

## education

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- 2012 **Academy of Art University** | MFA Graphic Design  
thesis on immersive education models for use in teaching wayfinding design
- 1995 **University of Texas at Arlington** | BS Architecture  
concentration on architectural design theory
- 1990–1992 **University of North Texas**  
concentration in mathematics and industrial technology

## teaching experience

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- 2013–present **Academy of Art University** | San Francisco, California (online)  
Online Class Coordinator, School of Graphic Design  
write, develop, deploy, and teach online courses for undergraduate and graduate level graphic design students
- 2013 **University of Cincinnati** | Cincinnati, Ohio  
Adjunct Instructor, Communication Design Program  
foundation and advanced design systems studios
- 2007–2012 **Miami University** | Oxford, Ohio  
Visiting Assistant Professor, Graphic Design and Interior Design Programs  
graphic design and interior design seminars, print / digital / environmental design studios, study abroad studio workshops
- 2004–2005 **University of Arkansas** | Fayetteville, Arkansas  
Adjunct Instructor, Department of Architecture  
foundation design studios and seminars
- 2003–2005 **Northwest Arkansas Community College** | Bentonville, Arkansas  
Adjunct Instructor, Communication Arts Program  
color studies and portfolio design studios

## professional experience

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- 2012–2013 **University of Cincinnati College of Design, Architecture, Art, and Planning** | Creative Communications Director  
in-house graphic design for the UC DAAP, including print, digital, and experiential design applications
- 2002–2012 **design8ed** (formerly PhDv8) | Principle, Founder  
wayfinding, print, and digital design work on academic and corporate websites, academic print collateral, corporate design systems, marketing packages, and identity designs
- 2005–2007 **Catt Lyon Design** | Environmental Graphic Design Project Manager  
environmental design and wayfinding for convention centers, hotels, casinos, residential towers, and sports facilities
- 1995–2002 **dsgn associates** | Architectural Project Designer and Network Systems Administrator  
environmental and architectural design of residential, national-chain entertainment, and international retail facilities, upkeep of computer network and servers
- 1994–1995 **Brinkley Sargent Architects** | Intern Architect  
graphic presentation production, model building, architectural shop drawing development and coordination for medical, justice, and educational facilities

## professional affiliations

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### **American Institute of Graphic Arts (AIGA)**

member since 2008

### **Society of Environmental Graphic Designers (SEGD)**

rejoined 2016

## honors and awards

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2012

### **Academy of Art University**

faculty award, School of Graphic Design  
cum laude

### **Interior Design Educators Council**

first place Creative Scholarship, Knowhere kit  
third place Creative Scholarship, Knowhere exhibit

### **Faculty Research Grant | Miami University, School of Creative Arts**

\$1250 grant used to present *Knowhere: Finding Ways to Teach Wayfinding* at 2012 SEGD Academic Summit

2011

### **Cincinnati Design Awards**

honor award SEGD Built Work, Knowhere exhibit  
distinguished detail award, Knowhere kit

### **TheDieLine**

student spotlight, Post-Colonial Tea Time

2006

### **Yankee Stadium**

finalist, branding and wayfinding design ideas invitation with Catt Lyon Design

2003

### **Entablature Web Awards**

honor award, Marlon Blackwell Architects website

### **American Design Awards**

gold medal, Marlon Blackwell Architects website

2001

### **Visual Merchandising and Stone Design**

first place, Rave Review Motion Pictures with dsgn associates

### **National Concrete Masonry Association**

design award of excellence, Rave Review Motion Pictures with dsgn associates

1997

### **American Institute of Architects, Dallas chapter**

unbuilt design award, New Lighthouse of Prayer with Firm X Architecture

1996

### **American Institute of Architects, Dallas chapter**

student design award, House of Masks  
juror's choice, Ken Roberts Architectural Delineation Competition

1995

### **American Institute of Architects, Dallas chapter**

finalist, Ken Roberts Architectural Delineation Competition

### **The End International Design Competition**

finalist, The Juice: a domestic abuse memorial and information center

## presentations

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- 2016 **Meeting Students Where They Learn** | Academy of Art University  
In 2015, the Academy of Art University's Online Education department was in the midst of altering how it approached presenting art education materials in an online classroom. To avoid appearing outdated, there had been suggestions that we reconsider how demonstration videos and learning materials were developed. Using YouTube tutorials as a working model, the School of Graphic Design reworked all course materials for the Introduction to Visual Communications course to make them more approachable by students. This course rebuild became a beta-test subject for this model, and for trying out other new Online Education tools. The results were immediately noticeable, and our team was invited to present the new class in a monthly All-Schools Directors' meeting.
- 2016 **The Challenges of Online Teaching** | University of Cincinnati College of Design, Architecture, Art, and Planning  
The University of Cincinnati had recently issued a mission statement to move design studio courses into an online education environment in an effort to increase enrollment and reduce overall budgetary costs. I was invited by the Associate Dean of Faculty Affairs to discuss possible models for developing this environment, including potential areas of concern when moving design studio-based learning into an online learning model.
- 2012 **Knowhere: Finding Ways to Teach Wayfinding** | SEG Academic Summit  
Following the completion of my research project, I was invited to present my results to academic leaders within the field of environmental graphic design at the 2012 Academic Summit for the Society of Environmental Graphic Designers. Following the presentation, I was asked to lead a panel discussion on the future of wayfinding education.
- 2012 **Knowhere** | Interior Design Educators Council Conference  
Prior to the completion of my research project, I was invited to present my research and current findings at the Interior Design Educators Council Conference. The presentation was made to academic leaders within the field of interior design as a method of aiding their students in better understanding how human behavior and graphic design can aid in the design of more intuitive environments.
- 2011 **Knowhere** | Hochschule Rosenheim  
Following the completion of the Knowhere: Italy 2011 workshop, I was invited to present the workshop results to students of the interior design program at Hochschule Rosenheim (the University of Applied Sciences in Rosenheim). Knowhere kits were dispersed and discussed, and student solutions were displayed during the conversation.

## exhibitions

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- 2012 **Best in Show: An Exhibit of Student Work** | Miami University, Cage Gallery  
student work from the Graphic Design Program  
A number of potential exhibit designs were explored by Multidisc Studio student teams, with the Graphic Design faculty voting on and selecting the best of these options.
- 2011 **Knowhere: Finding the Ways We Wayfind** | Miami University, Cage Gallery  
exhibit exploring how context, behavior, and design help us navigate without thinking  
This exhibit which utilizes all surfaces of the gallery and surrounding level to point out and explain different wayfinding clues we find in our every day environment. Using the building in which it's housed as a teaching tool, *Knowhere* does something never done within the context of this academic setting before—it pulls itself out of the confines of the gallery space, and lets the design overrun a full level in the Miami University Department of Architecture and Interior Design.
- 2009 **Mobile Italy: An Exhibit of Student Work** | Miami University, Cage Gallery  
work completed by students during the Mobile Italy study abroad workshop  
Student sketchbooks were displayed, opened to their favorite sketch from the workshop. Colored strings connected images generated from the same assignment statements, as well as final assignments created from the same destination location.
- 2005 **PlantLife: Photostitch through Natural Progression** | University of Arkansas School of Architecture, Long Gallery  
first-year architecture student work completed during the Spring 2005 semester  
Works displayed focused on the abstraction of a plant through projects that included photo-composites, illustration, cut-paper collages, screen printing, and abstract compositions.

## publications

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- 2013 *The Way of the Sign III, volume 2*, Artpower International Publishing Co.  
feature chapter showcasing Knowhere exhibit
- 2012 "CDA Fifteen," *Cincinnati Magazine*, February edition  
feature article of Knowhere exhibit in article announcing Cincinnati Design Awards winners
- 2005 "Riding the Dragon: the use of teaching assistants as beginning design faculty," *NCBDS: The Beginner's Mind*  
academic paper discussing use of upper level teaching assistants in foundation studios, coauthored with Patricia Kucker

## academic service

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### **Online Education Steering Committee** | Academy of Art University

investigates methods of developing and implementing online education models to improve student and faculty experiences

### **Compensation for Online Instructors Subcommittee**, chair | Academy of Art University

researches current expectations for online faculty vs onsite faculty, recommends alternative payment structures to assure proper alignment between compensation and actual time spent teaching

### **Uncoupling Builds and Teaching Subcommittee** | Academy of Art University

researches realities of building vs teaching online courses and investigates alternate models for developing online course materials

### **Midpoint Review Faculty Panel** | Academy of Art University, School of Graphic Design

evaluate graduate student proposals for thesis topics, advise on potential research direction

### **Final Review Faculty Panel** | Academy of Art University, School of Graphic Design

evaluate final deliverables and presentations of MFA thesis submissions, advise on graduation candidacy status

### **Affiliate Faculty, Armstrong Interactive Media Studies** | Miami University

attended all AIMS meetings and worked with co-faculty to develop program curriculum, teaching multiple courses designed to achieve curricular needs within the program

### **Portfolio Review** | Miami University, Department of Art and Graphic Design Program

evaluate portfolio of all departmental applicants to determine potential for success within the overall department, as well as within the graphic design program

### **Student Advising** | Miami University, Graphic Design Program

meet with and advise graphic design students on which program paths would best meet their graduation requirements while aiming their portfolios and resumes towards the design career they wish to pursue

## professional skills

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curricular coordination	strategic planning	research and analysis	online class development
curriculum development	collaborative design	project management	multidisciplinary design
inDesign	Photoshop	Illustrator	Dreamweaver
cadTools	Camtasia	After Effects	Scrivener
Keynote	Pages	Numbers	Office
collage	book making	photography	typography
writing	cat wrangling		

## online courses written

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### **Introduction to Visual Communications** | Academy of Art University

first-year foundation design studio focusing on the principles and elements of design communications  
Cross-listed with the Schools of Marketing and Web/New Media. Responsible for written content, assignments, live and screen-captured demonstration video development.

### **Visual Communications** | Academy of Art University

second-year design studio focusing on developing conceptual visual solutions  
Assignments focus on image and concept development, plus single and multi-page design systems. Responsible for written content, assignments, live and screen-captured demonstration and lecture video development.

### **The Nature of Interaction** | Academy of Art University

third-year undergraduate design studio focusing on the roll of branding in interactive design  
Assignments were written to focus on the idea of "interaction" beyond digital applications. Responsible for written content, as well as screen-captured demonstration video development.

### **Type Compositions** | Academy of Art University

graduate-level typography studio focusing on multi-page design systems  
Responsible for written content, assignments, and screen-captured lecture and demonstration video development.

## courses taught

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### **Pre-College Art Experience**

pre-college course taught to high school students interested in trying out online education and the School of Graphic Design

### **Making Ideas Visible** | Academy of Art University, online

introductory graduate-level studio focusing on fundamental design concepts, including principles and semiotics

### **History of Graphic Design** | Academy of Art University, online

undergraduate- and graduate-level seminars providing insight into the development of graphic design as a profession

### **Thesis Forum** | Academy of Art University, online

graduate-level one-on-one and group studios focusing on the formalization of thesis design deliverables

### **Visual Communications** | Academy of Art University, online

second-year design studio focusing on image and concept development, executed as single and multi-page deliverables

### **Design Aesthetics** | University of Cincinnati, School of Design

first-year undergraduate studio aimed at teaching fundamentals of graphic design

### **Design Systems Studio** | University of Cincinnati, School of Design

fourth-year collaborative studio where students from multiple design majors work on a single real-world design project, developing deliverables spanning print, digital, and environmental applications

### **Highwire Brand Studio** | Miami University, Graphic Design Program

fourth-year collaborative studio in which graphic design and marketing students co-develop a strategic marketing campaign for a real-world corporate client

### **Knowhere Italy** | Miami University, Graphic Design Program

study-abroad studio where students attempt to get lost in the Italian countryside, observing environmental clues and human behavior in an attempt to understand navigation techniques

### **Business Of Design** | Miami University, Graphic Design Program

third-year level seminar discussing job-seeking and the professional practices of graphic designers  
Cross-listed with Marketing and Interactive Media programs.

## courses taught, con't

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**Print Design Systems** | Miami University, Graphic Design Program

third-year level studio focusing on application of design principles in print design projects

**Multidisc** | Miami University, Graphic Design Program

third-year level studio focusing on collaborative projects involving architecture, interior design, and graphic design disciplines

**Design, Perception, and Audience** | Miami University, Graphic Design Program

second-year level seminar focusing on the universal principles of design and their application

**Image Design Studio** | Miami University, Graphic Design Program

second-year level studio focusing on semiotics, sequencing, composition, media, and image-making skill development

**Retail Interiors** | Miami University, Interior Design Program

third-year design studio focusing on retail and restaurant spatial programming, materials, and basic branding

**Architectural Representational Skills** | Miami University, Architecture and Interior Design Program

architectural graphic skills, including software, drawing techniques, collage, and hybrid composition

**Architectural Design** | University of Arkansas, Department of Architecture

first-year foundation design studio covering basic design skills and architectural ideology

**Color Studies** | Northwest Arkansas Community College, Communication Design Program

introduction to color theory and its practical application to advanced graphic design

**Portfolio Design** | Northwest Arkansas Community College, Communication Design Program

studio, covering topics of print and web identity, resumes and interviewing

## professional projects list

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**DAAPcamps** | UC DAAP

digital and print materials advertising the summer pre-college program, outlining activity and enrollment information  
Additional deliverables included t-shirts, bags, water bottles, wayfinding, and administrative forms.

**DAAPworks** | UC DAAP

design system for annual student exhibit, including wayfinding, postcards, posters, t-shirts, exhibit tags, maps, and fashion show programs

**Annual Benefactors' Event** | UC DAAP

event design for annual scholarship donors and recipients

Deliverables included brochures, postcards, wayfinding, event take-aways, and a slideshow presented by the Dean.

**Chatterjee Retirement Gala** | UC DAAP

event design honoring retired Dean Jay Chatterjee, including invitations, and wayfinding items

**Surface Conversations Symposium** | UC DAAP

design system development based on previously designed poster for the event

Deliverables included a wire-bound program, wayfinding, name tags, and table top decor branded to match the visual system established by the original poster design. Original poster design by Oscar Fernandez of the UC DAAP School of Design.

**Knowhere** | design8ed

exhibit design showcasing how environmental clues aid in navigational techniques

## professional projects list, con't

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### **White Design Studio Consultation** | design8ed

environmental graphic design consultation for an environmental branding design firm

Projects included branded interior solutions for corporate headquarters, including Humana and P&G Gillette.

### **University of Arkansas, School of Architecture** | design8ed (as PhDv8)

(1) flash-based website aimed at attracting new students

(2) redesign of annual newsletter, *re.view*, showcasing student work, alumni news, and current events within the School's community

### **University of Arkansas, Department of Architecture** | design8ed (as PhDv8)

(1) new html website design to provide further information not covered within the School's website, including a student gallery and department-specific information

(2) poster series prototype design to be used to advertise existing / unique Departmental programs aimed at attracting new students and fostering enthusiasm within the existing student body

(3) postcard prototype design for use in announcing new visiting critics

(4) brochure design promoting available Departmental merit-based resources to potential and existing students

### **University of Arkansas, Department of Landscape Architecture** | design8ed (as PhDv8)

(1) new html website design to provide further information not covered within the School's website

(2) Garvan Woodland Gardens Annual Symposium brochure designs

(3) recruitment booklet design

### **Marlon Blackwell Architect** | design8ed (as PhDv8)

(1) design of new Flash-based website for internationally renown architect

(2) design of identity system including brand mark, business card, letterhead, and envelope

(3) marketing package design for new Indianapolis Museum of Contemporary Art architectural design proposal

### **Brinkley Sargent Architects** | design8ed

redesign of architectural portfolio website, carried through schematic design

### **Michael Malone Architect** | design8ed (as PhDv8)

(1) redesign of existing html architectural portfolio website

(2) design of marketing brochure advertising mma's 12th anniversary

### **huff + gooden** | design8ed (as PhDv8)

schematic concept development for a Flash-based architectural portfolio website

### **Innovant Companies** | design8ed (as PhDv8)

Flash-based website design promoting available products offered by an international seating / millwork design company

### **Echelon Place, Las Vegas** | Catt Lyon Design

pre-schematic research and architectural coordination for hotel, retail, and convention center facility

### **Las Vegas Convention Center** | Catt Lyon Design

wayfinding design for 50,000 s.f. convention center facility, including interior and exterior signage families

Carried through design development phases.

### **Javits Convention Center, New York City** | Catt Lyon Design

pre-schematic research and architectural coordination for convention center facility

### **International Hotel and Tower, Chicago** | Catt Lyon Design

wayfinding design for a 96-story hotel and residential tower, including interior and exterior signage families

Carried through construction documentation phases.

## professional projects list, con't

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**Indiana Stadium**, Indianapolis | Catt Lyon Design

signage and wayfinding design for a multi-use sports facility, including interior, exterior, and concession families  
Carried through construction phases.

**Dolphin Stadium**, Miami | Catt Lyon Design

wayfinding and branded environment for multi-use sports facility  
Carried through construction documentation phases.

**Nationals Baseball Park**, Washington D.C. | Catt Lyon Design

wayfinding design for major league ballpark, including interior and exterior signage families and naming rights signage  
Carried through construction documentation phases.

**Yankee Stadium**, New York City | Catt Lyon Design

schematic ideas competition for wayfinding and theming signage for major league ballpark

**SM Mall Of Asia**, Manila | dsgn associates

500,000 square meter mixed-use entertainment and retail facility design  
Carried through design development phases.

**Hollywood Motion Pictures** | dsgn associates

multi-screen cinema prototypical design developments in Tulsa, Oklahoma, Beaumont, Texas, and Early, Texas  
Carried through construction documentation phases.

**Rave Review Motion Pictures Prototype Theater** | dsgn associates

28,000 square foot multi-screen cinema prototype design development in Denton, Texas  
Carried through construction documentation phases.

**Dallas Motorsports Museum** | dsgn associates

renovation design development of 13,400 square foot historic Bama Pie Bakery in the Dallas Fair Park district  
to house new museum of auto racing

**Dallas Public Library**, Audelia Branch | dsgn associates

schematic design development of 18,000 square foot renovation

**Chang-Ning Mixed Use Center** | dsgn associates

25,000 square meter mixed-use entertainment and retail facility design in Shanghai

**El Paso Cancer Center** | Brinkley Sargent Architects

preliminary elevation studies and presentation preparations

**Farmer's Branch Justice Center** | Brinkley Sargent Architects

design of schematic model for use in design proposal and marketing presentations

**Austin Cancer Center** | Brinkley Sargent Architects

construction document preparation for 19,300 square foot outpatient cancer treatment facility