
CURRENT POSITIONS

- 2014–present **Assistant Professor of Practice & Director of FourDesign**
Department of Visual Communication Design
School of Visual Arts
Virginia Tech, Blacksburg, VA
Courses taught: Advanced Visual Communications, Art Direction, FourDesign, Introduction to Graphic Design, Packaging Design, Principles of Visual Communication Design, Typography II
<http://www.sova.vt.edu> | <http://fourdesign.co>
- 2007–present **Principal / Creative Director / Designer**
The Rocketlab
My freelance design and advertising practice. Projects include branding, print, broadcast, and online deliverables for clients including AMD, CNBC, Samsung, Texas Health Resources and Xerox. <http://therocketlab.co>

EDUCATION

- 2014 **MFA in Design with a Concentration in Design Research**
Department of Communication Design, College of Visual Arts and Design
University of North Texas, Denton, Texas
- 1993 **BA in Communication Design**
Department of Communication Design, College of Visual Arts and Design
University of North Texas, Denton, Texas

PREVIOUS POSITIONS

- 2011–2014 **Teaching Fellow**
Department of Communication Design
University of North Texas, Denton, Texas
Courses taught: Art Direction, Design Foundations, Image Making & Color Theory, Typography
- 2013-2014 **Research Assistant**
Design Research Center
University of North Texas, Denton, TX
- 2008–2011 **Adjunct Instructor**
Department of Communication Design
Texas State University, San Marcos, TX
Course taught: Art Direction
- 2009-2010 **Creative Director**
97 Degrees West, Austin, TX
<http://www.97dwest.com>
- 2004-2007 **Senior Art Director**
SicolaMartin / Y&R Austin, Austin, TX
<http://yr-austin.com>

- 2003-2004 **Senior Art Director**
The Strausberg Group, Santa Monica, CA
<http://strausberggroup.com>
- 1998-2003 **Senior Art Director / Group Head**
Thompson & Company (now Sullivan Branding), Memphis, TN
<http://www.sullivanbranding.com>
- 1997-1998 **Art Director**
Sossaman, Bateman & Associates (now Sullivan Branding), Memphis, TN
<http://www.sullivanbranding.com>
- 1995-1997 **Art Director**
Maris, West & Baker, Jackson, MS
<http://mwb.com>
- 1993-1995 **Art Director**
Tracy-Locke / DDB Needham, Dallas, TX
<http://tracylocke.com>

PUBLISHED WORK (academic, authored)

- 2014 **“Letting Context Speak: The use of co-creative, design-led, and user-centered design methods in the design of complex public communications.”**
Co-author
Communication Design Quarterly 2.3. M. J. Albers, ed. NY, NY: ACM Special Interest Group for Design of Communication (SIGDOC).
- 2013 **“The Semiotics of a Smile: Signs of Failure on Public Trails in Dallas, TX.”**
Lead author
Signs and Semiotics in Workplace and Public. A. Ng and A. Chan, eds. NY, NY: Nova Science.

PUBLISHED WORK (professional)

- 2012 **“Product Development Lifecycle” infographic design**
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**
LogoLounge 8: 2,000 International Identities by Leading Designers. B. Gardner & A. Hellman, eds. Minneapolis, MN: Rockport / Quayside Publishing Group.
- 2012 **“Rockets” photography series**
Laughlin, J. “Branded Brilliant: Three Sharp Minds Explain Logo Effectiveness.” *Dallas Observer*.
Dallas, TX: Voice Media Group.
- 2011 **Logomark for the Southern Growth Studio**
Graphis Logo Design 8. M. F. Bonner and B. M. Pedersen, eds. New York, NY: Graphis, Inc.

- 2009 **Logomark for the Southern Growth Studio**
Logotype for Faerytelling
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**
US Ad Review. New York, NY: Visual Reference Publishing, Inc.
- 2002 **“Believe in Miracles” holiday card illustration**
Print Regional Design Annual. New York, NY: F+W Media.
- 1999 **Annual Report Design for the Memphis International Airport Authority**
Black Book AR100 Showcase. New York, NY: Black Book Mktg. Group.

PUBLISHED APPEARANCES AND INTERVIEWS

- 2012 **Featured and quoted**
 In “Branded Brilliant: Three Sharp Minds Explain Logo Effectiveness,” J. Laughlin, author
Dallas Observer
 Dallas, TX
- 2012 **Interviewed and quoted**
 In “Gaps in the Record: The Scholarship of Gender, Technology, and the Arts,” J. West, author
UNT Research, a publication of the Office of Research and Economic Development
 University of North Texas
 Denton, TX

PRESENTATIONS

- 2016 **“Can student-run studios be an alternative solution to a traditional design curriculum?”**
 Presentation and panel discussion
 Frontier 2016 / AIGA Design Educators’ Community Conference, Bozeman, MT
 Panel members: Dylan Cole (DesignWorks, MCAD, Minneapolis, MN); David Frisco and Michael Kelly (DesignCorps, Pratt, NYC); myself; Marilyn Jones (Fusion Studio, Lehigh University, Lehigh, PA); and Jiwon Park (wkrm, University of Texas, Austin, TX)
- 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, PA
- 2015 **“The Business of Design”**
 American Institute of Graphic Arts (AIGA), Virginia Tech student chapter, Blacksburg, VA
- 2015 **“Designing for Large-Format Presentations”**
 American Society of Landscape Architects, Virginia Tech student chapter, Blacksburg, VA
- 2014 **“The Future of Food Recalls: Giving The Public a Voice”**
 Co-presenter
 5th STS Italia Conference / A Matter of Design: Making Society through Science and Technology
 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”**
Invited, but could not attend
3rd Annual Symposium on Communicating Complex Information
East Carolina University, Greenville, NC
- 2013 **“Water: We’re Running Out and Here’s How to Fix it”**
Collaborative MFA research project
4th Annual Federation Graduate Student Research Symposium
Texas Women’s University, Denton, TX
- 2012 **“Visual Distillation: The Art of the Logo”**
Frisco Discovery Center Speaker Series
Frisco Discovery Center, Frisco, TX
- 2012 **“Face Value: The History of the Smiley in 1970s American Pop Culture”**
The 3rd International Re-Thinking Humanities and Social Sciences Conference
University of Zadar, Zadar, Croatia

OTHER CONFERENCE & WORKSHOP INVOLVEMENT

- 2016 **Session Chair**
“Transforming Teaching Methodologies for the Digital Age”
Southeastern College Art Conference (SECAC), Roanoke, VA
- 2016 **Facilitator**
“Write More Good: A Copywriting Workshop for Visual Thinkers”
Department of Visual Communication Design, Virginia Tech, Blacksburg, VA
- 2013 **Facilitator**
“The Future of Food Recalls: Participatory Consumer Workshop Series”
Department of Communication Design, University of North Texas, Denton, TX
- 2012–2014 **Facilitator**
“Write More Good: A Copywriting Workshop for Visual Thinkers” (annual workshop series)
Department of Communication Design, University of North Texas, Denton, TX
- 2008 **Attendee**
Gain / AIGA Business and Design Conference, New York, NY
- 2008–2010 **Attendee / Faculty Liaison**
Creative Summit (annual, regional, student conference/competition)
Texas State University, San Marcos, TX
- 2002 **Panel Member and Portfolio Reviewer**
PUSH (annual, regional, student conference/competition)
Memphis College of Art, Memphis, TN

PROFESSIONAL SERVICE

- 2016–present **Creative Mentor and Advisory Board Member**
Make a Mark (an annual design and development marathon benefiting Virginia nonprofits)
- 2017 **Grant Reviewer**
AIGA Design Educators Community (DEC) 2016–2017 design faculty research grant proposals
- 2016 **Grant Reviewer**
AIGA Design Educators Community (DEC) 2015–2016 design faculty research grant proposals
- 2015 **Advisory Board Member**
Downtown Blacksburg Marketing Association, Blacksburg, VA
- 2014 **Juror**
American Advertising Federation Awards / The Addys, Sioux City, SD
- 2011 **Juror**
American Advertising Federation Awards / The Addys, Fargo, ND
- 2000 **Juror**
American Advertising Federation Awards / The Addys, Shreveport, LA

INSTITUTIONAL SERVICE

- 2016–present **Faculty Affiliate**
Center for Human-Computer Interaction
Virginia Tech, Blacksburg, VA
- 2016–present **Committee Member**
Diversity Committee
College of Architecture and Urban Studies
Virginia Tech, Blacksburg, VA
- 2016 **Moderator**
CAUS 2016 Faculty Research Symposium
College of Architecture and Urban Studies
Virginia Tech, Blacksburg, VA
- 2015–16 **Advisory Board Member**
CAUS Research Advisory Board
College of Architecture and Urban Studies
Virginia Tech, Blacksburg, VA
- 2015–2016 **Faculty Search Committee Member**
Department of Visual Communication Design
School of Visual Arts
Virginia Tech, Blacksburg, VA
- 2015 **Juror**
CAUS Diversity Competition, College of Architecture and Urban Studies
Virginia Tech, Blacksburg, VA

2015 Advisory Board Member

The CREATE Project (a student-focused application development community)
Division of Student Affairs
Virginia Tech, Blacksburg, VA

2015 Guest Lecturer

Department of Industrial Design
Virginia Tech, Blacksburg, VA

2014-2015 Faculty Search Committee Member

Department of Visual Communication Design
School of Visual Arts
Virginia Tech, Blacksburg, VA

2014 Panel Member

CREATE (a business innovation student competition)
Institute for Creativity, Arts and Technology (ICAT)
Virginia Tech, Blacksburg, VA

2014 Guest Lecturer

Human Centered Design
Troy Abel, Instructor of Record
Department of Visual Communication Design
Virginia Tech, Blacksburg, VA

2012 Graduate Student Council Senator

Department of Communication Design
University of North Texas, Denton, TX

2010 Portfolio Reviewer

American Institute of Graphic Arts (AIGA, Austin chapter) Senior Portfolio Review
St. Edward's University, Austin, TX

2009 Guest Lecturer

AIGA Speaker Series (Texas State Student Chapter)
Department of Communication Design
Texas State University, San Marcos, TX

2008 Guest Lecturer

Class: Art Direction I
Holly Sterling, Instructor
Department of Communication Design
Texas State University, San Marcos, TX

EDITORIAL SERVICE

- 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.

PROFESSIONAL RECOGNITION (peer-reviewed, juried competitions)

- 1995–2008 **Gold, Silver and Bronze Addy Awards (at local, regional and national levels)**
20+ awards over 13 years
American Advertising Federation Awards (The Addys)
New York, NY; Austin, TX; Memphis, TN and Jackson, MS
- 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, Overall**
Best-of-Show, Broadcast
Special Judges Award, Art Direction
Methodist Healthcare television campaign
American Advertising Federation Awards / The Addys, 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**
Mississippi Chemical Corporation Print Campaign
National Agricultural Marketing Awards, Overland Park, Kansas

STUDENT RECOGNITION (for work produced in my classes)

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- 2017 **Silver Addy Awards (local)**
Peachicot Beer Label Design
Students: Sara Goforth and Becca Grogan
Molecular Science Software Institute Logo
Student: Charlotte Dewolfe
Virginia Cyber Range Logo
Student: Charlotte Dewolfe
American Advertising Federation Student Awards, Roanoke, VA
- 2015 **Gold Addy Award**
Special Judges Award
Rock n Roll Hall of Fame poster campaign
Student: Carter Groth
American Advertising Federation Student Awards, Fort Worth, TX
- 2015 **The Coveted Ralph Award (Special Judges Award)**
"Strong as Bull" poster campaign
Student: Amber Schmitzer
Creative Summit 29, San Marcos, TX
- 2015 **Finalist**
The Mission Continues poster campaign
Student team: Ricky Funes, Carter Groth and Olivia Scott
Leürzer's Archive International Student Competition, Vienna, Austria
- 2013 **Best of Show**
People's Choice Award
Gold Addy Award (local, regional and national)
"Get Closer" poster campaign | Client: The John F. Kennedy Sixth Floor Museum
Students: Jordan Hill and Fed Pacheco
American Advertising Federation National Student Show, Dallas, TX and New York, NY
- 2013 **Finalist**
Adobo Loco poster
Student: Kai Horan
Luerzer's Archive International Student Competition, Vienna, Austria
- 2013 **Finalist**
"Over the Ocean" poster
Student: Agnieszka Tajnert
DSVC National Student Show and Competition, Dallas, TX
- 2013 **Student Spotlight**
"Get Closer" poster campaign | Client: The John F. Kennedy Sixth Floor Museum
Students: Jordan Hill and Fed Pacheco
Ads of the World | adsoftheworld.com
- 2013 **Certificate of Excellence**
Magimix campaign
Student: Michelle Ruiz
Creative Summit 27, San Marcos, TX

- 2013 **Certificate of Excellence**
Duffeluffagus campaign
Student: Fed Pacheco
Creative Summit 27, San Marcos, TX
- 2010 **The Coveted Ralph Award (Special Judges Award)**
Simple Shoes ad
Student: Daniel Blake
Creative Summit 27, San Marcos, TX

SELECTED MFA RESEARCH PROJECTS

- 2014 **The Future of Food Recalls: Participatory Consumer Workshops**
Co-investigators: Clinton Carlson, Whitney Peake
- 2013–2014 **The Impact of Design-Based Learning on K-12 Students with Specific Types of Learning Disabilities, ADHD and/or Autism**
- 2013 **The New Academic Landscape: Power, Politics and Interdisciplinarity**
Co-investigators: Andrew Pottkotter, XuHao Yang
- 2012 **Young Minds First: Designing a Responsive Website for Children’s Mental Health Resources**
Co-investigators: Holly Cole, Michael Gibson, Michelle Keefer, Keith Owens, Tim Woodring
- 2012 **Cultural Attitudes toward Geriatric Healthcare in America**
Co-investigator: Holly Cole
- 2012 **Water: We’re Running Out and Here’s How to Fix It**
Co-investigators: Rebeca Carranza, Dennis Cheatham, Holly Cole, John Hicks, Michelle Keefer, Tim Woodring, XuHao Yang

CURRENT MEMBERSHIPS

American Advertising Federation (AAF)
American Institute for Graphic Arts (AIGA)
Southeastern College Art Conference (SECAC)

PAST MEMBERSHIPS

Dallas Society of Visual Communications (DSVC)
Italian Society of Science and Technology in Society (STS Italia)