
EDUCATION

May 2014 **MFA in Innovation Studies with a Concentration in Design Research**
Department of Design, College of Visual Arts and Design
University of North Texas, Denton, TX

May 1993 **BA in Communication Design**
Department of Design, College of Visual Arts and Design
University of North Texas, Denton, TX

ACADEMIC APPOINTMENTS

2014–present **Assistant Professor of Practice**
Director of FourDesign (a student-run design studio)
Graphic Design Program, School of Visual Arts, College of Architecture & Urban Studies
Virginia Tech, Blacksburg, VA

Jan.–May, 2018 **Interim Chair**
Graphic Design Program, School of Visual Arts, College of Architecture & Urban Studies
Virginia Tech, Blacksburg, VA

2011–2014 **Teaching Fellow**
Communication Design Program, Department of Design, College of Visual Arts and Design
University of North Texas, Denton, TX

2008–2011 **Adjunct Instructor**
Communication Design Program, School of Art & Design, College of Fine Arts & Communication
Texas State University, San Marcos, TX

PROFESSIONAL EXPERIENCE

2007–present **Creative Director / Art Director / Designer**
The Rocketlab (my freelance business)
Clients: AMD, CNBC, Samsung, Texas Health Resources, Virginia Tech, Xerox and others

2009–2010 **Creative Director**
97 Degrees West, Austin, TX
Clients: Acorda Therapeutics, Insurance Network of TX, O'Brien Architects, Univar and others

2004–2007 **Senior Art Director**
SicolaMartin / Y&R Austin, Austin, TX
Clients: AMD, Blu-Ray, BMC, Freescale, The Paramount Theater, Quark, Sybase and others

2003–2004 **Senior Art Director**
The Strausberg Group, Santa Monica, CA
Clients: AAA Travel, Coldwell Banker, KOR Hotel Group, Sheraton Hotels and others

1998–2003 **Senior Art Director / Group Head**
Thompson & Company (now Sullivan Branding), Memphis, TN
Clients: First Tennessee Bank, Georgia Boot, Memphis International Airport, and others

1997–1998 **Art Director**
Sossaman, Bateman & Associates (now Sullivan Branding), Memphis, TN
Clients: City of Memphis, International Paper, Methodist Healthcare, Porter-Cable Tools and others

- 1995–1997 **Art Director**
Maris, West & Baker, Jackson, MS
Clients: Deposit Guaranty Bank, Mississippi Chemical Corporation, Mississippi Convention and Visitors' Bureau, Methodist Rehabilitation Clinic, River Oaks Hospital and others
- 1993–1995 **Art Director**
Tracy-Locke / DDB Needham, Dallas, TX
Clients: American Airlines, Budget Rent a Car, Embassy Suites, Interstate Batteries, and PepsiCo (Arby's, California Pizza Kitchen, KFC, and Pizza Hut)

COURSES TAUGHT

Virginia Tech

Design for Non-majors (ART 1234), Principles of Visual Communication (ART 1614), Typography I (ART 2565), Typography II (ART 2566), Introduction to Graphic Design I (ART 2576), Introduction to Graphic Design II (ART 2576), Intermediate Graphic Design I (ART 3565), Art Direction (ART 3574), Study Abroad (ART 3954), Human-Centered Design (ART 4504), Package Design (ART 4534), FourDesign (ART 4974), Advanced Visual Communications (Senior Capstone Course, ART 4574).

University of North Texas

Design I (ADES 1440), Art Direction I (ADES 2530), Image Making and Color Theory (ADES 2515), Typography I (ADES 2510), Typography II (ADES 2520)

Texas State University

Art Direction (ARTC 3301)

COURSES DEVELOPED

- Spr. 2020 **Design for Social Impact**
(Instructor of Record)
Stacked course consisting of students enrolled in Human-centered Design (ART 4504) and Design for Non-majors (ART 1234). In this new, multidisciplinary course, graphic design majors and non-majors work side-by-side, using design-based approaches to research and create work that brings awareness to and directly benefits a range of social, humanitarian, community and environmental causes. Course content will include discussion of and practice in formal design principles, design vocabulary, typography, layout and design research methods, as well as more issue-related topics such as social innovation strategies, community empowerment, and making the world a better place for all of us.
- Spring 2018 **Visual Communication Design for Non-majors**
(Instructor of Record)
3-credit course, co-written with Meaghan Dee and James Jewitt, School of Visual Arts, Virginia Tech in Fall 2017. Course description: "Variable introductory topics on visual communication design, ranging from contemporary issues in design to development of formal design skills. Multiple projects with emphasis on problem-solving and an awareness of target audiences from various backgrounds, historical and cultural contexts, and STEEP (Social, Technological, Economical, Environmental, and Political) principles. Explores knowledge of design principles and vocabulary using a range of materials and methodologies. Examines needs of diverse users, applied via digital translations and appropriate software.

PUBLISHED WORK

- 2015 Series of vector infographics illustrating stress-bearing capabilities of composite materials
In *Design of Composite Structures: An Introduction to the Many Aspects of Composite Structures* by R. M. Jones, Professor Emeritus of Engineering Science and Mechanics, Virginia Polytechnic Institute and State University. Blacksburg, VA: Virginia Bull Ridge Publishing.
- 2012 “Product Development Lifecycle” infographic
In *Applying Anthropology in the Global Village*. C. Wasson, M. Butler, and J. Copeland, eds. Walnut Creek, CA: Left Coast Press.
- 2012 Logo for Sirius Homes
In *LogoLounge 8: 2,000 International Identities by Leading Designers*. B. Gardner & A. Hellman, eds. Minneapolis, MN: Rockport / Quayside Publishing Group.
- 2012 “Rockets” photography series
In “Branded Brilliant: Three Sharp Minds Explain Logo Effectiveness.” Laughlin, J., author. *Dallas Observer*. Dallas, TX: Voice Media Group.
- 2011 Logo for the Southern Growth Studio
In *Graphis Logo Design 8*. M. F. Bonner and B. M. Pedersen, eds. New York, NY: Graphis, Inc.
- 2009 Logo for the Southern Growth Studio
In *LogoLounge 5: 2,000 International Identities by Leading Designers*. C. Fishel & B. Gardner, eds. Minneapolis, MN: Rockport / Quayside Publishing Group.
- 2009 Logo for Faerytelling
In *LogoLounge 5: 2,000 International Identities by Leading Designers*. C. Fishel & B. Gardner, eds. Minneapolis, MN: Rockport / Quayside Publishing Group.
- 2005 Initial DVD consumer ad campaign
In *US Ad Review*. NY, NY: Visual Reference Publishing, Inc.
- 2002 “Believe in Miracles” holiday card design
In *Print Regional Design Annual*. NY, NY: F+W Media.
- 1999 Memphis International Airport Authority Annual Report
In *Black Book AR100 Showcase*. NY, NY: Black Book Marketing Group.

PUBLISHED RESEARCH

- 2014 Carlson, C. and Joiner, J. “Letting Context Speak: The use of co-creative, design-led, and user-centered design methods in the design of complex public communications.” *Communication Design Quarterly* 2.3. M. J. Albers, ed. ACM Special Interest Group for Design of Communication (SIGDOC), NY, NY.
- 2014 Carlson, C. and Joiner, J. “The Future of Food Recalls: Giving The Public a Voice” *A Matter of Design. Making Society through Science and Technology*. Conference journal. Italian Society of Science and Technology, Politecnico di Milano School of Design, Milan, Italy.
- 2013 Joiner, J. and Gibson, M. “The Semiotics of a Smile: Signs of Failure on Public Trails in Dallas, TX.” *Signs and Semiotics in Workplace and Public*. A. Ng and A. Chan, eds. Nova Science, NY, NY.

CONFERENCE PRESENTATIONS

- 2020 “Design Thinking in the Classroom: Applied Design Processes to Enhance Course Development and Student Engagement”
2020 Conference on Higher Education Pedagogy
Virginia Tech, Blacksburg, Virginia
- 2019 “Practice-led Research in Design Education: Case Studies from a Student-run Studio.”
Research & Education in Design Conference (REDES 2019)
University of Lisbon, Lisbon, Portugal
- 2016 “Can Student-run Studios be an Alternative Solution to a Traditional Design Curriculum?”
Presentation and panel discussion with Dylan Cole (Studio Manager, DesignWorks, Minneapolis College of Art & Design), David Frisco and Michael Kelly (Co-Creative Directors, DesignCorps, Pratt Institute), Marilyn Jones (Director, Fusion Studio, Lehigh University) and Jiwon Park (Director, wkrm, University of Texas at Austin)
Frontier 2016 / AIGA Design Educators’ Community Conference
Montana State University, Bozeman, Montana
- 2016 “Transforming Teaching Methodologies for the Digital Age” (Session Chair)
Southeastern College Art Conference (SECAC)
Roanoke, Virginia
- 2015 “Teaching the Business of Design: How Student-Run Design Studios Can Help Students Learn What Design Classes Don’t Teach”
Southeastern College Art Conference (SECAC)
Pittsburgh, Pennsylvania
- 2014 “The Future of Food Recalls: Giving The Public a Voice.” Co-presented with Clinton Carlson, Assistant Professor, University of North Texas.
A Matter of Design: Making Society through Science and Technology (STS-Italia Conference)
Politecnico di Milano School of Design, Milan, Italy
- 2014 “Letting Context Speak: The Use of Co-creative, Design-led, and User-centered Design Methods in the Design of Complex Public Communications.” Co-authored with Clinton Carlson, Assistant Professor, University of North Texas (accepted but could not attend).
3rd Annual Symposium on Communicating Complex Information
East Carolina University, Greenville, North Carolina
- 2012 “Face Value: The History of the Smiley in American Pop Culture.”
The 3rd International Re-Thinking Humanities and Social Sciences Conference
University of Zadar, Zadar, Croatia

INVITED PRESENTATIONS, PANELS AND WORKSHOPS

- 2019 Kickoff speaker for Maker Camp 2019, a week-long design-thinking and robotics workshop for local middle-school students. Working with mentors and subject-matter experts, student teams engaged in iterative rapid-prototyping sessions and learned how to use sensors, circuitry, robotics, and programming to design and build original musical instruments.
Institute for Creativity, Art and Technology, Virginia Tech
- 2018 “Visual Storytelling: The Art of a Successful Advertising Campaign”
Presentation to students and faculty
Department of Design, Alzahra University, Tehran, Iran

- 2018 "Empathy and User Experience in Advertising and Design"
Presentation and panel discussion, open to students, faculty and public. Panelists: Elham Morshedzadeh, Ph.D. (Assistant Professor, Industrial Design, Virginia Tech), Amir Noorian (Founder, Advertising in Iran, a syndicated online and television program in Tehran, Iran), Arash Soltanali (CEO, Idea School of Advertising and Design, Tehran, Iran) and myself.
Idea School of Advertising and Design, Tehran, Iran
- 2018 Kickoff speaker for CREATE: Ideation for Innovation, a 3-credit course in the College of Engineering for students interested in exploring the nexus of the arts, engineering, science, business and design.
College of Engineering, Virginia Tech
- 2018 Kickoff speaker for Maker Camp 2018, a week-long design-thinking and robotics workshop for local middle-school students. Working with mentors and subject-matter experts, student teams engaged in iterative rapid-prototyping sessions and learned how to use sensors, circuitry, robotics, and programming to design and build original musical instruments.
Institute for Creativity, Art and Technology, Virginia Tech
- 2018 "Designing for Large-Format Research Presentations," a presentation to Architecture and Industrial Design majors.
School of Architecture + Design, Virginia Tech
- 2017 Kickoff speaker and team mentor for Maker Camp, a week-long experiential workshop for local middle-school students. Working with mentors and subject-matter experts, student teams engaged in iterative rapid-prototyping sessions and learned how to use sensors, circuitry, robotics, and programming to design and build original musical instruments.
Institute for Creativity, Art and Technology, Virginia Tech.
- 2017 "How Bad Presentations Undermine Good Ideas," a presentation to Industrial Design majors.
School of Architecture + Design, Virginia Tech
- 2016 "The Business of Design," a presentation to the American Institute of Graphic Arts student chapter.
School of Visual Arts, Virginia Tech
- 2015 "Designing for Large-Format Presentations," a presentation to the American Society of Landscape Architects' student chapter
Department of Landscape Architecture, Virginia Tech
- 2012 "Visual Distillation: The Art of the Logo," a public presentation to attendees of Discovery Week.
Frisco Discovery Center, Frisco, Texas
- 2009 Professional presentation to the American Institute of Graphic Arts (AIGA) student chapter.
Communication Design Program, Texas State University
- 2008 Visiting artist lecture and class critique to Art Direction students.
Communication Design Program, Texas State University

LECTURES AND WORKSHOPS ORGANIZED OR CO-ORGANIZED

- Mar. 2019 Presentation by visiting artist Brandon Bell, award-winning brand, motion and interactive designer in Memphis, TN.
Moss Arts Center, Virginia Tech
- Oct. 2019 Presentation by visiting artist Drew Arnold, award-winning visual effects director and designer in NYC.
Moss Arts Center, Virginia Tech

- Feb. 2018 Presentation by visiting artist Alejandro Rodríguez Fornés, a poster designer in Havana, Cuba. Co-sponsored by the Reeder Media Center, College of William and Mary, Williamsburg, Virginia. School of Visual Arts, Virginia Tech.
- Apr. 2017 "Intersections: Interdisciplinary Conversations about Social Justice and the Built Environment," a presentation series co-organized with the College of Architecture and Urban Studies Diversity Committee. College of Architecture and Urban Studies, Virginia Tech
- Apr. 2017 "Type Set Free," an exhibition of typography and motion design by undergraduate students. Co-organized with Simone Paterson, Associate Professor, School of Visual Arts. Perspectives Gallery, Virginia Tech.
- Feb. 2016 "Write More Good: A Copywriting Workshop for Visual Thinkers," led by Wayne Geyer, Copywriter and Creative Director, GeyerCom, Dallas, Texas. Sponsored by the School of Visual Arts and the Pamplin College of Business. School of Visual Arts, Virginia Tech
- 2012–2014 "Write More Good: A Copywriting Workshop for Visual Thinkers," led by Wayne Geyer, Copywriter and Creative Director, GeyerCom (an annual event while teaching at UNT). College of Visual Arts and Design, University of North Texas

STUDENT ADVISING

- 2019–present Ph.D. advisory committee for Renee Walsh, candidate in the Individualized Interdisciplinary Ph.D. (IPhD) program at Virginia Tech. Research focus: interdisciplinary education through the lens of sociology, specifically looking at the effects of history, culture, gender, theory and practice on education, and preparing students for the diverse corporate environment.
- 2019–present Undergraduate advisor for Taylor Bush, Editor-in-Chief for Philologia Research Journal, an annual publication highlighting student research in the College of Liberal Arts and Human Sciences.

ADVISORY BOARDS AND COMMITTEES

- 2019–present Executive Committee, Center for Human-Computer Interaction
- 2017–present Scholarship Committee, School of Visual Arts
- 2017–present Recruitment Committee, School of Visual Arts
- 2016–present Faculty Affiliate, Center for Human-Computer Interaction
- 2016–present Diversity Committee, College of Architecture and Urban Studies
- 2018–2019 Education Committee, Center for Human-Computer Interaction
- 2017–2018 Marketing Committee, FutureHaus (Virginia Tech's winning entry in the 2018 International Solar Decathlon in Dubai)
- 2015–2016 Research Advisory Board, College of Architecture and Urban Studies
- 2015–2016 Search Committee, Visual Communication Design, School of Visual Arts
- 2015–2016 Advisory Committee, CREATE app development, Division of Student Affairs
- 2014–2015 Search Committee, Visual Communication Design, School of Visual Arts

OTHER INSTITUTIONAL SERVICE

- Mar 2018 **Juror**
2018 Virginia High School Creativity and Innovation Summit
Institute for Creativity, Art and Technology, Virginia Tech
- Mar 2018 **Juror**
2018 CAUS Graduate School Poster Competition
College of Architecture and Urban Studies, Virginia Tech
- 2017 **Team Mentor**
Maker Camp, a week-long experiential workshop for local middle-school students. Working with mentors and subject-matter experts, student teams engaged in iterative rapid-prototyping sessions and learned how to use sensors, circuitry, robotics, and programming to design and build original musical instruments. Institute for Creativity, Art and Technology, Virginia Tech
- 2017 **Panelist**
Invited to participate in a panel discussion with industry professionals and design educators following a public screening of the documentary *Design Disruptors*. Sponsored by AAF Roanoke, the School of Visual Arts at Virginia Tech and WillowTree, a mobile app development firm in Charlottesville, Virginia. Moss Performing Arts Center, Blacksburg, VA
- 2016 **Moderator**
CAUS 2016 Faculty Research Symposium
College of Architecture and Urban Studies. Virginia Tech
- 2015 **Juror**
CAUS Diversity Competition
College of Architecture and Urban Studies, Virginia Tech
- 2014 **Panelist**
CREATE (a business innovation student competition)
Institute for Creativity, Arts and Technology (ICAT), Virginia Tech
- 2012 **Graduate Student Council Senator**
Department of Communication Design, University of North Texas
- 2010 **Portfolio Reviewer**
American Institute of Graphic Arts, Austin, TX
- 2002 **Panelist and Student Portfolio Reviewer**
PUSH annual design conference, Memphis College of Art

PROFESSIONAL SERVICE

- 2017–2019 **Advisory Board Member and Team Mentor**
Make a Mark, an annual design and development marathon benefiting Virginia nonprofits
- 2017 **Grant Reviewer**
AIGA Design Educators Community 2016–2017 design faculty research grant proposals
- 2016 **Grant Reviewer**
AIGA Design Educators Community 2015–2016 design faculty research grant proposals

- 2016 **Editor**
Morshedzadeh, E., Ono, K., and Watanabe, M. "The User-Product Interaction Evaluation (UPIE) Model: A Detailed Description." *The Science of Design: Bulletin of JSSD*. Tokyo, Japan: Japanese Society for the Science of Design.
- 2016 **Editor**
Morshedzadeh, E., Ono, K., and Watanabe, M. "A New Model for Improving User-Product Interaction Evaluation, Based on Affordance and Factor Analysis." *The Science of Design: Bulletin of JSSD*. Tokyo, Japan: Japanese Society for the Science of Design.
- 2016 **Editor**
Xiong, N. Paskevicious, A., Ono, K., and Watanabe, M. "Identifying Radical Innovation in the Product Development Process: Implications for Product Design." *The Science of Design: Bulletin of JSSD*. Tokyo, Japan: Japanese Society for the Science of Design.
- 2014 **Advisory Board Member**
Downtown Blacksburg, Inc., Blacksburg, VA
- 2014 **Juror**
American Advertising Federation Awards / The Addys, Sioux City, South Dakota
- 2011 **Juror**
American Advertising Federation Awards / The Addys, Fargo, North Dakota
- 2000 **Juror**
American Advertising Federation Awards / The Addys, Shreveport, Louisiana

PROFESSIONAL RECOGNITION (peer-reviewed, juried competitions)

- 1995–2008 **Multiple Gold, Silver and Bronze AAF (Addy) Awards (at local, regional and national levels)**
20+ awards during my professional career
American Advertising Federation Awards
- 2005 **Gold Award**
"Every Day is a Celebration: A Calendar of Obscure Holidays"
The Davey Awards, New York, NY
- 2001 **Gold Award**
Capella Floors Direct Mail Campaign
The Effie Awards, New York, NY
- 1999 **Gold Award**
ResortQuest Promotional Brochure
Public Relations Society of America (PRSA) VOX Awards, New York, NY
- 1999 **Best-of-Show Award, Overall**
Best-of-Show Award, Broadcast
Special Judges Award, Art Direction
Methodist Healthcare television campaign
American Advertising Federation Awards (local chapter), Memphis, TN
- 1997 **Gold Award**
Mississippi Chemical Corporation Print Campaign
ShowSouth, Atlanta, GA

- 1997 **Silver Award**
River Oaks Hospital Print Campaign
ShowSouth, Atlanta, GA
- 1996 **Best-of-Show Award**
Mississippi Chemical Corporation Print Campaign
National Agricultural Marketing Awards, Overland Park, Kansas
- 1995 **Art Director of the Year Nominee**
American Advertising Federation Awards (local chapter), Jackson, MS

STUDENT RECOGNITION (for work produced in my classes)

- 2019 Accepted into show (category winners to be announced in Feb. 2020):
Entry: Nike Airmax 720 ISPA Ad Campaign
Student team: Teresa Bliss and Adam Caporuscio
Entry: Piping Rock Essential Oils Package Design
Student: Amber Breeden
2019 AIGA Flux Student Design Competition, AIGA Blue Ridge, Frederick, MD
- 2018 **Student Best of Show Award**
Gold Award, Art Direction
Gold Award, Integrated Advertising Campaign
Gold Award, Print Advertising
Entry: Integrated ad campaign for Nair Men's Hair Removal Spray
Student: Lindsey Boone
American Advertising Federation, Western VA chapter, Roanoke, VA
- 2017 **Silver Award, Packaging**
Entry: Label Design for River Company Brewery
Student team: Sara Goforth and Becca Grogan
Silver Award, Logo Design
Entry: Logo for the Molecular Science Software Institute
Student: Charlotte Dewolfe
Silver Award, Logo Design
Entry: Logo for the Virginia Cyber Range
Student: Charlotte Dewolfe
American Advertising Federation, Western VA chapter, Roanoke, VA
- 2015 **Gold Award, Print Advertising**
Special Judges Award
Entry: Poster campaign for the Rock n Roll Hall of Fame
Student: Carter Groth
American Advertising Federation (local chapter), Fort Worth, TX
- 2015 **The Coveted Ralph Award (Special Judges Award)**
Entry: Poster campaign for Strong as Bull magnets
Student: Amber Schmitzer
Creative Summit 29, San Marcos, TX
- 2015 **Finalist**
Entry: Poster campaign for The Mission Continues
Student team: Ricky Funes, Carter Groth and Olivia Scott
Leürzer's Archive International Student Competition, Vienna, Austria

- 2013 **Best of Show Award**
People's Choice Award
Gold Addys (at local, regional and national levels)
Entry: Poster campaign for The John F. Kennedy Sixth Floor Museum
Student team: Jordan Hill and Fed Pacheco
American Advertising Federation National Student Show, Dallas, TX and New York, NY
- 2013 **Finalist**
Entry: Poster design for Adobo Loco hot sauce
Student: Kai Horan
Luerzer's Archive International Student Competition, Vienna, Austria
- 2013 **Finalist**
Entry: Poster design for "Over the Ocean" by the band Low
Student: Agnieszka Tajnert
DSVC National Student Show and Competition, Dallas, TX
- 2013 **Featured Student Campaign**
Entry: Poster campaign for The John F. Kennedy Sixth Floor Museum
Students: Jordan Hill and Fed Pacheco
Ads of the World | adsoftheworld.com
- 2013 **Certificate of Excellence**
Entry: Magazine campaign for Magimix toasters
Student: Michelle Ruiz
Creative Summit 27, San Marcos, TX
- 2013 **Certificate of Excellence**
Entry: Magazine campaign for Duffeluffagus sleeping bags
Student: Fed Pacheco
Creative Summit 27, San Marcos, TX
- 2010 **The Coveted Ralph Award (Special Judges Award)**
Entry: °Ad campaign for Simple Shoes
Student: Daniel Blake
Creative Summit 27, San Marcos, TX