

For Carlos, art and design is a passion – it is something that has always been with him and every day he finds a reason, an inspiration or a new technique to bring it out and share it. He says his work is greatly inspired by music and also by the city of Chicago, a place that provides many images in direct contrast to tropical Puerto Rico. But it all goes back to the passion.

“Passion in art goes beyond what you imagine,” he says. “You have to take it as far as you can.”

Carlos found the undergraduate experience at RMU provided him with the tools to develop as an artist; but more importantly, it taught him to explore outside of the classroom. “I had one instructor in particular, Susan Stewart, who was very tough with me,” he remembers. “She didn’t hold back when she criticized my work. It helped me develop a thick skin, to be critical of my own work, and to become a more well rounded designer. In essence, she polished me up and gave me a clear idea about what design really is.”

Taking advantage of the skills and expertise of teachers and mentors has helped Carlos in many ways. While at Columbia Records, he worked with a woman named Karen Pedroza. “She helped me become more rounded in web design and always had tips on how to speed up my workflow.”

He became more skilled, not only as an artist, but in the technical aspects of design. Learning each new program, creating apps, exploring and stretching the capabilities of an ipad or iphone, all led to a proficiency that quickly took him beyond his assignments. His use of Adobe while working on the student magazine, Epic, also got him attention. After a couple quarters of graduate school, he applied for and was accepted for an internship at Sony Music in New York.

“I loved being in New York,” he said. “I spent my internship developing an interactive music app.” Obviously it’s a perfect fit for Carlos to combine art, music and technology. The project is still under wraps and he is anxiously waiting to learn when it gets a green light.

Upon his return from New York, Carlos was invited to do a guest lecture at the Michigan Avenue Apple Store on “Design, Development and iOS” – a discussion of the influence of iOS and Apple products on his creative process and workflow. It was also inevitable that Carlos would strike out on his own with Osanti Design, his own company that specializes in interactive design, brand identity and illustrations. He already has several corporate clients and works from wherever he can plug in his laptop, usually a local coffeeshop.

As an RMU alumnus, and a veteran, Carlos has a very focused approach to completing graduate school and some solid ideas about where his design passion will take him. Returning to NYC is a possibility, continuing for an MFA at the Art Institute is another. Down the line he might like to work for a large agency or even open up his own.

“School is important,” he says. “It gives you the tools but you have to do the homework. And passion for your art is, well, if you aren’t passionate about it, drop it. Don’t settle with what is learned in the classroom – get out there and learn more.”