
CURRENT POSITIONS

- 2014–present **Assistant Professor of Practice**
Interim Chair (Spring 2018)
Director of FourDesign (a student-run, faculty-led design studio)
Department of Visual Communication Design
School of Visual Arts
Virginia Tech, Blacksburg, VA
Courses taught: Advanced Visual Communication, Art Direction, Introduction to Graphic Design, Package Design, Principles of Visual Communication Design, Typography I and II, Study Abroad (summer semester in Italy and Switzerland)
<http://www.sova.vt.edu>
<http://fourdesign.co>
- 2007–present **Creative Director / Designer**
The Rocketlab
My freelance design practice. Projects include advertising, art direction, brand design, copywriting, illustration and marketing collateral design 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, Image-Making and Color Theory, Typography I and II
- 2013–2014 **Research Assistant**
Design Research Center
University of North Texas, Dallas, Texas
- 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
Clients: Acorda Therapeutics, Insurance Network of Texas, O'Brien Architects, Stratford Land Development, and Univar
<http://www.97dwest.com>
- 2004-2007 **Senior Art Director**
SicolaMartin / Y&R Austin, Austin, TX
Clients: AMD, Blu-Ray, BMC Software, Freescale Semiconductor, The Paramount Theater, Quark, and Sybase
<http://yr-austin.com>
- 2003-2004 **Senior Art Director**
The Strausberg Group, Santa Monica, CA
Clients: AAA Travel, Coldwell Banker, KOR Hotel Group, and Sheraton Hotels
<http://strausberggroup.com>
- 1998-2003 **Senior Art Director / Group Head**
Thompson & Company (now Sullivan Branding), Memphis, TN
Bonita Bay Homes, Capella Hardwood Floors, First Tennessee Bank, Georgia Boot, Memphis International Airport, and Wonders Cultural Exhibition Series
<http://www.sullivanbranding.com>
- 1997-1998 **Art Director**
Sossaman, Bateman & Associates (now Sullivan Branding), Memphis, TN
The City of Memphis, International Paper, Methodist Healthcare, and Porter-Cable Tools
<http://www.sullivanbranding.com>
- 1995-1997 **Art Director**
Maris, West & Baker, Jackson, MS
Deposit Guaranty Bank, Mississippi Chemical Corporation, Mississippi Convention and Visitors' Bureau, Methodist Rehabilitation Clinic, and River Oaks Hospital
<http://mwb.com>
- 1993-1995 **Art Director**
Tracy-Locke / DDB Needham, Dallas, TX
American Airlines, Budget Rent a Car, Embassy Suites, Interstate Batteries, and PepsiCo (Arby's, California Pizza Kitchen, KFC, and Pizza Hut)
<http://tracylocke.com>

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.

RESEARCH IN PROGRESS

- 2017–present **Design as Pedagogy**
A series of participatory workshops with Virginia Tech faculty and students, beginning in February 2018. Developed in collaboration with the Center for Instructional Design and Educational Research at Virginia Tech. Research focuses on how empathy and experience design can enhance engagement and create a more effective, student-centered learning environment.
- 2017–present **Teaching the Business of Design: How Student-Run Studios Can Help Students Learn What Design Classes Don't Teach (working title)**
Book in-progress, based on the experiences and lessons learned by current and past directors of student-run design studios. Currently being developed in collaboration with current and former studio directors from various universities.

PUBLISHED PROFESSIONAL WORK

- 2015 Joiner, J. Various 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, 2015.
- 2012 Joiner, J. 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.
- 2012 Joiner, J. 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.
- 2012 Joiner, J. Rockets photography series. Laughlin, J. "Branded Brilliant: Three Sharp Minds Explain Logo Effectiveness." *Dallas Observer*. Dallas, TX: Voice Media Group, 2012.
- 2011 Joiner, J. Logomark for the Southern Growth Studio. *Graphis Logo Design 8*. M. F. Bonner and B. M. Pedersen, eds. New York, NY: Graphis, Inc., 2012.
- 2009 Joiner, J. Logomark for the Southern Growth Studio. *LogoLounge 5: 2,000 International Identities by Leading Designers*. C. Fishel & B. Gardner, eds. Minneapolis, MN: Rockport / Quayside Publishing Group, 2012.
- 2009 Joiner, J. Logotype for Faerytelling. *LogoLounge 5: 2,000 International Identities by Leading Designers*. C. Fishel & B. Gardner, eds. Minneapolis, MN: Rockport / Quayside Publishing Group, 2009.
- 2005 Joiner, J. Initial DVD consumer ad campaign. *US Ad Review*. NY, NY: Visual Reference Publishing, Inc., 2005
- 2002 Joiner, J. Believe in Miracles holiday card. *Print Regional Design Annual*. NY, NY: F+W Media.
- 1999 Joiner, J. Annual Report Design for the Memphis International Airport Authority. *Black Book AR100 Showcase*. NY, NY: Black Book Marketing Group.

INVITED CONFERENCE PRESENTATIONS

- 2016 Cole, D., Frisco, M., Joiner, J., Jones, M., and Park, J. "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.
- 2016 Joiner, J. "Transforming Teaching Methodologies for the Digital Age." Session Chair. Southeastern College Art Conference (SECAC), Roanoke, VA.
- 2015 Joiner, J. "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.
- 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. STS Italia Conference, Politecnico di Milano School of Design, Milan, Italy.
- 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." Invited, but could not attend. 3rd Annual Symposium on Communicating Complex Information. East Carolina University, Greenville, NC.
- 2012 Joiner, J. "Visual Distillation: The Art of the Logo." Frisco Discovery Series. Frisco Discovery Center, Frisco, TX.
- 2012 Joiner, J. "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 LECTURES

- 2017 Joiner, J. "Crap is Fertilizer: Innovating through Failure." ICAT Maker Camp. Institute for Creativity, Art and Technology, Virginia Tech, Blacksburg, VA
- 2017 Joiner, J. "How Bad Presentations Undermine Good Ideas." Department of Industrial Design, College of Architecture + Design, Virginia Tech, Blacksburg, VA
- 2017 Joiner, J. "You Are Not Your User." Institute for Creativity, Art and Technology, Virginia Tech, Blacksburg, VA
- 2015 Joiner, J. "The Business of Design." AIGA student chapter, Department of Visual Communication Design, Virginia Tech, Blacksburg, VA.
- 2015 Joiner, J. "Designing for Large-Format Presentations." ASLA student chapter, Department of Landscape Architecture, Virginia Tech, Blacksburg, VA.

COURSES DEVELOPED

- 2017 **Advanced Visual Communication Design**
(In progress. Co-developed with Meaghan Dee, School of Visual Arts at Virginia Tech)
- 2017 **Topics in Visual Communication Design for Non-majors**
(Co-developed with Meaghan Dee and James Jewitt, School of Visual Arts at Virginia Tech)

ACADEMIC SERVICE

- 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 **Panel Member**
Part of a panel of industry professionals and educators at a local screening of *Design Disruptors*. Sponsored by the American Advertising Federation (local chapter), the School of Visual Arts at Virginia Tech and WillowTree, a mobile app development firm.
Moss Performing Arts Center, Blacksburg, VA
- 2017 **Co-organizer**
"Type Set Free," an exhibition of typography and motion design work by SOVA students.
Perspectives Gallery, Virginia Tech
- 2017 **Scholarship Committee Member**
School of Visual Arts, Virginia Tech
- 2017 **Recruitment Committee Member**
School of Visual Arts, Virginia Tech
- 2017 **Faculty participant**
#YouAreWelcomeHere national diversity campaign video
Division of Student Affairs, Virginia Tech
- 2016-present **Faculty Affiliate**
Center for Human-Computer Interaction, Virginia Tech
- 2016-present **Diversity Committee Member**
College of Architecture and Urban Studies, Virginia Tech
- 2016 **Moderator**
CAUS 2016 Faculty Research Symposium
College of Architecture and Urban Studies. Virginia Tech

- 2017 **Organizer**
“Write More Good: A Copywriting Workshop for Visual Thinkers”
Day-long writing workshop for Communication Design and Marketing students
Department of Visual Communication Design, Virginia Tech
- 2015-16 **Advisory Board Member**
CAUS Research Advisory Board
College of Architecture and Urban Studies, Virginia Tech
- 2015-2016 **Faculty Search Committee Member**
Department of Visual Communication Design
School of Visual Arts, Virginia Tech
- 2015 **Juror**
CAUS Diversity Competition
College of Architecture and Urban Studies, Virginia Tech
- 2015 **Advisory Board Member**
The CREATE Project (a student-focused application development community)
Division of Student Affairs, Virginia Tech
- 2014-2015 **Faculty Search Committee Member**
Department of Visual Communication Design
School of Visual Arts, Virginia Tech
- 2014 **Panel Member**
CREATE (a business innovation student competition)
Institute for Creativity, Arts and Technology (ICAT), Virginia Tech
- 2012–2014 **“Write More Good: A Copywriting Workshop for Visual Thinkers”**
Annual, day-long writing workshops for Communication Design students
Department of Communication Design, University of North Texas
- 2012 **Graduate Student Council Senator**
Department of Communication Design, University of North Texas
- 2010 **Student Portfolio Reviewer**
American Institute of Graphic Arts, Austin, TX
- 2009 **Guest Lecturer**
ALGA Speaker Series (Texas State Student Chapter)
Department of Communication Design, Texas State University
- 2008 **Guest Lecturer**
Class: Art Direction I
Holly Sterling, Instructor
Department of Communication Design, Texas State University
- 2002 **Panel Member and Student Portfolio Reviewer**
PUSH annual design conference, Memphis College of Art

PROFESSIONAL SERVICE

- 2017–present **Organizer (2017), Project Mentor and Advisory Board Member**
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.
- 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

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)

- 2017 **Silver Addy Awards**
Label Design for River Company Brewery
Students: Sara Goforth and Becca Grogan
Logo for the Molecular Science Software Institute
Student: Charlotte Dewolfe
Logo for the Virginia Cyber Range
Student: Charlotte Dewolfe
- 2015 **Gold Addy Award**
Special Judges Award
Poster campaign for the Rock n Roll Hall of Fame
Student: Carter Groth
American Advertising Federation Student Awards, Fort Worth, TX
- 2015 **The Coveted Ralph Award (Special Judges Award)**
Poster campaign for Strong as Bull magnets
Student: Amber Schmitzer
Creative Summit 29, San Marcos, TX
- 2015 **Finalist**
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**
People's Choice Award
Gold Addy Award (local, regional and national)
Poster campaign for 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**
Poster design for Adobo Loco hot sauce
Student: Kai Horan
Luerzer's Archive International Student Competition, Vienna, Austria
- 2013 **Finalist**
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**
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**
Magazine campaign for Magimix toasters
Student: Michelle Ruiz
Creative Summit 27, San Marcos, TX
- 2013 **Certificate of Excellence**
Magazine campaign for Duffeluffagus sleeping bags
Student: Fed Pacheco
Creative Summit 27, San Marcos, TX
- 2010 **The Coveted Ralph Award (Special Judges Award)**
Ad campaign for Simple Shoes
Student: Daniel Blake
Creative Summit 27, San Marcos, TX

MEMBERSHIPS

American Advertising Federation
American Institute for Graphic Arts
Southeastern College Art Conference
Dallas Society of Visual Communications (past member)
Italian Society of Science and Technology in Society (past member)