

education

Master of Fine Arts (MFA) in Design. The University of Iowa. May 1995

Master of Arts (MA). The University of Iowa. December 1993

Bachelor of Arts (BA) in Art and Art History. Phi Beta Kappa. The University of Iowa. May 1989

professional experience | current position

Beijing Campus Dean and Associate Professor of Graphic Design. September 2015–present

New York Institute of Technology. NYIT-Beijing Program

Communication University of China Campus. Chaoyang District, Beijing, China

NYIT-Beijing partners with Communication University of China (CUC) to offer 5 undergraduate and 3 graduate degrees in Advertising Public Relations; Graphic Design; Digital Art Animation; Digital Film and TV Production; Business Marketing Management; and Communication Arts. The Beijing program has 9 full-time faculty, adjunct faculty, and over 350 students. Graduate students study 1 year in Beijing and 1 year in New York. Undergraduate students study 3 years in Beijing, 1 year in New York.

Campus Dean. September 2016–present

Principal operating officer for the NYIT Beijing campus. Supervise all day-to-day and long-term administration and planning for NYIT campus programs. Work in partnership with NYIT New York administration, faculty and staff to manage NYIT-Beijing programs, personnel, and facilities. Represent NYIT Beijing in relations with CUC partner institution and Chinese and International constituents.

- Faculty hiring and personnel management, including Visa oversight
- Teaching assignments and semester scheduling for all degree programs
- Manage academic advising and student needs
- Oversee curriculum and degree maps for all degree programs
- Enrollment management and marketing/recruiting
- Lead and participate in institutional assessment activities
- Coordinate annual faculty review and provide evaluation recommendation
- Manage program budget and expense purchases
- Coordinate and manage teaching equipment and technologies
- Lead regular program and faculty meetings
- Conduct regular communication with New York campus administration, faculty, staff
- Collaborate with Chinese partner institution to manage program, curriculum and facilities

Associate Professor of Graphic Design. September 2015–present

Curriculum development and instruction for BFA and MFA graphic design and computer graphics courses. Teaching and advising undergraduate and graduate students in NYIT-Beijing programs.

Courses taught:

- Typography and Layout (MFA grad)
- Graduate Thesis Seminar (MFA grad)
- Color Theory (BFA undergrad)
- Branding and Identity (BFA undergrad)
- Production for Design (MFA grad)
- Design Process (MFA grad)
- Computer Graphics (BFA undergrad)
- Typography (BFA undergrad)

professional experience | teaching & academic

Program Director and Instructor. September 2014–September 2015

Blue Bridge International Education. Beijing, China

Program director and instructor for art education company focusing on art education classes and workshops for students ages 2-18. Develop and direct Overseas School Application service, providing advising, portfolio development, art education, and application counseling for Chinese students applying to International Art Universities and Colleges.

- Develop and lead Overseas Application service, including academics, curriculum & marketing
- Instruction for Art Lab (age 7-15), and Portfolio courses (age 15-18)
- Develop curriculum and lesson plans for Art Lab and Overseas School Application Service
- Manage relationship with Overseas Application Service professional partners and funders
- Create database of International schools, including detailed application requirements
- Manage Overseas School Application business unit results
- Develop and lead V.I.P. Program, providing customized one-on-one art teaching services
- Develop & advise marketing for Overseas Application Service, V.I.P. Program, and other services
- Write bi-weekly social media column for art education issues
- Create and manage new Talented Student Scholarship Award program
- Present Art Education lectures and field trips for students, parents, and business partners

Professor of Graphic Design. August 2013–September 2014

Oakton Community College. Des Plaines, IL

Instruction and curriculum development in nationally-ranked community college program offering professional Associates Degree and Certificates in Graphic Design. Participation and leadership in course planning/scheduling, program development, and advising.

Courses taught:

- Graphic Design I (Symbol Development and Adobe Illustrator)
- Layout Design and Typography (Adobe InDesign)
- Portfolio Development for Design and Photography Students

Leadership and service activities:

- Develop new curriculum plan for Graphic Design A.A.S. Degree
- Create advising plan for Graphic Design A.A.S Degree, implement via Advising Services office
- Faculty advisor for College Graphic Design club – coordinate meetings, budget, exhibitions, and develop AIGA professional relationship
- Serve on faculty review panel to evaluate College Advising Services office

professional experience | teaching & academic (continued)

Professor of Graphic Design (tenured). August 1998–August 2013

The University of Wisconsin–Stevens Point Department of Art & Design.

Instruction and curriculum development at all levels of strong BFA graphic design program in NASAD accredited undergraduate program with over 350 students (180 Graphic Design emphasis).

Courses and subjects taught:

- Foundation 2D Design
- Package Design
- Publication Design
- Typography
- Design History
- Promotion Design – Campaign
- Photo for Design
- Web & Print Production
- Professional Design Practice
- Identity & Branding
- Illustration
- Portfolio Development

Leadership and service activities:

- Coordinate Graphic Design emphasis area – lead monthly faculty meetings
- Lead graphic design curriculum development – develop mission, learning objectives, course goals, project examples, reading list, handouts, and comprehensive curriculum guidebook
- Advising for 25+ students per semester
- Develop and maintain graphic design alumni relations
- Coordinate Department of Art & Design BFA Portfolio Exhibition
- Develop and coordinate Department Scholarship Review process
- Coordinate Department of Art & Design BFA Sophomore Portfolio Review
- Assist in writing NASAD program review documents
- Manage photo lighting studio and work with IT to maintain Mac Lab
- Assist International Study office to develop London design internship program
- Active participation in Department and University service activities
- Committee Chair for Department Awards, Curriculum, Search, and Personnel committees
- Member of University Faculty Senate, Assessment, Marketing, and Web committees
- Member of University Chancellor Search committee

Adjunct Instructor. August 1995–August 1998

The University of Iowa Division of Continuing Education. Iowa City, IA.

Instruction and curriculum development for Continuing Education and University credit courses.

Taught 1-2 classes each semester. Courses taught include:

- Intro to Graphic Design
- Computer Graphic Design
- Design Seminar

Teaching Assistant. August 1990–May 1995

The University of Iowa School of Art and Art History. Iowa City, IA.

Teaching Assistant and Instructor-of-Record for graphic design and 3D design courses.

- Basic Design
- Typography
- 3D Form & Structure
- Intro to Graphic Design
- 3D Form & Function
- Advanced Graphic Design
- Perspective Drawing
- Design Seminar

professional experience | administration & management

Stevens Point Sculpture Park. Stevens Point, WI. 2007–2014

Co-founder of public sculpture park. Treasurer, finance committee chair, and promotions committee member on active Managing Board.

- Work with City administration & community members to create new public sculpture park
- Write, develop, and present feasibility study and strategic plan
- Found Managing Board, develop volunteer administrative structure, write Operating Procedures
- Develop programming: create events, develop jurying processes, serve on jury panels.
- Manage and oversee finances, accounts, and annual Park budget.
- Oversee funding & development: create funding plan, write grants & proposals, conduct private and corporate asks, develop/oversee annual capital campaign, coordinate funding events. Raised over \$100,000 in funds in first 3 years of Park operation.
- Park promotions: coordinate identity/logo development, design printed promotional material, park photography & photo editing, website content & management, oversee Facebook & social media, coordinate local media, create partnerships with other organizations.

American Institute of Graphic Arts (AIGA) UW-Stevens Point Chapter. 1999–2013

Faculty director and coordinators for active independent AIGA chapter with 70+ members.

- Manage \$15,000+ annual budget. Coordinate annual application for funding and budget.
- Coordinate nowHere Design Conference
Annual Design conference featuring internationally renowned designers including Chip Kidd, Lise Enebeis, Lizzie Finn, Pentagram Design, Brian Collins, Chase, and others..
- Coordinate REAL.WORLD.DESIGN Graphic Design Symposium
Annual 2-day event featuring presentations, workshops, and portfolio reviews
- Organize visiting artist events, portfolio reviews, and travel.
- Communicate and coordinate with State and National AIGA offices

Design Center. Stevens Point, WI. 1998–2007

Creative Director and Financial Manager for full-service graphic design shop housed within the UW-Stevens Point Dept. of Art and Design. Coordinate client interactions, art direct and design projects, prepare work for print and web, mentor junior designers. Administration of budget and finances for shop with 4–6 designers, running 30–40 jobs per year.

With The Grain: An Environmental Arts Residency. Stevens Point, WI. 2005

Coordination and promotion for international public art project bringing 5 artists to Wisconsin for a 4-week residency and exhibition. Manage \$25,000 project budget.

Conjure Design. Mount Vernon, IA. 1996–2002

Partner and co-owner of independent design practice focusing on work for arts and humanities organizations. Key clients include:

- National Czech & Slovak Museum and Library. Cedar Rapids, Iowa
Exhibit Identity, promotion, newsletter, and art direction for biannual journal *Slovo*
- The Cedar Rapids Museum of Art. Cedar Rapids, Iowa
Exhibit identity, promotional campaigns, museums catalogs, and interior design
- Kliks Photography Studio. Identity and architectural design. Cedar Rapids, Iowa

professional experience | design & art direction

International Design Consultant. Anda Museum Exhibition Design. Hebei, China. 2017 – present
Design consultant for major museum exhibition design company, focusing on design for Science and Education Museums in China.

Independent Designer and Consultant. 2014 – present
Design and branding/marketing consulting for clients in China.

- Digital Linker VR Marketing. Shenzhen, China
- BaBei Fashion Brand. Beijing, China
- Enchantment Plaza Restaurant and Gallery. Xi'an, China

The Default Project. 2007–2009
Member of performance art troupe. Perform and develop installations. Design promotions and graphics/video for installations. Write grants, apply for exhibitions, create performance documentation.

Art Director. Mid-America Print Council Journal. 2004–2008
Art direction and design for nationally distributed Art Journal. Work with editor to develop content. Design and prepare publication for print. Oversee print and distribution.

Designer. Video Post. Sausalito, CA. 1999–2000
Identity development, PR campaign, and kiosk graphics for video kiosk start-up company.

Graphic Designer. University of Iowa Relations Office. Iowa City, IA. 1995–1998
Design publications, marketing, promotions, and recruiting material for University clients.

Graphic Design and Art Direction. Tractor Magazine. Cedar Rapids, IA. 1994–1997
Art direction, design, and pre-press production for quarterly arts and culture magazine.

Designer. The Iowa Children's Museum. Coralville, IA. 1996–1997
Develop initial exhibit designs, promotion and capital campaign for new museum.

Graphic Designer. The University of Iowa Hospitals Design Office. Iowa City, IA. 1992–1994
Sign design and installation. Production for administrative presentations and booklets.

lectures, presentations & visiting artist | 2003–present

Visiting Artist and Lecturer (invited). Hebei Institute of Technology. Shijiazhuang, China. 2017

- Design: Creativity, Passion, and Collaboration

Conference Presenter (invited). Museum of Science and Technology Design Summit.
Digital Media Technology Trends in Museum Exhibition Design. Hefei, China. 2017

- Digital Trends in Museum Exhibition Design

Conference Keynote Presenter (invited). Education Forum on Innovation and Entrepreneurship.
China Belt and Road Xi'an Initiative. Xi'an, China. 2017

- Play and Creativity in Innovation and Entrepreneurship Education

Conference Panel Participant (invited). Education Forum on Innovation and Entrepreneurship.
China Belt and Road Xi'an Initiative. Xi'an, China. 2017

Conference Reader. American Institute of Graphic Arts (AIGA). Nuts + Bolts National Design Education Conference. Bowling Green, KY 2016

Master Artist Workshop (invited). Peninsula Hotel Artist Residency Program. Beijing, China. 2015

lectures, presentations & visiting artist (continued)

Panel Chair (juried). College Art Association (CAA) National Conference. New York, NY. 2015
• Communication and Production in Graphic Design Education

Conference Paper Presentation (juried). American Institute of Graphic Arts (AIGA).
New Ventures National Design Education Conference. Seattle, WA 2014
• Originality and Creativity in Design Education

Conference Workshop Presentation (juried). College Book Art Association National Conference.
Salt Lake City, UT. 2014
• One-day Book Design Production Workshop

Visiting Professional Designer (invited). Evanston Township High School. Evanston, IL 2013

Conference Paper Presentation (juried). University College Designers Association (UCDA)
National Design Education Summit. Chattanooga, TN 2013

Conference Paper Presentation (juried). University College Designers Association (UCDA)
National Design Education Summit. Blacksburg, VA 2012

Conference Panel Presentation (juried). College Book Art Association (CBAA) National Conference.
Oakland, CA. 2012
• Graphic Design Curriculum Choices : Communication and Production

Conference Paper Presentation (juried). University College Designers Association (UCDA)
National Design Education Summit. Jersey City, NJ. 2011

Conference Panel Presentation (juried). College Book Art Association (CBAA) National Conference.
Iowa City, IA. 2009

Visiting Artist (invited). UW-Milwaukee Peck School of Arts. Milwaukee, WI. 2009

Conference Poster Presentation (juried). College Art Association Conference. New York, NY. 2007

Conference Panel Presenter (juried). Society for Photographic Education Conference.
Columbia, MD. 2004

Conference Panel Presenter (invited). AIGA Design Education Summit. Minneapolis, MN. 2002

juror & external reviewer

External Tenure Reviewer. Sarah McCoy. Drake University. 2017

Jury Panel. Stevens Point Sculpture Park Exhibitions. Stevens Point, WI.
Member of jury panel for public sculpture calls for entries in 2009, 2010, 2011, 2012, 2013

External Tenure Reviewer. Tao Chen. UW-Parkside. 2011

Public Art Grant Jury Panel. FORECAST Public Art Project Grants. St. Paul, MN. 2008

External Accreditation Review Committee Chair. Nicolet College Design. Rhinelander, WI. 2005

Jury Panel. Boys and Girls Club Regional Fine Arts Exhibition. Stevens Point, WI. 2005

Juror. National Association for Campus Activities Design Competition. Stevens Point, WI. 2002

Juror. Association of College Unions Regional Design Competition. Stevens Point, WI. 2001

External Tenure Reviewer. Alan Goldsmith. UW-Parkside. 2001

professional residencies & workshops

Edenfred Artist Residency. Madison, WI. 2007-08

Two month studio arts residency focusing on book arts projects.

AIGA Aspen Design Summit. Aspen, CO. 2006

Intensive workshop/symposium exploring design as a means for social and cultural evolution.

Paper Book Intensive Workshop. OxBow Artist Colony, Saugatuck, MI. 2000

2-week intensive workshops in binding structures, letterpress printing, and papermaking.

grants received

Stevens Point Education Enrichment Grant. Stevens Point, WI. 2013

\$3,000 grant to support educational initiatives at the Stevens Point Sculpture Park.

CWI Faculty Professional Development Grant. \$500. UW-Stevens Point. 2011

City of Stevens Point Room Tax Grant. Stevens Point, WI. 2009

\$61,000 Room Tax Grant to support 4-year development of Stevens Point Sculpture Park.

City of Stevens Point Room Tax Grant. Stevens Point, WI. 2008

\$10,000 Room Tax Grant to support Stevens Point Sculpture Park feasibility study.

Faculty Professional Development Grant. \$3200. UW-Stevens Point. 2008

Faculty Professional Development Grant. \$2800. UW-Stevens Point. 2006

Faculty Professional Development Grant. \$600. UW-Stevens Point. 2002

Faculty Development Grant. \$5000. UW-Oshkosh (in collaboration with Edwin Jager). 2002

Faculty Professional Development Grant. \$1000. UW-Stevens Point. 2000

University Teaching Initiative Grant. \$1500. UW-Stevens Point. 1999

Professional Development Grant. \$600. Iowa Arts Council. 1998.

Technology Mini-Grants. UW-Stevens Point. Received grants of \$150-500 in 2000, 2002, 2006, 2008.

publications & publicity

Clock Tower Online Radio Program Interview "Paper Cuts". September 2015

< <http://clocktower.org/show/new-york-art-book-fair-2015-part-1> >

Radio Program "Paper Cuts: New York Art Book Fair Part 1." Interview with Ethan Crenson

Parenting Science Magazine. Published Magazine Interview. Beijing, China. January 2015

Article Title: "Discussing the Fundamentals of Art Education". Pages 20-21.

Village Voice OnLine. Article Title: "The Weirdest Zine Covers at NY Art Book Fair". September 2014

< www.villagevoice.com/slideshow/the-weirdest-zine-covers-at-the-ny-art-book-fair-6329325/30 >

500 Handmade Books. Juried publication in International Artist's Book Compendium. 2013

Book published by Sterling Books Publishing.

additional academic study

Chinese Calligraphy Workshops. Culture Yard. Beijing, China. 2015-16
Set of workshops introducing a variety of Chinese calligraphy history and practice.

Oakton College Teaching Seminar. Oakton Community College. 2013
14-week course focusing on teaching strategies and pedagogy.

University of Wisconsin Small Business Development Entrepreneurial Training. 2007
15-week course focusing on entrepreneurship and business plan development and writing.

The Art & Architecture of Imperial China. Summer 2010
UW-Stevens Point study abroad course in Wuhan, Luoyang, Xian, and Beijing.

The University of Iowa Center for the Book. 1995-97
Advanced coursework in materials, techniques, and history of typography and artist's books.

Art & Architecture in England, France, and Spain. Summer 1994
University of Northern Illinois study abroad course in London, Paris, and Barcelona.

professional development activities

VITA Teaching English Workshops. Oakton Community College. 2013-14
Three 3-hour workshops focusing on strategies for teaching English as a second language.

Web & HTML Email 2-Day Course. C2 Digital Training. Milwaukee, WI. 2013

WordPress Design & Editing and HTML Course. C2 Digital Training. Milwaukee, WI. 2012

Web Site Development. North Central Technical College. Wausau, WI. 2011
Sixteen week course in web development, XHTML, CSS styles, and Adobe Dreamweaver.

Introduction to Web Design. Maine Media Workshop. Rockport, ME. 2010
One week intensive workshop in web design, HTML, CSS, and web development.

Web Software Production 2-Day Course. C2 Digital Training. Madison, WI. 2010

New Digital Video Filmmaking. Maine Media Workshop. Rockport, ME. 2008
Two week intensive workshop in digital film; camera, lighting, and digital post-production.

Design and Web Software Workshop. Ascend Training. Deerfield, IL. 2006, 2007 & 2008

Print and Web Software 2-Day Workshop. Do-It Professional Training. Madison, WI. 2005

Design and Web Production 2-Day Workshop. C2 Digital Training. Milwaukee, WI. 2004

Motion Graphics/Sound Editing Workshop. Electronic Easel. St. Paul, MN. 2002 & 2003

community service & involvement

Oakton College Volunteers Teaching Adults (VITA) Program. Skokie, IL. 2013-2014
Volunteer teaching assistant and tutor for adult ESL classes.

Portage County Arts Task Force. Stevens Point, WI. 2011-2013
Member of task force committee working to support and promote arts in Central Wisconsin.

Scarabocchio Art Museum. Stevens Point, WI. 2011-2013
Volunteer gallery assistant in retail gallery space.

selected art exhibitions | 2005–present

2016

Six by Six : 6 x 6 Exhibition. Invitational group exhibition. Covenant College. Chattanooga, TN

2015

New York Art Book Fair. Represented by Fuse Works Books. MOMA PS 1. New York, NY

2014

Inside Out. Invitational group exhibition. Lido Salon Studio. Beijing, China

Bibliophoria III. Juried group exhibition. Sebastopol Center for the Arts. Sebastopol, CA

The Nature Project. Invitational group exhibition. Brickton Art Center. Park Ridge, IL

2013

I.D. Invitational group exhibition. Koenhline Museum. Des Plaines, IL

5x5(x5). Juried group exhibition. Target Gallery. Torpedo Factory Art. Alexandria, VA

Directed: The Intersection of Book, Film, and Visual Narrative. Juried group exhibition. Minnesota Center for Book Arts Main Gallery. Minneapolis, MN

2012

How To Read A Book. Invitational group exhibition. Lawton Gallery. Green Bay, WI

Photographic Artist's Books. Invitational group exhibition. 23 Sandy Gallery. Portland, OR

Cabinets of Curiosity. Invitational group exhibition. Carlsten Art Gallery. Stevens Point, WI

2011

Alarums and Excursions. Invitational group exhibition. Frontroom Gallery. Brooklyn, NY

Fuseworks. Invitational group exhibition. Central Connecticut State University Gallery. New Britain, CT

UN-SPEAK-ABLE. Juried group exhibition. The Arts Center. Corvallis, OR

2010

Barbie Doubles. Film direction and editing for performance/installation. Collaborative work with The Default Project. West Bank Social Center. Minneapolis, MN.

UI Center for the Book 25th Anniversary Exhibition. Invitational group exhibition. UI Libraries Exhibition Hall. Iowa City, IA

Foot in the Door. Invitational group exhibition. Minneapolis Institute of Art. Minneapolis, MN.

The Book As Vessel. Invitational group exhibition. North Florida Gallery of Art. Jacksonville, FL

Fuseworks. Invitational group exhibition. Frontroom Gallery. Brooklyn, NY

2009

Grainbelt Installation. Gallery installation & performance. Collaborative work with The Default Project. Artquinox. Grainbelt Collective. Minneapolis, MN

A Triptych: Lungless Ladies, Orb Dancers, and Toast the Musical. Performance. Collaborative work with The Default Project. St. Paul Art Crawl. Studio Z Zeitgeist. St. Paul, MN

A Triptych: Lungless Ladies, Orb Dancers, and Toast The Musical. Performance. Collaborative work with The Default Project. Savoir Faire Festival. Q4 Gallery. Chicago, IL

The Default Project Featuring the Lungless Ladies. Gallery installation & performance.
Collaborative work with The Default Project. Art of This Gallery. Minneapolis, MN

Lungless in LA. Gallery performance and installation.
Collaborative work with The Default Project. LA ArtCore Brewery Annex. Los Angeles, CA

Flexing For You. Living Made Easy. Outdoor installation & performance.
Collaborative work with The Default Project. Grain Belt Artists Collective. Minneapolis, MN

Feeling the Pinch. Outdoor installation and performance.
Collaborative work with The Default Project. St. Paul Art Crawl. Carleton Artist Lofts. St. Paul, MN

The Beautiful Book II. Invitational group exhibition. Abecedarian Gallery. Denver, CO

The Beautiful Book I. Invitational group exhibition. 23 Sandy Gallery. Portland, OR

Money Money Money. Juried group exhibition. A.R.C. Gallery. Chicago, IL

College Book Art Juried Exhibition. Juried group exhibition. Artisans Gallery. Iowa City, IA.

2008

Medium Rare: Partial. Photography and installation.
Collaborative work with The Default Project. 801 Gallery. Milwaukee, WI

The Default Project. Film editing for 48 hour gallery installation and performance.
Collaborative work with The Default Project. Found Gallery. Los Angeles, CA

San Diego Book Arts Second Annual Exhibition. Juried group exhibition.
UC-San Diego Giesel Library. San Diego, CA

Photoworks. Juried group exhibition. Abecedarian Gallery. Denver, CO.

2007

Language, Place, and Object. Juried Group Exhibition.
Washington Art Center. Jamaica Plain, MA

2006

Every Picture Tells A Story: Art and the Written Word. Juried group exhibition.
Northbrook Public Library. Northbrook, IL

Environments: A Sense of Place. Juried group exhibition.
Bryan Gallery. Rocky Neck Art Colony. East Gloucester, MA

Distance and Trace. Invitational group exhibition.
Visual Arts Gallery. University of Texas at Dallas. Dallas, TX

2005

Fourth Photography Image Biennial Exhibition. Juried group exhibition.
Wellington B. Gray Gallery. East Carolina University. Greenville, NC

Illuminance 2005. Juried group exhibition. Buddy Holly Center Fine Art Gallery. Lubbock, TX

Wisconsin Book Artists. Invitational group exhibition. Carlsten Art Gallery. Stevens Point, WI

gallery representation

Fuse Works Books and Multiples. New York, NY

Stephen Bulger Gallery. Toronto, ON

23 Sandy Gallery. Portland, OR

work in public collections

University of Maryland Baltimore County Visual Art Special Collections. Baltimore, MA

Savannah College of Art & Design Artist's Book Collection. Savannah, GA

University of Iowa Library Special Collections. Iowa City, IA

Golda Meir Library Special Collections. UW-Milwaukee Library. Milwaukee, WI

Yale University Arts Library Artist's Book Collection. New Haven, CT

William C. Bunce Artist's Book Archive. UW-Stevens Point. Stevens Point, WI