertising Federation, Advertising to the Latino Market, Minneapolis, MN  
 2006 Minnesota AIGA, Hispanic Design, Minneapolis, MN  
 2005 Texas University of Texas, No borders, El Paso, TX  
 2004 MN American Marketing Association, Advertising to the Latino Market, Minneapolis, MN  
 2003 7th Annual Hispanic Marketing Midwest Conference, Avanza Supermarket case study, Minneapolis, MN  
 2003 Newspaper Association of America, Understanding the Latino acculturation process, San José, CA  
 2002 American Institute of Graphic Arts, Minneapolis, Hispanic 101, Minneapolis, MN  
 2001 5th Annual Hispanic Marketing Midwest Conference, Blending Latino cultural influences with visual strategies, Mpls, MN

## TELEVISION / RADIO

2025 Canal Once, Sin Muros, Exploring Mexico-U.S. Relations, Mexico City  
 2023 WCCO News, Exhibit on Minnesota Flag Symbolism, MN  
 2023 MPR News, Panel on Redesigning Minnesota's State Flag, MN  
 2021 NBC Universal, USPS & Target Day of the Dead Collection, Nationwide  
 2021 Canal 22, National Cultural TV, *Luis Fitch en México*  
 2021 NBC Universal national news, Día de los Muertos for USPS and Target Stores, Nationwide, USA  
 2021 Telemundo national news, Día de los Muertos for USPS and Target Stores, Nationwide, USA  
 2021 MPR News radio, Minneapolis artist's Día de los Muertos designs break new ground as Postal Service stamps, MN  
 2020 Canal 22 México, Diáspora Cultural, National Cultural TV in México  
 2018 Radio KPCW public radio station, Latinx artist interview, Park City, Utah  
 2010 TPT MN Channel, Latino Art: A Community Vision, Minneapolis, MN  
 2009 PBS TV show Life (Part 2), Opening titles design, Minneapolis, MN  
 1988 Canal 12, Entrevista cultural con Pedro Ochoa, Tijuana, Mexico