
CURRENT POSITIONS

- 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
Courses taught: Advanced Visual Communication, Art Direction, Intermediate Graphic Design, Introduction to Graphic Design, Package Design, Principles of Visual Communication Design, Study Abroad (summer 2017 in Italy and Switzerland), Typography I, Typography II
- 2007–present **Creative Director / Art Director / Designer / Copywriter**
The Rocketlab (my freelance design practice)
Projects include print and online advertising, brand design, illustration and marketing collateral for clients such as AMD, CNBC, Samsung, Texas Health Resources, Virginia Tech and Xerox.

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

PREVIOUS POSITIONS

- Spring 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
Courses taught: Design Foundations, Art Direction, Image Making and Color Theory, Typography I, Typography II
- 2013–2014 **Research Assistant**
Design Research Center
University of North Texas, Dallas, TX
- 2008–2011 **Adjunct Instructor**
Communication Design Program, School of Art & Design, College of Fine Arts & Communication
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 TX, O'Brien Architects, Stratford Land Development, and Univar
- 2004–2007 **Senior Art Director**
SicolaMartin / Y&R Austin, Austin, TX
Clients: AMD, Blu-Ray, BMC Software, Freescale, The Paramount Theater, Quark, and Sybase

- 2003–2004 **Senior Art Director**
The Strausberg Group, Santa Monica, CA
Clients: AAA Travel, Coldwell Banker, KOR Hotel Group, and Sheraton Hotels
- 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
- 1997–1998 **Art Director**
Sossaman, Bateman & Associates (now Sullivan Branding), Memphis, TN
The City of Memphis, International Paper, Methodist Healthcare, and Porter-Cable Tools
- 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
- 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)

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.

PUBLISHED PROFESSIONAL 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
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.

CONFERENCE PRESENTATIONS

- 2016 "Can Student-run Studios be an Alternative Solution to a Traditional Design Curriculum?"
Invited 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) at Frontier 2016 (AIGA Design Educators' Community Conference), Bozeman, MT.
- 2016 "Transforming Teaching Methodologies for the Digital Age." Session Chair. Southeastern College Art Conference (SECAC), Roanoke, VA.
- 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.
- 2014 "The Future of Food Recalls: Giving The Public a Voice." Co-presented with Clinton Carlson, Assistant Professor, University of North TX. 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 TX. 3rd Annual Symposium on Communicating Complex Information, East Carolina University, Greenville, NC (accepted but could not attend).
- 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.

NON-CONFERENCE PRESENTATIONS

- 2018 **Invited kickoff speaker and workshop leader**
CREATE: Ideation for Innovation, a 3-credit course for students interested in exploring the nexus of the arts, engineering, science, business and design.
College of Engineering, Virginia Tech

- 2018 **Invited kickoff speaker**
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
- 2018 **Kickoff speaker, workshop leader and co-organizer**
“Design Thinking in the Classroom: Applied Design Processes to Enhance Course Development and Student Engagement,” a collaborative faculty workshop co-developed by faculty in the Center for Excellence in Teaching and Learning (CETL), the School of Visual Arts and the HCD Ph.D. program at Virginia Tech
- 2018 **Invited speaker**
“Designing for Large-Format Research Presentations”
College of Architecture and Urban Studies, Virginia Tech
- 2018 **Invited keynote speaker**
“Visual Storytelling: The Art of a Successful Advertising Campaign”
Department of Design, Alzahra University, Tehran, Iran
- 2017 **Invited keynote speaker and panelist**
“Empathy and User Experience in Advertising and Design”
Panel members: Elham Morshedzadeh, Ph.D. (Assistant Professor, Industrial Design, Virginia Tech), Amir H. Noorian (Founder, Advertising in Iran, a syndicated online and television program in Iran) and Arash Soltanali (CEO, Idea School of Advertising and Design, Tehran, Iran)
Idea School of Advertising and Design, Tehran, Iran
- 2017 **Invited speaker**
“Crap is Fertilizer: Innovating through Failure”
Maker Camp, Institute for Creativity, Art and Technology, Virginia Tech
- 2017 **Invited speaker**
“How Bad Presentations Undermine Good Ideas”
Department of Industrial Design, College of Architecture + Design, Virginia Tech
- 2017 **Invited speaker**
“You Are Not Your User”
Institute for Creativity, Art and Technology, Virginia Tech
- 2016 **Invited speaker**
“The Business of Design”
AIGA student chapter, Department of Visual Communication Design, Virginia Tech
- 2015 **Invited speaker**
“Designing for Large-Format Presentations.”
ASLA student chapter, Department of Landscape Architecture, Virginia Tech
- 2012 **Invited speaker**
“Visual Distillation: The Art of the Logo.” Frisco Discovery Series. Frisco Discovery Center, Frisco, TX
- 2009 **Invited speaker**
AIGA Speaker Series (Texas State Student Chapter)
Department of Communication Design, Texas State University

2008 **Invited speaker**
 Class: Art Direction I
 Holly Sterling, Instructor
 Department of Communication Design, Texas State University

COURSES DEVELOPED

Spr 2018 **Advanced Visual Communication Design**
 (In progress. Co-written with Meaghan Dee, School of Visual Arts at Virginia Tech)

Fall 2017 **Visual Communication Design for Non-majors**
 (Co-written with Meaghan Dee and James Jewitt, School of Visual Arts at Virginia Tech)

ADVISORY BOARDS AND COMMITTEES

2018-present Office of Undergraduate Research Advisory Board
 2018-present Human-Computer Interaction (HCD) Executive Committee
 2018-present Human-Computer Interaction (HCD) Education Committee
 2017-present Marketing Committee for FutureHaus, Virginia Tech's entry in the International Solar Decathlon in Dubai (awarded first place in November 2018)

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
 2015-16 Research Advisory Board, College of Architecture and Urban Studies
 2015-2016 Search Committee, Visual Communication Design, School of Visual Arts
 2015 Advisory Board, CREATE (app development), Division of Student Affairs
 2014-2015 Search Committee Member, Visual Communication Design, School of Visual Arts

OTHER ACADEMIC 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

Feb 2018 **Organizer**
 Presentation by Cuban designer Alejandro Rodríguez Fornés to Visual Communication Design majors at Virginia Tech. Co-sponsored by the Reeder Media Center, College of William and Mary, Williamsburg, VA.
 School of Visual Arts, 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 **Invited Panelist**
Invited to participate in a panel discussion with industry professionals and educators following a public screening of *Design Disruptors*. Sponsored by AAF Roanoke, the School of Visual Arts at Virginia Tech and WillowTree, a mobile app development firm in Charlottesville, VA. Moss Performing Arts Center, Blacksburg, VA
- 2017 **Lecture Series Co-organizer**
“Intersections: Interdisciplinary Conversations about Social Justice and the Built Environment,” Diversity Committee, College of Architecture and Urban Studies, Virginia Tech
- 2017 **Exhibition Co-organizer**
“Type Set Free,” an exhibition of typography and motion design work by SOVA students Perspectives Gallery, Virginia Tech
- 2017 **On-camera Talent**
#YouAreWelcomeHere national diversity campaign video
Division of Student Affairs, Virginia Tech
- 2016 **Moderator**
CAUS 2016 Faculty Research Symposium
College of Architecture and Urban Studies. Virginia Tech
- 2017 **Workshop Organizer**
“Write More Good: A Copywriting Workshop for Visual Thinkers”
Department of Visual Communication Design, Virginia Tech
- 2015 **Juror**
CAUS Diversity Competition
College of Architecture and Urban Studies, Virginia Tech
- 2014 **Panel Member**
CREATE (a business innovation student competition)
Institute for Creativity, Arts and Technology (ICAT), Virginia Tech
- 2012–2014 **Workshop Organizer**
“Write More Good: A Copywriting Workshop for Visual Thinkers”
Department of Communication Design, University of North Texas
- 2012 **Graduate Student Council Senator**
Department of Communication Design, University of North Texas
- 2010 **Portfolio Reviewer**
American Institute of Graphic Arts, Austin, TX
- 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.
- 2014-2015 **Committee Member**
Downtown Blacksburg Marketing Committee, 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)

- 2018 **Student Best of Show**
Gold, Art Direction
Gold, Integrated Advertising Campaign
Gold, Print Advertising
Entry: Integrated ad campaign for Nair Men's Hair Removal Spray
Student: Lindsey Boone
Class: Art Direction
American Advertising Federation, Western VA chapter, Roanoke, VA
- 2017 **Silver, Packaging**
Entry: Label Design for River Company Brewery
Student team: Sara Goforth and Becca Grogan
Silver, Logo Design
Entry: Logo for the Molecular Science Software Institute
Student: Charlotte Dewolfe
Silver, Logo Design
Entry: Logo for the Virginia Cyber Range
Student: Charlotte Dewolfe
American Advertising Federation, Western VA chapter, Roanoke, VA
- 2015 **Gold, 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**
People's Choice Award
Gold Addy Award (local, regional and national)
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

RESEARCH IN PROGRESS

- 2017–present **"Design Thinking in the Classroom: Applied Design Processes to Enhance Course Development and Student Engagement"**
A series of participatory workshops developed in collaboration with the Center for Excellence in Teaching and Learning (CETL) and the HCD Ph.D. program at Virginia Tech. Research focuses on how user-focused 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 across the US.