

I am a creative educator grounded in the field of graphic design, with a decade of practice driving diverse brand-oriented projects. I combine a lifetime spent in the outdoors with a passion for interdisciplinary design, a broad education, and business experience. Always focused on sustainable design theory, executed with systems analysis and design thinking at the fore, my problem solving approach is both broad and deep. I strive to provide educational experiences that expand the possibilities of design and bring about a positive, collaborative future for both human society and the planet.

---

### Oregon State University | Instructor, Graphic Design | January 2017-present

#### RESPONSIBILITIES

- Develop curriculum for upper and lower division graphic design courses required for graduation, including technology courses, those focused on professional development and preparation for working, writing intensive courses, and senior capstone projects
- Act as instructor for upper division graphic design courses and advise students to keep them on track approaching graduation
- Develop curriculum for online and hybrid courses using best practices for learning on the Canvas teaching platform
- Participate in accreditation and assessment activities to insure compliance with program learning goals
- Co-lead development of graphic design minor online through Oregon State Ecampus and School of Arts & Communication

---

### Minneapolis College of Art & Design | Adjunct Instructor, Sustainable Design | January 2018-present

#### RESPONSIBILITIES

- Update and refresh curriculum for older foundational course in sustainable design for graduate students in the MA SD program
- Execute online instruction using established best practices on the Blackboard teaching platform
- Mentor, instruct, and grade first year graduate students

---

### Yakima Products, Inc. | Senior Design Manager | March 2015-present

#### RESPONSIBILITIES

- Concept, direct and execute yearly marketing campaigns
- Establish and evolve brand visual identities
- Manage, critique, and mentor team of graphic designers
- Concept and direct graphics for digital and social campaigns
- Communicate with regional business units in EU, AU and China, setting up shared resources data bases
- Direct and execute design of merchandising hardware and graphics
- Concept, direct and execute design of sales and marketing materials and presentations
- Drive production of all printed materials, managing vendor relationships, creating RFPs for printers and other vendors, and quality checking all printed materials
- Direct and supervise product photography and creative video projects with internal and external teams

#### ACCOMPLISHMENTS

- Rebranded the 35-year-old Yakima outdoor brand, bringing back the vibrance and irreverence that characterized the voice of the company in years past. Lead redevelopment of visual communication strategy and look and feel for all print, digital, photo, and video. Rebranding coincided with record sales and increased adoption of the brand at retail.
- Helped to lead packaging redesign team, traveling to China to meet with printers, learn about best practices, implement sustainability- and quality-based standards, and redesigned carton artwork for new criteria developed. Estimated savings for first year will be \$1 million.
- Lead Creative Direction and concepting for StreamLine System campaign for 2016, the largest and most crucial new product launch in brand history, with Yakima and the National Parks Foundation.

---

### Yakima Products, Inc. | Lead Graphic Designer | 2012-2015

Execute yearly marketing campaigns for Yakima, Whipbar, and Prorack brands, establish and evolve brand visual identities, oversee packaging, mentor junior designers, manage production of all printed materials, manage relationships with print, 3D design, and photo vendors.

---

### Danner Boots | Lead Graphic Designer | 2009-2012

Brand design for all printed, environmental, tradeshow design and marketing campaigns. Jill-of-all-trades for both Danner Boots and LaCrosse Footwear brands. Part of a team of 3-4 who executed all design for both brands and corporate communications.

---

### Nike Inc. | Production Artist | 2007-2009

PA in Licensed Apparel. Created illustrations, schematics, etc. in preparation for manufacture of apparel graphics, as well as assisted in design development for special events. Focus on both men's and women's product for the college sports market, as well as quick-turn SMU product.

---

### C2 Education | English Tutor | 2008-2009

Private and small-group tutor for students aged 10-18 in writing, English grammar, SAT and college prep for second-language English students.

---

### Starbucks Global Creative | HearMusic Intern | 2006-2007

Carried out design projects from concept to final design for Starbucks Entertainment and Hear Music Coffeehouses, as well as Starbucks in-store graphics/POP.

---

### Ride Studio | Graphic Design Intern | 2005-2006

Developed projects for action sports companies, including soft-goods catalogs and a line of snowboards. Used personal knowledge of the snowboard industry to create well-directed product. Clients included Sims Snowboards and Betty Rides.

**deann garcia**  
design educator

7615 NW Skillings Dr  
Corvallis, OR 97330

503.277.0326  
deanncgarcia@gmail.com

dcgarciadesign.weebly.com  
flammerougecreative.com

---

## Education

MINNEAPOLIS COLLEGE OF ART AND DESIGN | MINNEAPOLIS, MN

MA SUSTAINABLE DESIGN ONLINE 2015

THESIS: Sustainable Production and Design of

Cycling Lifestyle Apparel for Women

OREGON STATE UNIVERSITY | CORVALLIS, OREGON

BFA GRAPHIC DESIGN 2006

CUM LAUDE

PEPPERDINE UNIVERSITY | MALIBU, CALIFORNIA

2000-2001 ADVERTISING/TELECOM DEGREE PATH

## Technology

Expert-level skills in Adobe Creative Cloud application

Particular skill in Illustrator, InDesign, and Photoshop

Experience in Canvas and Blackboard online class management systems,  
including developing fully-online and hybrid courses

## Community

Sponsorship coordinator & marketing director for West Coast Women's Cycling, an Oregon-based advocacy group dedicated to encouraging women of all abilities to engage in cycling-related activities, especially mountain biking and adventuring off-road

Member of AIGA {Portland chapter}

Partnering with Oregon Wild to host multi-day backcountry bike adventures supporting wilderness protection designation

## Who

Avid mountain biker, hiker, outdoor enthusiast and advocate. Dedicated to applying principles of sustainability and systems thinking to design education and creative direction. Believer in the power of design to change hearts and minds. Climate change fighter.