

As a senior-level creative professional with an MFA in Innovation and Design Research, I enjoy discovering the “why” as much as crafting the “what.” I’ve mentored teams of designers, art directors, writers and developers on ad campaigns, branding systems and marketing collateral for local, national and global clients. I’ve presented to audiences in the US and abroad on design, creative culture and the power of empathy. I’ve led design-thinking workshops that unlock innovation for designers and non-designers alike. I’ve taught courses in three top university design programs, and directed an award-winning, student-run design studio. At the center of all of this is an intense fascination with understanding the endless ways in which people interpret and interact with the world around them. I am compelled by the need to understand, connect with, and support the people I collaborate with and the communities I produce work for. Whether the outcome is a new brand, product, service, system or process, there are few things in life as satisfying as creating something that, in turn, creates a positive shift in how humans think, behave and relate to the world around them.

Job proficiencies: *Creative direction, art direction, graphic design, UX/UI design, photo & video direction, print production, copywriting, proofreading, teaching, mentoring, communication, collaboration, positivity, empathy, and dad jokes.*

Project proficiencies: *Logos, branding systems, and brand guidelines. Ad campaigns for print, web, tv, radio, social and out-of-home. All forms of print- and web-based marketing collateral, including data sheets, brochures, posters, direct mail, annual reports, editorial/publication design, presentation design, trade show booth design, packaging, direct mail, vector illustration, infographics, and icons. User research (remote and in-person interviewing, participatory design, personas, storyboarding, wireframing, prototyping, concept testing, usability testing and surveys.*

Software proficiencies: *Adobe InDesign, Photoshop, Illustrator, Lightroom, PowerPoint, Figma, Sketch, Asana, Slack, Miro, WordPress, AfterEffects, Microsoft Word, Excel.*

Client experience: *A ton. Please see last page.*

WORK EXPERIENCE

04/2007–present **Owner / Creative Director / Designer / Copywriter**

The Rocketlab

As a freelance creative director and hired gun for local agencies, I’ve worked with a variety of truly wonderful people and clients over the years such as AMD, Andrew Harper Travel, CNBC, Professional Bull Riders, Samsung, Texas Health Resources, and Xerox.

08/2022–01/2023 **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.

08/2014–08/2022 **Graphic Design Program Co-Chair** (‘21–’22)

Associate Professor of Practice (‘21–’22)

Assistant Professor of Practice (‘14–’21)

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.

08/2014–08/2022 **Director**

FourDesign (Virginia Tech), Blacksburg, Virginia

In addition to teaching graphic design courses at all levels of our program, I directed a student-run design studio, mentoring 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 branding systems, websites, social media, exhibit designs, and all forms of printed collateral.

08/2011–08/2014 **Teaching Fellow**

University of North Texas, Denton, Texas

While pursuing my MFA, I taught multiple sections of Art Direction, Typography and Image-Making.

- 08/2008–05/2011 **Adjunct Instructor**
Texas State University, San Marcos, Texas
At Texas State, I taught one Art Direction course per semester while running my freelance studio.
- 01/2009–01/2010 **Creative Director**
97 Degrees West, Austin, TX
Clients: Acorda Therapeutics, Insurance Network of TX, O'Brien Architects, Univar and others
- 06/2004–04/2007 **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

- 2014 **MFA, Innovation Studies with a Concentration in Design Research**
University of North Texas, Denton, TX
- 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.

AWARDS AND RECOGNITION

- 2021 "Advertising Person of the Year," American Advertising Federation, Western Virginia chapter, Roanoke, VA.
- 2012 Logo for Sirius Homes published in *LogoLounge 8: 2,000 International Identities by Leading Designers*. B. Gardner & A. Hellman, eds. Rockport / Quayside Publishing Group, Minneapolis, MN.
- 2011 Logo for the Southern Growth Studio published in *Graphis Logo Design 8*. M. F. Bonner and B. M. Pedersen, eds. Graphis, Inc. New York, NY.

- 2009 Logo for Southern Growth Studio published in *LogoLounge 5: 2,000 International Identities by Leading Designers*. C. Fishel & B. Gardner, eds. Rockport, Minneapolis, MN.
- 2009 Logo for Faerytelling published in *LogoLounge 5: 2,000 International Identities by Leading Designers*. C. Fishel & B. Gardner, eds. Rockport, Minneapolis, MN.
- 2005 Consumer print ad campaign for Initial DVD published in *US Ad Review*. 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 *Print Regional Design Annual*. F+W Media, New York, NY.
- 2001 Gold Effie Award 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 *Black Book AR100 Showcase*. 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.

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

CLIENT EXPERIENCE

(UPDATED 01/2023)

* 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
PepsiCo
- Arby's
- California Pizza Kitchen
- KFC
- Pizza Hut
River Company Brewery

HEALTHCARE & PHARMA

Acorda Therapeutics
Carlion Healthcare*
Common Spirit Health Systems
- CHI St. Joseph Health
- CHI St. Luke's
- Dignity Health
Crucial Four Nutrition
Dermaflage
E4D Dental Technologies
Fralin Biomedical Research Center*
Germantown Dental Group
Graham Dental
Methodist Healthcare
MS Methodist Rehabilitation
NEOS Therapeutics
NeurAbilities
Pflugerville Dermatology
River Oaks Hospital
Senior Parents Place
SpineSmith
Texas Health Resources
Texas Hip and Knee Center

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
Young Minds First

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