

## EDUCATION

- 2009 **North Carolina State University**, Raleigh, North Carolina  
MGD, Master of Graphic Design (*terminal degree*)
- 1999 **The University of Kansas**, Lawrence, Kansas  
BFA, Bachelor of Fine Arts, Visual Communication

## ACADEMIC APPOINTMENTS

- 08.2009—present **Michigan State University**, East Lansing, Michigan  
*Department of Art & Art History, Studio Art*  
Assistant Professor
- 08.2006—05.2007 **The University of Kansas**, Lawrence, Kansas  
08.2001—12.2001 *School of Fine Arts, Department of Art and Design*  
Adjunct Design Instructor

## GRADUATE

### ACADEMIC APPOINTMENTS

- 08.2008—05.2009 **North Carolina State University**, Raleigh, North Carolina  
*College of Design, First Year Studio, incoming freshmen*  
Graduate Teaching Assistant
- 07.2008 **North Carolina State University**, Raleigh, North Carolina  
*College of Design, Design Camp, high school juniors & seniors*  
Design Instructor

### COURSE ASSIGNMENTS \* indicates curriculum development

**The University of Kansas**, Lawrence, Kansas  
*School of Fine Arts, Department of Art and Design*

- FALL 2001 VISC 314 Graphic Design I  
FALL 2006 VISC 202 Typography I  
SPRING 2007 VISC 302 Typography II

**Michigan State University**, East Lansing, Michigan  
*Department of Art & Art History, Studio Art*

- FALL 2009 \*STA 370 Typography 1: Form and Meaning  
Studio, 3 credits, 1 section, 18 enrolled
- \*STA 468 Interaction Design: Web Sites  
Studio, 4 credits, 1 section, 16 enrolled
- \*STA 370 Photography: Digital Black and White  
Studio, 3 credits, 1 section, 16 enrolled
- SPRING 2010 \*STA 370 Typography 1: Form and Meaning  
Studio, 3 credits, 2 sections, 20 enrolled in each section
- \*STA 467 Time and Motion  
Studio, 4 credits, 1 section, 21 enrolled
- \*STA 490 Independent Study  
3 individuals enrolled with special assignments

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## PROFESSIONAL PRACTICE

09.2000—07.2007 **Hallmark Cards, Inc**, Kansas City, Missouri (*positions listed below*)

10.2006—07.2007 **Art Director, Retail Branding Strategy, Special Assignment**

Rebranded the merchandising system at all levels of hierarchy in the store environment

Worked as an art director within a multi-disciplinary team with individuals drawn from various internal Hallmark departments

Invented a consistent merchandising system across all Hallmark Gold Crown Stores and mass-channels

Created a signage system that would adapt to future and current fixture displays

Developed guideline standard manuals for the signage system

07.2005—07.2007 **Art Director, Hallmark Marketing Design Studio**

Was responsible for the development and execution of strategic communications for the core Hallmark Gold Crown consumer

Ensured brand consistency across all pieces of collateral

Worked closely with creative director, retail design, marketing strategists and external advertising agencies

Provided coaching, direction and leadership to graphic designers, production artists, photo stylists, photo art director, writers, and editors

01.2005—07.2005 **Designer IV, Hallmark Marketing Design Studio**

Maintained the execution of several catalogs for the Hallmark Gold Crown program, from conception to final art release

Developed templates for design, including grid forms, typography, and photo style, all of which set the standard for the collateral to follow

05.2004—12.2004 **Art Director, Hallmark Loyalty**

Lead a team of designers in executing materials for Nestlé Infant Care, Busch Entertainment Corp. and State Farm

Was responsible for building phase two of the photography strategy of Busch Entertainment Corp.

Worked closely with operation managers and manufacturing to create an exclusive packaging prototype for State Farm

09.2001—05.2004 **Designer II-IV, Hallmark Loyalty**

Worked in the creation of several relationship marketing programs for a variety of clients, including: Busch Entertainment Corp., Nestlé Infant Care, Purina Pet Care, State Farm, Wells Fargo, Binney and Smith, Fedex

Created brand style guidelines for Busch Entertainment's Busch Gardens, for use by other external advertising and marketing agencies while staying true to their brand essence

Developed, executed, and maintained a large photo collection for Busch Entertainment's Theme Parks (SeaWorld Orlando, SeaWorld San Antonio, Bush Gardens Tampa and Williamsburg)

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(CONT.)  
PROFESSIONAL PRACTICE

09.2000—09.2001 **Designer I, *Hallmark Gift Books***

Partnered with external design firms in the creation of gift books for Hallmark's new business development

Provided the necessary resources to the design firms, this was the first time Hallmark worked with external design firms, they now outsource several projects across the country

07.1999—09.2000 **Kuhn & Wittenborn Advertising, Kansas City, Missouri**  
**Associate Art Director**

Assisted in the development of creative communications for World's of Fun and Crown Center, both local clients in the Kansas City area

Worked on television shoots, photo shoots, poster and advertising design

02.1999—06.1999 **Willoughby Design Group, Kansas City, Missouri**  
**Design Intern**

DESIGN FREELANCE

05.2007—present **Busch Entertainment, Corp.**

09.2008—10.2008 **North Carolina State University, *Institute for Emerging Issues***

06.2008—09.2008 **North Carolina State University, *College of Design***

07.1998—10.1999 **Griffin Technologies, Lawrence, Kansas**

01.1999—05.1999 **The University of Kansas, *Department of Music & Dance and Department of Art & Design***

SOWN DESIGNS

07.2008 Proprietor, SOWN Designs

07.2008 Featured on *Design\*Sponge* Blog

07.2009 Featured on *IndieNC* Design Blog

11.2009 Published in *1000 Ideas for Creative Reuse* by Garth Johnson

12.2009 Trunk Show, Hammerpress, Kansas City

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PROFESSIONAL AND  
ACADEMIC ORGANIZATIONS

- 2003—present **AIGA**, Member  
Kansas City Chapter, Raleigh Chapter, and Detroit Chapter
- 05.2003—05.2006 **Kansas City Art + Copy Club**, Board Member  
Communications & Programming Committee Chair

PROFESSIONAL AND  
ACADEMIC SERVICE

- SPRING 2010 **AIGA Detroit MSU Student Chapter**, Faculty Advisor
- 04.2007—10.2008 **ORDA International**, Designer
- 2007 **AIGA Kansas City**, Portfolio Reviewer
- 2004, 2005, 2006 **Johnson County Community College**, Portfolio Juror
- 2003, 2004, 2005 **DIFFA Dining By Design**, Designer
- 08.2003—08.2004 **Habitat for Humanity**, Designer

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ATTENDANCE AND  
PARTICIPATION

- 04.2009 **INTERCOM Research Symposium**  
North Carolina State University, Panel Presenter
- SPRING 2009 **Pedagogy Graduate Seminar** *with Professor Meredith Davis*  
FALL 2007 North Carolina State University
- SPRING 2008 **Graduate Workshop** *with Design Anthropologist Dori Tunstall*  
North Carolina State University
- 10.2008 **AIGA Design Educators Conference**, Baltimore, MD  
*Social Studies Conference*, MFA Panel Presenter
- 04.2008 **AIGA Design Educators Conference**, Boston, MA  
*Messaging Media 2*
- 11.2007 **Graduate Symposium**, *Option Shift Control: Collaboration  
and Co-creation by Design*, North Carolina State University,  
Presenter, Communications Coordinator, and Round Table  
Discussion Leader on "Motivation and Participatory Culture"
- 10.2005—02.2006 **Foundations for Leadership Training**, Hallmark Cards Inc.
- 10.2003 **AIGA National Design Conference**, Vancouver, BC Canada  
*The Power of Design*

## AWARDS AND RECOGNITION

- 2009 **Graphic Design Faculty Book Award**  
North Carolina State University, *College of Design*
- 2008 **AIGA North Carolina, BOOM Design Award**  
NCSU Student Publication, *College of Design*
- 2007 **Hallmark Marketing Excellence Recognition**  
Retail Branding Strategy
- 2006 **ADDY Silver Award Recipient**  
Website Design, Art + Copy Club
- 2006 **AIGA Kansas City, A3 Design Awards**  
Brand Champion Card Carrier, *Hallmark Cards Inc.*  
Use Music Mailer, *Hallmark Cards Inc.*
- 2001 **ADDY Gold and Silver Award Recipient**  
Crown Center Event Poster, *Kuhn & Wittenborn Advertising*

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## TECHNICAL SKILLS

Proficient in Photoshop, Illustrator,  
Flash (Action Script 2 /3), and InDesign  
Awareness of Dreamweaver and After Effects