

Crafting Success: Building a Design Empire, Being a Latino Entrepreneur, and Breaking Barriers

EPISODE 4: A CONVERSATION WITH PAUL GONZALEZ

EPISODE SUMMARY

This episode features a conversation with Paul Gonzalez, a Ringling College alum and CEO and Creative Director of Alt-Black, discussing various topics related to his design journey, cultural identity, and entrepreneurial drive.

LEARNING OUTCOMES

Upon listening, you will be able to:

- Explore how Paul's Latino heritage shapes his identity, and approach to design and entrepreneurship.
- Discuss the challenges faced by underrepresented communities in creative industries, including imposter syndrome and limited representation.
- Recognize the significance of community-oriented values in business and how they can foster inclusivity.

DISCUSSION QUESTIONS

- How has Paul's cultural background influenced his career choices and professional identity?
- What barriers do you think exist for underrepresented populations in creative fields, and how can these be addressed?
- In what ways do you think fostering a sense of community within a workplace can enhance inclusion and support diversity?
- How do you personally define success, and how might this differ for individuals from diverse backgrounds?
- Paul emphasizes the importance of learning from failure and adapting. Can you share an experience where a setback led to personal or professional growth?

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