

Veronica Cabrera-Moreno (Roni)
Founder and CEO, HTX Art & Art in the Heart
8321 Jensen Dr. Houston, TX 77093
roni@artintheheart.org

Biography

Motivated by a belief in the transformative power of creativity, Veronica Cabrera-Moreno, known as Roni, has been a passionate advocate for the arts. Since 2012, she has used art as a powerful tool for healing, pride, and community empowerment. Roni's journey began with a commitment to enrich her community through diverse art initiatives, including organizing neighborhood pride events such as the Sabor del Northside Festival and creating large-scale murals for mission-driven organizations.

Roni's notable mural projects include her work on the World Cup art bid and her contributions to mission-based organizations such as The Houston Furniture Bank and HIM Food Pantry. She has extended her impact by teaching cultural arts to children, organizing art shows, and partnering with organizations to provide STEAM education in underserved neighborhoods. Her dedication to inclusivity is evident in her work with refugee children, ensuring that art remains accessible and serves as a vital tool for healing and expression.

In addition to her artistic endeavors, Roni has made significant contributions to supporting survivors of human trafficking through her coordination of art programming with Brazen Table. Her global experiences—such as delivering art supplies to Sri Lanka and exploring artist villages in Taiwan—have deepened her understanding of the importance of providing art resources in underserved communities, including her own.

In 2021 Roni received national recognition from singer Kelly Clarkson for her innovative Art Bus, a mobile initiative that broke down barriers by bringing art directly to communities in need. Building on this success, she founded Art in the Heart, a community art center offering a holistic approach to art and resources for her neighborhood and underserved children.

Through Art in the Heart, Roni promotes civic engagement, provides resources during crises, and offers studio spaces for artists who lack access to other facilities. She has also created a community garden and green space, offering a safe place for her neighborhood to rest and reflect. In just three years, Art in the Heart has provided arts programming and access to over 6,000 individuals, reflecting its profound impact on the community.

Roni's unwavering dedication ensures that art continues to be a vital and healing force in the lives of those she serves.

Professional Experience

Founder & CEO, HTX Art

Houston, TX | 2020 - Present

- Founded HTX Art to provide access to the arts in underserved communities, with a focus on creating opportunities for female and BIPOC artists.
- Launched the Art Bus, a mobile art initiative, bringing art directly to underserved neighborhoods and ensuring wider access to creative experiences.
- Spearheaded numerous mural projects and art initiatives that highlight and celebrate Hispanic culture and community pride across Houston.
- Collaborated with organizations like HIM Food Pantry, St. Mark's Community Garden, and Houston Furniture Bank to create murals that align with mission-based work.

Founder & Artist, Art in the Heart

Houston, TX | 2021 - Present

- Opened Art in the Heart, an art center and community hub in a predominantly Black and Latino neighborhood, offering art education, cultural events, and essential resources to the community.
- Developed and led programs providing low-cost art studio spaces, community workshops, and educational opportunities, fostering a creative and supportive environment for all ages.
- Established Art in the Heart as a nonprofit organization dedicated to serving the community's needs, from providing art resources to helping during crises.
- Summer Arts Programs: Continues to facilitate and expand the summer arts programs initially launched in 2016, reaching a wide demographic of children and teens in underserved communities.

Art Programming Coordinator, Brazen Table

Houston, TX | Date 2017-2019

Ran arts programming for Brazen Table, a program designed to help survivors of human trafficking through creative expression and empowerment.

Arts & Entertainment Director, Sabor de Northside Festival

Houston, TX | 2017 - 2018

- Coordinated arts events and connected local talent, including school performances, to showcase the vibrant cultural landscape of Northside Houston.

Artist & Muralist

Various Locations | Ongoing

- Contributed family art corners to countless events prior to founding HTX Art, promoting cultural traditions like Catrina face painting across Houston.
- Participated as an artist and muralist for the World Cup Art Bid, with artwork displayed at Hobby Airport and other prominent locations.
- Created large-scale murals for various mission-driven organizations, including a 60-foot mural for The Vineyard Church, The HIM Food Pantry, Houston Furniture and St. Marks Community Garden.

Volunteer & International Arts Advocate

Sri Lanka | 2012

- Traveled to Sri Lanka to bring art supplies and experiences to underserved communities, as part of a larger commitment to volunteerism and international arts advocacy.

Taskforce Member, Houston Taskforce on Equity

Houston, TX | 2022

- Participated in a six-month taskforce focused on exploring issues of equity and justice in Houston. Contributed to the final project, presenting policy and project recommendations for Houston's Bicentennial to a panel of civic and business leaders, with a focus on equity and justice.

Current Participant, RICE Leadership Institute for Nonprofit Executives

Houston, TX | 2024

- Currently enhancing personal leadership capacity through participation in the RICE Leadership Institute for Nonprofit Executives, with a focus on building connections, exploring equity, and leading community transformation.

Awards & Recognition

National Television Appearance- Featured on *The Kelly Clarkson Show* to promote access to art in Houston, receiving an award and gift from Kelly Clarkson.

Proclamations: Received two proclamations from the Mayor's Office for "Art in the Heart Day" and "Roni Cabrera Day."

Acknowledgments: Recognized by Precinct 2, Greater Northside Management District, and Council Member Cisneros from District H.

Artist Award: Received from the Texas National Association for Multicultural Education.

Latina Poderosa Awards

Latina of Influence Award