

As a senior-level creative professional with nearly 30 years of industry experience and an MFA in Innovation and Design Research, I enjoy discovering the “why” as much as crafting the “what.” I’ve collaborated with and led multidisciplinary teams on hundreds of branding and communications solutions for a multitude of clients. I’ve presented to audiences in the US and abroad on design, creative culture and the power of empathy. I’ve led participatory design and design-thinking workshops that unlock innovation for designers and non-designers alike. And from 2014–2022, I taught design and advertising courses and directed an award-winning, student-run design studio at Virginia Tech.

WORK EXPERIENCE

- Aug '22–present **Executive Creative Director**
DECODE Advertising | Houston, TX
Recently recognized as the 2022 MM+M Small Healthcare Agency of the Year runner-up, DECODE specializes in using strategy- and research-based insights to create “people chemistry” that inspires action and builds solid brand relationships. Clients include Common Spirit Health (one of the nation's largest nonprofit healthcare systems), CyrusOne (enterprise-class data storage), and White Deer Energy.
- Aug '14–Aug '22 **Program Co-Chair** ('21–'22)
Associate Professor of Practice ('21–'22)
Assistant Professor of Practice ('14–'21)
Graphic Design Program, School of Visual Arts, Virginia Tech, Blacksburg, Virginia
As a professor of practice I specialized in bringing my industry experience into the classroom, helping students polish ideas into award-winning outcomes, offering practical advice on industry best practices, and telling more than a few dad jokes. As Program Co-Chair, I managed the intern program and worked with various university committees on curriculum development, recruitment, scholarships, and hiring.
- Aug '14–Aug '22 **Director**
FourDesign, Virginia Tech, Blacksburg, Virginia
In addition to teaching graphic design courses at all levels of our program, I managed and mentored 10 graphic design majors every semester as they collaborated on real-world design and branding projects with local and regional clients. Students learned how to prepare creative strategies, project briefs, estimates, timelines, and invoices – and produced some really killer work.
- Apr '07–Aug '14 **Owner / Creative Director / Designer / Copywriter**
The Rocketlab, Austin, TX, Dallas, TX and Blacksburg, VA
As a “hired gun” for local agencies, I worked with a variety of truly wonderful people and clients such as AMD, Andrew Harper Travel, CNBC, Professional Bull Riders, Samsung, Texas Health Resources, and Xerox.
- Aug '11–Aug '14 **Teaching Fellow**
Communication Design Program
University of North Texas, Denton, Texas
While pursuing my MFA, I taught multiple sections of Art Direction, Typography and Image-Making.
- Aug '08–May '11 **Adjunct Instructor**
Communication Design Program
Texas State University, San Marcos, Texas
At Texas State, I taught one Art Direction course per semester while running my freelance studio.
- 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, J-Boss, 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, Int'l 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)

EDUCATION

- May 2014 **MFA, Innovation Studies with a Concentration in Design Research**
University of North Texas, Denton, TX
- May 1993 **BA, Communication Design**
University of North Texas, Denton, TX

SELECTED PRESENTATIONS, PANELS AND WORKSHOPS

- 2021 **Invited Panelist.** "Managing the Managing of Student-Run Design Firms." American Institute of Graphic Arts' Design Educators' Community (AIGA DEC). Virtual.
- 2020 **Presenter and Co-PI.** "Design Thinking in the Classroom: Applied Design Processes to Enhance Course Development and Student Engagement." 2020 Conference on Higher Education Pedagogy. Virginia Tech, Blacksburg, VA.
- 2019 **Invited Speaker.** "Practice-led Research in Design Education: Case Studies from a Student-run Studio." Research & Education in Design Conference. University of Lisbon, Lisbon, Portugal.
- 2018 **Invited Speaker.** "Visual Storytelling: Creating a Successful Advertising Campaign." Alzahra University, Tehran, Iran.
- 2018 **Invited Speaker and Panelist.** "Empathy and User Experience in Advertising and Design." Idea School of Advertising and Design, Tehran, Iran.
- 2018 **Workshop Co-Leader.** "Design Thinking in the Classroom: Applied Design Processes to Enhance Course Development and Student Engagement." Virginia Tech, Blacksburg, VA.
- 2016 **Invited Panelist.** "Can Student-run Studios be an Alternative Solution to a Traditional Design Curriculum?" Frontier: AIGA Design Educators' Community Conference. Montana State University, Bozeman, MT.
- 2014 **Co-Presenter and Co-PI.** "The Future of Food Recalls: Giving The Public a Voice." A Matter of Design: STS-Italia Conference, Politecnico di Milano School of Design, Milan, Italy.
- 2014 **Co-presenter and Co-PI.** "Letting Context Speak: The Use of Co-creative, Design-led, and User-centered Design Methods in the Design of Complex Public Communications." 3rd Annual Symposium on Communicating Complex Information, East Carolina University, Greenville, NC.
- 2015 **Presenter.** "Teaching the Business of Design: How Student-Run Design Studios Can Help Students Learn What Design Classes Don't Teach." Southeastern College Art Conference, Pittsburgh, PA.

PROFESSIONAL SERVICE

- 2021 **Portfolio Reviewer.** AIGA National Portfolio Festival. July 13–15.
- 2020 **Portfolio Reviewer.** AIGA National Portfolio Festival. July 15–17.
- 2017 **Grant Reviewer.** AIGA Design Educators Community’s design faculty research grant proposals
- 2017 **Editor.** “Identifying Radical Innovation in the Product Development Process: Implications for Product Design.” Xiong, N. Paskevicius, A., Ono, K., and Watanabe, M., authors. *The Science of Design: Bulletin of JSSD*. Tokyo, Japan: Japanese Society for the Science of Design. Vol. 63, Issue 1.
- 2016 **Editor.** “The User-Product Interaction Evaluation (UPIE) Model: A Detailed Description.” Morshedzadeh, E., Ono, K., and Watanabe, M., authors. *The Science of Design: Bulletin of JSSD*. Tokyo, Japan: Japanese Society for the Science of Design. Vol. 62, Issue 5.
- 2016 **Editor.** “A New Model for Improving User-Product Interaction Evaluation, Based on Affordance and Factor Analysis.” Morshedzadeh, E., Ono, K., and Watanabe, M., authors. *The Science of Design: Bulletin of JSSD*. Tokyo, Japan: Japanese Society for the Science of Design. Vol. 62, Issue 5.
- 2016 **Grant Reviewer.** AIGA Design Educators Community’s design faculty research grant proposals
- 2016 **Session Chair.** “Transforming Teaching Methodologies for the Digital Age.” Southeastern College Art Conference (SECAC). Roanoke, Virginia.
- 2014 **Juror.** American Advertising Federation Awards (Sioux City chapter). Sioux City, South Dakota.
- 2011 **Juror.** American Advertising Federation Awards (Fargo chapter). Fargo, North Dakota.
- 2010 **Portfolio Reviewer.** AIGA Portfolio Festival (Austin chapter). American Institute of Graphic Arts. Austin, Texas.
- 2000 **Juror.** American Advertising Federation Awards / The Addys, Shreveport, Louisiana.

ACADEMIC SERVICE

- 2021 **Creative Director, UX Research Leader and Design Mentor.** Human-Centered Design PhD/ Graduate Program website redesign. Virginia Tech, Blacksburg, Virginia.
- 2021 **Business and Management Mentor.** Focus areas: divergent thinking, public speaking, life-work balance, conflict resolution, and delegation. Pamplin College of Business, Virginia Tech, Blacksburg, Virginia.
- 2021 **Industrial Design Thesis Advisor.** Topic: Developing a sensory-friendly clothing collection for tween girls on the Autism Spectrum or with Sensory Processing Disorder. Focus areas: UX/UI, presentation design, analog and digital illustration techniques, character modeling, apparel/textile patterns, and presentation skills. School of Architecture + Design, Virginia Tech.
- 2021 **Entrepreneurship Mentor.** “Innovate” Business and Entrepreneurship Living-Learning Community. Apex Center for Entrepreneurship, Virginia Tech.
- 2020–’21 **Industrial Design Thesis Advisor.** Topic: Branding and marketing for emerging, independent musicians in a virtual-only music industry. School of Architecture + Design, Virginia Tech.
- 2020–’21 **Faculty Advisor.** “HokieNauts” interdisciplinary student team. NASA Spacesuit User Interface Technologies for Students (SUITS) Annual Design Competition. Virginia Tech.
- 2019 **Entrepreneurship Mentor.** “Innovate” Business and Entrepreneurship Living-Learning Community. Apex Center for Entrepreneurship, Virginia Tech.

ADVISORY BOARDS AND COMMITTEES

Aug '21–Aug '22	Experiential Learning Committee, College of Architecture and Urban Studies, Virginia Tech
Aug '19–Aug '22	Executive Committee, Human-Centered Design Interdisciplinary PhD Program, Virginia Tech
Aug '17–Aug '22	Scholarship Committee, School of Visual Arts, Virginia Tech
Aug '17–Aug '22	Recruitment Committee, School of Visual Arts, Virginia Tech
Aug '16–Aug '22	Faculty Affiliate, Center for Human-Computer Interaction, Virginia Tech
Aug '19–Aug '21	Advisory Board, Office of Undergraduate Research, Virginia Tech
Aug '16–Aug '20	Diversity Committee, College of Architecture and Urban Studies, Virginia Tech
Aug '18–Aug '19	Education Committee, Center for Human-Computer Interaction, Virginia Tech
Aug '17–Aug '18	Marketing Committee, FutureHaus (Virginia Tech's winning entry in the 2018 International Solar Decathlon in Dubai), Virginia Tech
Aug '15–Aug '16	Research Advisory Board, College of Architecture and Urban Studies, Virginia Tech
Aug '15–Aug '16	Search Committee, Visual Communication Design, School of Visual Arts, Virginia Tech
Aug '15–Aug '16	Advisory Committee, Division of Student Affairs, Virginia Tech
Aug '14–Aug '15	Search Committee, Visual Communication Design, School of Visual Arts, Virginia Tech
Aug '14–Jan '16	Advisory Board, Downtown Blacksburg, Inc., Blacksburg, Virginia

AWARDS AND RECOGNITION

2021	“Advertising Person of the Year,” American Advertising Federation, Western Virginia chapter, Roanoke, VA.
2012	Logo for Sirius Homes published in <i>LogoLounge 8: 2,000 International Identities by Leading Designers</i> . B. Gardner & A. Hellman, eds. Rockport / Quayside Publishing Group, Minneapolis, MN.
2011	Logo for the Southern Growth Studio published in <i>Graphis Logo Design 8</i> . M. F. Bonner and B. M. Pedersen, eds. Graphis, Inc. New York, NY.
2009	Logo for Southern Growth Studio published in <i>LogoLounge 5: 2,000 International Identities by Leading Designers</i> . C. Fishel & B. Gardner, eds. Rockport, Minneapolis, MN.
2009	Logo for Faerytelling published in <i>LogoLounge 5: 2,000 International Identities by Leading Designers</i> . C. Fishel & B. Gardner, eds. Rockport, Minneapolis, MN.
2005	Consumer print ad campaign for Initial DVD published in <i>US Ad Review</i> . Visual Reference Publishing, Inc. New York, NY.
2005	Gold Award for “Every Day is a Celebration: A Calendar of Obscure Holidays” calendar design. The Davey Awards, New York, NY.
2002	“Believe in Miracles” holiday card published in the <i>Print Regional Design Annual</i> . F+W Media, New York, NY.
2001	Gold Effie for Capella Floors direct mail campaign. The Effies, New York, NY.
1999	Gold VOX Award for ResortQuest Promotional Brochure. Public Relations Society of America (PRSA), New York, NY.
1999	Best-of-Show, Special Judges Award, and a Gold Addy for Methodist Healthcare television campaign. American Advertising Federation Awards (local chapter), Memphis, TN.
1999	Annual Report for the Memphis International Airport Authority published in the <i>Black Book AR100 Showcase</i> . Black Book Marketing Group. New York, NY.
1997	Gold Award for Mississippi Chemical Corporation Print Campaign. ShowSouth, Atlanta, GA.
1997	Silver Award for River Oaks Hospital Print Campaign. ShowSouth, Atlanta, GA.
1996	Best-of-Show Award for Mississippi Chemical Corporation Print Campaign. National Agricultural Marketing Awards, Overland Park, KS.

STUDENT AWARDS AND RECOGNITION *(for work produced under my supervision)*

- 2022 Student Silver Addy Award. Entry: Packaging design for Metolius Super Chalk. Course: Intermediate Graphic Design I. American Advertising Awards, Roanoke, VA chapter.
- 2022 Student Silver Addy Award. Entry: Poster design for the Blacksburg Master Chorale. Course: FourDesign. American Advertising Awards, Roanoke, VA chapter.
- 2020 Student Silver Addy Award. Entry: Ad Campaign for the Nike Airmax 720 Running Shoe. Course: Art Direction. American Advertising Awards, District 3 chapter.
- 2020 Student “Best of Print” Award and a Gold Award. Entry: Ad Campaign for the Nike Airmax 720 Running Shoe. Course: Art Direction. American Advertising Awards, Roanoke, VA chapter.
- 2019 Silver Award (professional category). Entry: Robotics Brochure for the Dept. of Mechanical Engineering. Course: FourDesign. American Advertising Awards, Roanoke, VA chapter.
- 2019 Silver Award (professional category). Entry: Brochure for the Dept. of Mechanical Engineering. Course: FourDesign. American Advertising Awards, Roanoke, VA chapter.
- 2019 Featured in AIGA Flux Student Showcase. Entry: Piping Rock Essential Oils Package Design. Course: Intro to Graphic Design II. AIGA Flux Student Design Competition, Frederick, MD.
- 2019 Student Silver Award. Entry: Ad Campaign for the Nike Airmax 720 Running Shoe. Course: Art Direction. AIGA Flux Student Design Competition, AIGA Blue Ridge, Frederick, MD.
- 2018 Student “Best of Show” Award and three Gold Awards for Art Direction, Integrated Advertising Campaign and Print Advertising. Entry: Ad campaign for Nair Men’s Hair Removal Spray. Course: Art Direction. American Advertising Awards, Roanoke, VA chapter.
- 2017 Silver Award, Package Design (professional category). Entry: Packaging for the River Co. Brewery. Course: FourDesign. American Advertising Awards, Roanoke, VA chapter.
- 2017 Silver Award, Logo Design (professional category). Entry: Logo for the Molecular Science Software Institute. Course: FourDesign. American Advertising Awards, Roanoke, VA chapter.
- 2017 Silver Award, Logo Design (professional category). Entry: Logo for the Virginia Cyber Range. Course: FourDesign. American Advertising Awards, Roanoke, VA chapter.
- 2015 Finalist. *Leürzer’s Archive* International Student Competition. Entry: Poster campaign for The Mission Continues. Course: Art Direction. *Leürzer’s Archive*, Vienna, Austria.
- 2015 “The Coveted Ralph Award” (Special Judges’ Award). Entry: Poster campaign for Strong as Bull magnets. Course: Art Direction. Creative Summit 29, San Marcos, TX.
- 2015 Gold Award and Special Judges’ Award. Entry: Poster campaign for the Rock n Roll Hall of Fame. Course: Independent Study. American Advertising Federation, Fort Worth, TX chapter.
- 2013 Finalist. *Luerzer’s Archive* International Student Competition. Entry: Poster design for Adobo Loco hot sauce. Course: Art Direction. *Leürzer’s Archive*, Vienna, Austria.
- 2013 “Featured Work” on AdsOfTheWorld.com. Entry: Poster campaign for The John F. Kennedy Sixth Floor Museum. Course: Art Direction. Ads of the World / adsoftheworld.com
- 2013 National Gold Addy. Entry: Poster campaign for The John F. Kennedy Sixth Floor Museum. Course: Art Direction. American Advertising Federation National Student Show. NY, NY.
- 2013 Finalist. Entry: Poster design for “Over the Ocean”. Course: Typography II. Dallas Society of Visual Communicators’ National Student Show and Competition, Dallas, TX.
- 2013 Certificate of Excellence. Entry: Ad campaign for Magimix toasters. Course: Art Direction. Creative Summit 27, San Marcos, TX.
- 2013 Certificate of Excellence. Entry: Magazine campaign for Duffeluffagus sleeping bags. Course: Art Direction. Creative Summit 27, San Marcos, TX.
- 2010 “The Coveted Ralph Award” (Special Judges Award). Entry: EcoSneaks television spot. Course: Art Direction. Creative Summit 24, San Marcos, TX.

CLIENT EXPERIENCE

(UPDATED 12/2022)

* indicates FourDesign clients

ARCHITECTURE & REAL ESTATE

Arnold Design Studio
Bonita Bay Development Group
Coldwell Banker
FutureHAUS*
O'Brien Architecture
Sirius Homes
Stratford Land

ARTS & ENTERTAINMENT

Blacksburg Master Chorale*
Memphis in May
Mobile Film School
Paramount Theater
Professional Bull Riders
STAX Records
Wonders Int'l Cultural Series

BUSINESS DEVELOPMENT

The Southern Growth Studio
Vertive

CONSUMER & RETAIL

Blu-ray
Capella Hardwood Floors
Georgia Boot
Initial DVD
Interstate Batteries
Insurance Network of Texas
Love & Cookies
Porter-Cable Tools
Samsung
Seabrook Wallcoverings
Tiny Love Toys
Uptown Modern
Xerox

CYBERSECURITY

Virginia Cyber Range
US Cyber Range

ENERGY & INDUSTRIAL

Mississippi Chemical Corporation
Entergy
Hart Energy
Univar
White Deer Energy

ENVIRONMENTAL TECH

NanoSafe, Inc.

FINANCIAL

Buzz Banking
Deposit Guaranty National Bank
First Tennessee Bank
National Bank of Commerce
Triton Financial

FOOD & DRINK

America's Catch Catfish
Arby's
California Pizza Kitchen
KFC
PepsiCo
Pizza Hut
River Company Brewery

HEALTHCARE & PHARMA

Acorda Therapeutics
Carlion Healthcare*
Common Spirit Health Systems
Crucial Four Nutrition
Dermaflage
E4D Dental Technologies
Fralin Biomedical Research Center*
Germantown Dental Group
Graham Dental
Methodist Healthcare
MS Methodist Rehabilitation
NEOS Therapeutics
NeurAblities
Pflugerville Dermatology
River Oaks Hospital
Senior Parents Place
SpineSmith
Texas Health Resources
Texas Hip and Knee Center
Young Minds First

HOSPITALITY

Avalon, Beverly Hills
Embassy Suites Hotels
Estrella, Palm Springs
KOR Hotels
Maison 140, Beverly Hills
Renaissance Hollywood
ResortQuest International
Sheraton Gateway, LAX
The Viceroy, Santa Monica

LEGAL

The Austin Bar Association
Lancaster-Helling

NEWS

CNBC

NON-PROFITS

Boys & Girls Clubs
Cap City Kids
Empact Africa
Hike the Good Hike
Keep Kids in School
Operation Turkey
Special Needs Neighborhood

SPORTS & RECREATION

Navarre Kayak Fishing
Outdoor Adventure Centers

TECHNOLOGY

AMD (Advanced Micro Devices)
BMC Software
Crosswalk
CyrusOne
Freescale / Motorola
JBoss
Quark
Sybase
Vertive
Vention

TOURISM & TRAVEL

AAA Travel
American Airlines
Andrew Harper Travel
Budget Rent a Car
The City of Austin
The City of Memphis
Jackson, MS CVB
Memphis International Airport
Oxnard, CA CVB
Town of Blacksburg, VA*
Town of Pulaski, VA*

VIRGINIA TECH*

Centers & Institutes:

- Academy of Legal Studies
- Autism Studies
- Bioinspired Science and Technology
- Civil War Studies
- Creativity, Arts and Technology
- Developmental Neurobiology
- Innovation & Entrepreneurship
- Instructional Development
- Molecular Science Software Institute
- Packaging and Unit Load Design
- Quantum Info. Sci. and Engineering
- Research in SEAD Education
- Rhetoric in Society
- TEAM Malawi
- Virginia Cyber Range

Departments & Programs:

- Agriculture and Life Sciences
- Architecture and Urban Studies
- Biological Sciences
- Creative Technologies
- Creative Writing
- Engineering Education
- Geoscience
- Mechanical Engineering
- Molecular and Cellular Biology
- Neuroscience
- Philosophy
- Public and International Affairs
- Real Estate
- Science and Technology in Society

Student Services:

- Campus Bookstores
- College Access Collaborative
- Inclusive VT
- Supplier Opportunity Program
- Scholarships and Financial Aid