



## RESUMÉ

### Contact and Portfolio

Alisha Fund

www.alishafund.com  
alishafund@gmail.com

/303/999/1557/

### Education

Academy of Art University, CA  
MFA Graphic Design, 2014  
78 of 78 total credit hours

Brigham Young University, UT  
BA Marketing Communications, 2002  
MINOR in Graphic Design  
137 OF 137 TOTAL CREDIT HOURS

### Skills

Experienced in graphic design, type design, and design education. Also experienced with online educational tools and learning platforms.

Proficient in Adobe CC, Glyphs, Mag+, Adobe Connect, Squarespace and Wordpress. Also proficient in prepress, bookbinding and calligraphy.

### MFA Thesis

www.characterscript.com

My thesis focused on the idea that handwriting builds character. I have created a working font of handwriting models based on the positive character traits found in handwriting analysis. The font is used for handwriting models.

### Experience

BYU-Idaho, CO  
/09.12-PRESENT/

Online Instructor of Typography ■ Present an introduction to typography as a fundamental element of graphic design ■ Connect with and mentor students ■ Responsible for the full instruction and implementation of this course ■ Provide in-depth video critiques for student projects ■ Coordinate course improvement with the on-campus instructor.

Freelance, IL, DC, PA, CO  
/08.02-PRESENT/

Designer of various projects including identity packages, books, brochures, and some web.

Axiom Press, UT  
/01.02-07.02/

Graphic Designer for a variety of company products and projects, working alongside marketing and web media ■ Designed a new style guide for the World Edition CultureGrams books ■ Designed and created infographics for the Kids Edition CultureGrams books using the new style guide ■ Designed and directed the production of a direct mail advertisement for the spring 2002 campaign.

BYU-Provo Newsnet, UT  
/04.01-09.01/

Manager of the creative team at BYU Newsnet ■ Coordinated with the production team to execute designs completed by the creative team ■ Designed spec ads, tabloid covers, and campus student directories.

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## REFERENCES

Carolina de Bartolo, *Author of Explorations in Typography with Erik Spiekermann*  
(CONTACT INFORMATION AVAILABLE UPON REQUEST)

Anitra Nottingham, *Online Director, School of Graphic Design, AAU*  
(CONTACT INFORMATION AVAILABLE UPON REQUEST)

Scott Franson, *Design Faculty, BYU-Idaho*  
(CONTACT INFORMATION AVAILABLE UPON REQUEST)

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### R3DUC3

A pattern emerged and exposed the case to be a wasteful society. Clues were found in reclaimed wood, recyclable trash bags, and photo illustrations of massive amounts of waste. Focus groups brought trash bags full of 24 hours worth of waste. We analyzed the waste and discussed what could and could not be recycled. Research flash cards, a deck of persona cards, and a poster helped inform a book created from reclaimed wood, recycled paper, and a coptic binding. [www.alishafund.com](http://www.alishafund.com)



### MU53

A pattern emerged showing the case to be motherhood. The clues were found in scrapbooking paper, gender-neutral colors, and children's picture books. The story tells of a woman who at first struggles to be a writer while being a mother, but soon learns that her child and muse inspires her writing. It is the evolution of both a mother and her precocious child. [www.alishafund.com](http://www.alishafund.com)



### S31F

Facts came together to reveal a conflict of two concepts; selfness and selfless. A classic case of self-design. The clues were found in two spines, anatomy, and distorted type forms. Much like rorschach, the typography, illustrations, layout, and content of each side of the book, were a mirror of each other. [www.alishafund.com](http://www.alishafund.com)



### G3RM5

A pattern emerged in the typography that exposed bacteria even among glyphs. Periods, semi-colons, and vertical bars were among the germier clues found. Colonies of periods invaded paragraphs of text and the colors pink and green were used liberally to show the beauty in what is normally dirty or even gross. [www.alishafund.com](http://www.alishafund.com)



### R3PUB5

The facts revealed a case of a missing heart and a misguided focus in the republican party. The clues were found in the strength of the heart of the elephant, in the color red, and in patterns that create an environment of freedom, transparency and camaraderie. A logo was created that retains the roots of the party, but stands tall and youthful instead of hunched and set in old ways. [www.alishafund.com](http://www.alishafund.com)

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### TW15T3D

Through a thorough examination of the facts, it became evident that the case involved the infamous Coen brothers. The clues were found in old hotels, the things you can't see, and dark humor. The movies inspired a collection of festival items that promoted a dark and twisted body of film work. Old and creepy hotels with smatterings of blood and humorous cows (from left field) inspired the design of the festival items. It's what you can't see that gets you into trouble. [www.alishafund.com](http://www.alishafund.com)



### P01AR01D

A pattern emerged that revealed the case to be a brand forgotten. The clues were found in hipster culture, soft color, and progressive art. The result unfolded as a logotype that literally turns backward while moving forward, soft and bold stationery, and a pinhole camera. [www.alishafund.com](http://www.alishafund.com)



### TYP35

The facts presented as a case where letters should communicate. The clues were found in fire, dance, and history. The history of letter design was repeated then expressed in unique compositions within a collective and asian inspired book. Two sets of nine unique characters were formed that dance with fire. The anatomic parts work together cohesively as any good typeface does. [www.alishafund.com](http://www.alishafund.com)



### 5CR1PT

A pattern emerged in the strokes of handwriting. Using handwriting analysis to identify positive character traits in the writing, a new font emerged that depicted such qualities as confidence, determination, and honesty. The font is now being used as a set of handwriting models for the 21st century student. An iPad app was designed to disseminate the handwriting models to kids around the world. [www.characterscript.com](http://www.characterscript.com)

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