

Jorge Arreola

Experience Designer

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I'm an experience designer with expertise in exhibition design, accessibility innovation, and emerging technologies. I enjoy translating complex curatorial concepts into engaging visitor experiences through audience-centric design, research, and collaboration.

I specialise in the GLAM sector, bringing a strong foundation in interactive design and hardware integration, combined with research expertise in digital accessibility. I'm passionate about creating inclusive cultural experiences that leverage technology to enhance storytelling and community engagement.

Experience

State Library Victoria

Jul 2021 – Present

Exhibitions Experience Designer

- In-house experience designer for SLV's most visited exhibitions including Mirror (2023), Luminous (2023), Make Believe (2025), Handmade Universe (2022), and Creative Acts (2025)
- Contact between internal teams and external design studios, guiding 3D and 2D designers through concept development to execution
- Drive creative direction through audience research, benchmarking, and exhibition development
- Design exhibition interactives and collaborate on complex digital implementations
- Lead accessibility initiatives including deafblind tours, exhibition audits with disability-led orgs, and a tactile interpretation projects using 3D printing for deafblind visitors

Mar 2020 – Jul 2021

Library Officer

- Delivered front-of-house visitor services and managed back-of-house collection responsibilities
- Gained deep understanding of Library operations and visitor needs across all service areas

Nov 2019 – Mar 2020

Audio-Visual Technician

- Designed and implemented bespoke audio-visual solutions for Library events
- Developed skills in hardware/software integration and live audio production

'The Search for Harmony' Melbourne Design Week 2021

Jan – Mar 2021

Solo Show / Exhibition Designer

- Invited by National Gallery of Victoria to present Masters project The Search for Harmony

- Designed and developed immersive audio-visual installation using water and location sensors
- Showcased at Fiona Lynch's studio during Melbourne Design Week

Craig Walker Design and Innovation

Jan – Mar 2020

[Melbourne Design Week ‘The Pub of the Future’](#)

- Facilitated workshop for Melbourne Design Week's The Pub of the Future
- Conducted research on Melbourne pub aesthetics and cultural significance
- Designed interactive elements and contributed to gallery space design

Codere Mexico

Jun 2017 – Feb 2019

Experience designer

- Developed concept proposals for attractions at Granja las Américas amusement park
- Managed projects from inception to execution for brands including NatGeo, LEGO Education, Nickelodeon
- [Projects: NatGeo, Cheetos, LEGO Education, Nickelodeon and others.](#)

Education

RMIT, Melbourne

2024 - Present

PhD in Digital Accessibility in GLAM institutions

- Research focus: Digital accessibility for neurodiverse visitors in cultural institutions
- Generating practical insights for exhibition design and digital strategy based in post-universal design and co-design principles

RMIT, Melbourne

2019 - 2020

Master of Design, Innovation, and Technology

- Specialised in museum studies
- Achieved valedictorian status with highest GPA
- Selected by National Gallery of Victoria to present major project during Melbourne Design Week

Universidad Iberoamericana, Mexico City

2011 - 2015

Bachelor of Industrial Design

- Graduated with special interest in experience technology and systems design

Skills

Design & Technology *Figma, Adobe Creative Suite (InDesign, Illustrator, Photoshop), Rhino, Hardware prototyping, Raspberry Pi projects*

Accessibility	<i>Digital accessibility auditing, inclusive design methodologies, sensory interpretation design</i>
Project Management	<i>Stakeholder collaboration, creative direction, cross-team coordination, audience research and evaluation</i>
Technical	<i>Interactive design development, audio-visual production, web design fundamentals, 3D printing applications</i>

References

Michelle Moo,
Exhibitions Manager, State Library Victoria mmoo@slv.vic.gov.au
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