

ACADEMIC AND ADMINISTRATIVE APPOINTMENTS

- 08/2021–05/2022 *Associate Professor of Practice*
08/2021–05/2022 *Program Co-chair*
08/2014–05/2022 *Director of FourDesign (the student-run design studio at Virginia Tech)*
08/2014–05/2022 *Assistant Professor of Practice*
01/2018–05/2018 *Interim Program Chair*
Graphic Design Program, School of Visual Arts, College of Architecture & Urban Studies
Virginia Tech, Blacksburg, VA
- 08/2011–05/2014 *Teaching Fellow (Instructor of Record)*
Communication Design Program, Department of Design, College of Visual Arts and Design
University of North Texas, Denton, TX
- 08/2008–05/2011 *Adjunct Instructor*
Communication Design Program, School of Art & Design, College of Arts & Communication
Texas State University, San Marcos, TX

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

PROFESSIONAL EXPERIENCE

- 04/2007–present *Principal / Creative Director / Designer / Illustrator / Copywriter*
The Rocketlab (freelance)
Clients: AMD, CNBC, Samsung, Texas Health Resources, Virginia Tech, Xerox and others
- 03/2023–10/2024 *Associate Creative Director – Design*
Counterpart, Memphis, TN (remote)
Clients: FedEx, Terminix, Tristate Armature (industrial electrical supplier), Core Messaging (business consulting), Accredo (healthcare and pharmacy services), and several local non-profits.
- 07/2022–02/2023 *Creative Director*
DECODE, Houston, TX
Clients: Common Spirit Health (one of the nation's largest nonprofit healthcare systems), CyrusOne (enterprise-class data storage), Hart Energy, White Deer (private equity firm focused on sustainable energy) and Hike the Good Hike (mental health awareness and advocacy).
- 08/2009–08/2010 *Creative Director*
97 Degrees West, Austin, TX
Clients: Acorda Therapeutics, Insurance Network of TX, O'Brien Architects, and others
- 03/2004–04/2007 *Senior Art Director*
SicolaMartin / Y&R Austin, Austin, TX
Clients: AMD, Blu-Ray, BMC, Freescale, The Paramount Theater, Quark, Sybase and others

- 03/2003–03/2004 *Senior Art Director*
The Strausberg Group, Santa Monica, CA
Clients: AAA Travel, Coldwell Banker, KOR Hotel Group, Sheraton Hotels and others
- 09/1998–12/2002 *Senior Art Director / Group Head*
Thompson & Company (now Sullivan Branding), Memphis, TN
Clients: First Tennessee Bank, Georgia Boot, Memphis International Airport, and others
- 09/1997–09/1998 *Art Director*
Sossaman, Bateman & Associates (now Sullivan Branding), Memphis, TN
Clients: City of Memphis, Int'l Paper, Methodist Healthcare, Porter-Cable Tools and others
- 02/1995–09/1997 *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
- 05/1993–02/1995 *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)

COURSES TAUGHT

- 08/2014–05/2022 *Virginia Tech:*
Advanced Visual Communications (senior capstone), Art Direction, Design for Non-majors, Design for Social Impact, Design Software, FourDesign, Human-Centered Design, Intermediate Graphic Design I and II, Introduction to Graphic Design I and II, Packaging Design, Principles of Art & Design, Principles of Visual Communication, Study Abroad (Italy & Switzerland), Typography I, II, & III
- 08/2011–05/2014 *University of North Texas:*
Art Direction I, Design I, Image Making and Color Theory, Typography I & II
- 08/2008–05/2011 *Texas State University:*
Art Direction I

COURSE AND CURRICULUM DEVELOPMENT

- Fall 2020 *SOVA Foundations Curriculum*
Worked closely with a team of School of Visual Arts faculty to update our Foundations curriculum in order to better support our four majors (Studio Art, Art History, Graphic Design and Creative Technologies). Several courses were further revised specifically to satisfy Virginia Tech's "Pathways" general education requirements, which allow non-majors to enroll as space permits.
- Spring 2020 *Design for Social Impact*
I developed and taught this collaborative, multidisciplinary course in which graphic design majors and non-majors worked side-by-side, using design-based approaches to explore and address societal issues for a range of social, humanitarian, community and environmental causes. Course content included discussion of and practice in formal design principles and design research methods, as well as more issue-related topics such as social innovation strategies, community empowerment, and making the world a more just, equitable and enjoyable place for all of us.

- Spring 2018 *Visual Communication Design for Non-majors*
Co-written with Associate Professors M. Dee and J. Jewitt.. Taught three semesters as Instructor of Record. Course description: "Variable introductory topics on visual communication design, ranging from contemporary issues in design to development of formal design skills. Multiple projects with emphasis on problem-solving and an awareness of target audiences from various backgrounds, historical and cultural contexts, and STEEP (Social, Technological, Economical, Environmental, and Political) principles. Explores knowledge of design principles and vocabulary using a range of materials and methodologies. Examines needs of diverse users, applied via appropriate software.

INTERNATIONAL KEYNOTE PRESENTATIONS

- 2018 Joiner, J. "Visual Storytelling: The Art of a Successful Advertising Campaign." Invited Keynote Speaker. Department of Design, Alzahra University, Tehran, Iran. January 8.
- 2018 Joiner, J. "Empathy and User Experience in Advertising and Design." Invited Keynote Speaker and Panelist. Idea School of Advertising and Design, Tehran, Iran. January 3.

INTERNATIONAL CONFERENCE PRESENTATIONS

- 2019 Joiner, J. "Practice-led Research in Design Education: Case Studies from a Student-run Studio." Research & Education in Design Conference (REDES 2019). University of Lisbon, Lisbon, Portugal. November 14–15.
- 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 (2014 STS-Italia Conference), Politecnico di Milano School of Design, Milan, Italy. June 12–14.
- 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. September 5–9.

NATIONAL CONFERENCE PRESENTATIONS AND PANELS

- 2021 Jacobs, J., Dee, M., Joiner, J., Hernandez, G., and Popp, A. "Managing the Managing of Student-Run Design Firms." Invited panelist. American Institute of Graphic Arts' Design Educators' Community (AIGA DEC). Virginia Tech. February 26.
- 2020 Joiner, J. and Mouchrek, N. "Design Thinking in the Classroom: Applied Design Processes to Enhance Course Development and Student Engagement." 2020 Conference on Higher Education Pedagogy. Virginia Tech, Blacksburg, Virginia. February 5–7.
- 2016 Park, J. Cole, D., Frisco, D., Joiner, J., Jones, M., and Kelly, M. "Can Student-run Studios be an Alternative Solution to a Traditional Design Curriculum?" Invited Panelist. Frontier: AIGA Design Educators' Community Conference. Montana State University, Bozeman, Montana. October 6–8.
- 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" (accepted but could not attend). 3rd Annual Symposium on Communicating Complex Information, East Carolina University, Greenville, North Carolina. February 24–25.

REGIONAL CONFERENCE PRESENTATIONS

- 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, Pennsylvania. October 22-24.

OTHER PRESENTATIONS, PANELS AND WORKSHOPS

- 2023 Joiner, J. "Empathy. Creativity. Research. Dad Jokes." Invited Speaker. Jack J. Valenti School of Communication, University of Houston. March 2.
- 2021 Joiner, J. "Designing for Social Impact." Invited Speaker, LSCRC Intersections Monthly Speaker Series. Leadership and Social Change Residential College, Virginia Tech. September 27.
- 2020 Joiner, J. "You Are Not Your User." Invited Speaker, "Thought Leaders" monthly speaker series. School of Architecture + Design, College of Architecture and Urban Studies, Virginia Tech. February 28.
- 2019 Joiner, J. "Design and Data Visualization." Guest lecturer. Industrial Design program. School of Architecture + Design, Virginia Tech. September 10.
- 2019 Joiner, J. "Design Thinking 101." Kickoff speaker and workshop leader. Maker Camp (summer workshop for middle school students). Institute for Creativity, Art and Technology, Virginia Tech. July 30.
- 2019 Joiner, J. "Crafted." Invited lecturer and project critic. Principles of Visual Communication Design (ART 1614). L. Zhang, Instructor. Visual Communication Design program, School of Visual Arts, Virginia Tech. February 18.
- 2018 Baum, L., Joiner, J. and Mouchrek, N. "Design Thinking in the Classroom: Applied Design Processes to Enhance Course Development and Student Engagement. Workshop Co-author and Co-facilitator. February 23 and April 6.
- 2018 Joiner, J. "Design Thinking, Ideation and Innovation." CREATE: Ideation for Innovation (ENGE 2094). Invited speaker and workshop leader. L. Baum, Instructor. College of Engineering, Virginia Tech. August 23.
- 2018 Joiner, J. "What is Design?" Maker Camp (summer workshop for middle school students). Kickoff speaker and workshop leader. Institute for Creativity, Art and Technology, Virginia Tech. July 17.
- 2018 Joiner, J. "Design. Ideate. Innovate." CREATE: Ideation for Innovation, a course in the College of Engineering focused on exploring the nexus of the arts, engineering, science, business and design. Kickoff speaker. College of Engineering, Virginia Tech. September 3.
- 2018 Joiner, J. "What is Design?" Maker Camp (summer workshop for middle school students). Kickoff speaker and workshop leader. Institute for Creativity, Art and Technology, Virginia Tech. July 18.
- 2018 Joiner, J. "Designing for Large-Format Research Presentations." Guest lecturer. School of Architecture + Design, Virginia Tech

- 2017 Dee, M., French, W., Joiner, J. and Wortalik, D. "Design Disruptors." Invited panelist. Sponsors: American Advertising Federation, Virginia Tech and WillowTree Apps. Feb. 2.
- 2017 Joiner, J. "How Bad Presentations Undermine Good Ideas." Guest lecturer. Industrial Design program, School of Architecture + Design, Virginia Tech. September 22.
- 2016 Joiner, J. "The Business of Design." Invited speaker. VT Student Chapter of the American Institute of Graphic Arts (AIGA). Visual Communication Design Program, School of Visual Arts, Virginia Tech. March 2.
- 2015 Joiner, J. "Designing for Large-Format Presentations." VT Student Chapter of the American Society of Landscape. Landscape Architecture Program, School of Architecture + Design, Virginia Tech. September 21.
- 2014 Joiner, J. Guest lecturer and project critic. Human Centered Design (ART 4504). T. Abel, Instructor. Visual Communication Design Program, School of Visual Arts, Virginia Tech. November 6, 18 and December 4.
- 2014 Joiner, J. CREATE: Ideation for Innovation (ENGE 2094). Invited panelist and project critic. D. Maggard and L. Baum, Instructors. Apex Systems Center for Innovation and Entrepreneurship, Pamplin College of Business, Virginia Tech. September 30, October 28, and December 9.
- 2012 Joiner, J. "Visual Distillation: The Art of the Logo." Invited, public presentation. Discovery Week Speaker Series, Frisco Discovery Center, Frisco, TX. May 9.
- 2009 Joiner, J. American Institute of Graphic Arts (AIGA) student chapter monthly meeting. Guest speaker. Communication Design Program, Texas State University, San Marcos, TX.

PUBLISHED CREATIVE WORK

- 2015 Joiner, J., Illustrator. Series of vector infographics illustrating the stress-bearing capabilities of composite materials. *Design of Composite Structures: An Introduction to the Many Aspects of Composite Structures*. R. M. Jones, Author. Blacksburg, VA: Virginia Bull Ridge Publishing.
- 2012 Joiner, J., Designer/Illustrator. "Product Development Lifecycle" Infographic. *Applying Anthropology in the Global Village*. C. Wasson, M. Butler, and J. Copeland, eds. Walnut Creek, CA: Left Coast Press.
- 2012 Joiner, J., Photographer. "Rockets" photography series. "Branded Brilliant: Three Sharp Minds Explain Logo Effectiveness." Laughlin, J., author. *Dallas Observer*. Dallas, TX: Voice Media Group.
- 2012 Joiner, J., Designer. Logo for Sirius Homes. *LogoLounge 8: 2,000 International Identities by Leading Designers*. B. Gardner & A. Hellman, eds. Minneapolis, MN: Rockport / Quayside Publishing Group.
- 2011 Joiner, J., Designer. Southern Growth Studio logo. *Graphis Logo Design 8*. M. F. Bonner and B. M. Pedersen, eds. New York, NY: Graphis, Inc.
- 2009 Joiner, J., Designer. Southern Growth Studio logo. *LogoLounge 5: 2,000 International Identities by Leading Designers*. C. Fishel & B. Gardner, eds. Minneapolis, MN: Rockport / Quayside Publishing Group.
- 2009 Joiner, J., Designer. Faerytelling logo. *LogoLounge 5: 2,000 International Identities by Leading Designers*. C. Fishel & B. Gardner, eds. Minneapolis, MN: Rockport / Quayside Publishing Group.

- 2005 Joiner, J., Art Director and Designer. Initial DVD consumer ad campaign. *US Ad Review*. NY, NY: Visual Reference Publishing, Inc.
- 2002 Joiner, J., Designer and Copywriter. "Believe in Miracles" holiday card. *Print Regional Design Annual*. NY, NY: F+W Media.
- 1999 Joiner, J., Art Director and Designer. Memphis International Airport Authority Annual Report. *Black Book AR100 Showcase*. NY, NY: Black Book Marketing Group.

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 Symbols for Workplace and Public Use*. Book chapter. A. Ng and A. Chan, eds. Nova Science, NY, NY. pp 25-41.

EXHIBITIONS

- 2018 "Islamic Geometric Shapes in Art, Design & Architecture." Public exhibition of creative work by students and faculty. College of Architecture and Urban Studies, Virginia Tech. April 9-10.
- 2012 "Pieces of Eight." Public, juried exhibition of creative work by Dallas-area designers. Frisco Discovery Center Gallery, Frisco, TX.
- 2011 "UNTold+new" Peer-reviewed, juried exhibition of creative work by University of North Texas alumni. Juror: Patrick Coyne, Editor and Creative Director, *Communication Arts Magazine*. Institute for the Advancement of the Arts, University of North Texas, Denton, TX.

PRESENTATIONS, WORKSHOPS, AND EXHIBITIONS ORGANIZED

- 2020 Geyer, W. "Write More Good: A Copywriting Workshop for Visual Thinkers." Graphic Design Program, School of Visual Arts, Virginia Tech. April 13.
- 2019 Arnold, D. Visual effects director and designer. Visiting artist presentation. Moss Arts Center, Virginia Tech. October 10.
- 2019 Bell, B. Brand, motion and interactive designer/director. Visiting artist presentation. Moss Arts Center, Virginia Tech. March 29.
- 2018 Fornes, A. Cuban poster designer. Visiting artist presentation. Coorganized with the Reeder Media Center, College of William and Mary, Williamsburg, VA. School of Visual Arts, Virginia Tech. February 19.

- 2017 “Intersections: Interdisciplinary Conversations about Social Justice and the Built Environment.” Panel co-organizer. CAUS Diversity Committee. College of Architecture and Urban Studies, Virginia Tech. April 26.
- 2017 Joiner, J. and Paterson, S., curators. “Type Set Free.” Perspectives Gallery, Squires Student Center. April 21–May 13.
- 2016 Geyer, W. “Write More Good: A Copywriting Workshop for Visual Thinkers.” Co-sponsored by the School of Visual Arts and Pamplin College of Business. School of Visual Arts, Virginia Tech. Feb 12.
- 2012–2014 Geyer, W. “Write More Good: A Copywriting Workshop for Visual Thinkers.” Annual Workshop Series. College of Visual Arts and Design, University of North Texas.

ACADEMIC ADVISORY BOARDS AND COMMITTEES

- 2021–pres. Bridge: Experiential Learning Committee, College of Architecture and Urban Studies
- 2019–pres. Executive Committee, Human-Centered Design Interdisciplinary PhD Program
- 2019–pres. Advisory Board, Office of Undergraduate Research
- 2017–pres. Scholarship Committee, School of Visual Arts
- 2017–pres. Recruitment Committee, School of Visual Arts
- 2016–pres. Faculty Affiliate, Center for Human-Computer Interaction
- 2016–2020 Diversity Committee, College of Architecture and Urban Studies
- 2018–2019 Education Committee, Center for Human-Computer Interaction
- 2017–2018 Marketing Committee, FutureHaus (Virginia Tech’s winning entry in the 2018 International Solar Decathlon in Dubai)
- 2015–2016 Research Advisory Board, College of Architecture and Urban Studies
- 2015–2016 Search Committee, Visual Communication Design, School of Visual Arts
- 2015–2016 Advisory Committee, CREATE app development, Division of Student Affairs
- 2014–2015 Search Committee, Visual Communication Design, School of Visual Arts

STUDENT MENTORING/ADVISING

- 2021 Project Supervisor, HCD Graduate Program website redesign. Supervised/advised five iPhD Graduate Students during summer semester 2021 as they conducted user experience research and redesigned the HCD Graduate Program website. Ico Bukvic and Scott McCrickard, Co-Directors, Human-Centered Design iPhD. Institute for Creativity, Art and Technology, Virginia Tech. May–July.
- 2021 Leadership and management mentor for Sarah Schaffer, a 3rd-year graphic design major minoring in management. Focus areas: divergent thinking, public speaking, life-work balance, conflict resolution, and delegation. Pamplin College of Business, Virginia Tech. Spring semester.
- 2021 Senior thesis advisor for Abby Storms, a 4th-year industrial design major. Topic: Developing a sensory-friendly, occasion-wear collection for girls on the Autism Spectrum or with Sensory Processing Disorder. Learning objectives / key focus areas: UX/UI, presentation design, analog and digital illustration techniques, character modeling, apparel/textile patterns, presentation skills. School of Architecture + Design, Virginia Tech. Spring semester.
- 2021 Team Mentor. “Innovate” Business and Entrepreneurship Living-Learning Community. Laura Townsend, Director. Apex Center for Entrepreneurship, Virginia Tech. Fall semester.

- 2020–'21 Senior thesis advisor for Shelby Greenburg, a 4th-year Industrial Design major. Topic: Branding and marketing for emerging, independent musicians in a virtual-only music industry. School of Architecture + Design, Virginia Tech. Fall and spring semesters.
- 2020–2021 Faculty advisor. "HokieNauts" interdisciplinary student team. NASA Spacesuit User Interface Technologies for Students (SUITS) annual design challenge. Fall and Spring semesters.
- 2019 Team Mentor. "Innovate" Business and Entrepreneurship Living-Learning Community. Laura Townsend, Director. Apex Center for Entrepreneurship, Virginia Tech. Fall semester.

SERVICE THAT PROMOTES DIVERSITY, EQUITY AND INCLUSION

- 2019-pres. Branding and messaging consultant. "Reimagining DiVersiTy," a University-level recruiting initiative focused on the exploration of immersive technology (virtual, augmented, and mixed realities) in order to recruit underrepresented minorities. PI: Q. Baldwin. VT Capital Assets, Virginia Tech.
- 2020 Participant. AIGA-DEC Value Design Education Pledge. Goal: "to provide tools that facilitate continued growth and adaptation as the world around us also continues to change." American Institute of Graphic Arts' Design Educators Community. Fall semester.
- 2018–'20 Diversity Committee Member. College of Architecture and Urban Studies
- 2018 Workshop participant. "Inclusive Pedagogy in the University Classroom." Office for Inclusion and Diversity, Virginia Tech. Sept. 14.
- 2017 Panel co-organizer. "Intersections: Interdisciplinary Conversations about Social Justice and the Built Environment." CAUS Diversity Committee. College of Architecture and Urban Studies, Virginia Tech. April 26.
- 2017 Workshop participant. "Bias and Stereotype in the Classroom." Office for Inclusion and Diversity, Virginia Tech. March 24.
- 2017 Workshop participant. "Managing Difficult Conversations." Office for Inclusion and Diversity, Virginia Tech. February 23.
- 2015 Juror. CAUS Diversity Competition. College of Architecture and Urban Studies Virginia Tech. April 3.

OTHER ACADEMIC SERVICE

- 2021 Project Supervisor. HCD Graduate Program website redesign. Institute for Creativity, Art and Technology, Virginia Tech. May–July.
- 2020 Curriculum Advisor. Advertising Minor, School of Communication and Digital Media, Virginia Tech. April–May.
- 2019 Juror. "The Pitch." Intermediate Graphic Design. P. Finley, instructor. Graphic Design program, School of Visual Arts. Dec 10.
- 2018 Juror. Virginia High School Creativity & Innovation Summit. Hosted by the Institute for Creativity, Art and Technology at Virginia Tech. April 29-30.

- 2018 Juror. 2018 CAUS Graduate School Poster Competition. College of Architecture and Urban Studies, Virginia Tech. March 28.
- 2016 Moderator. CAUS 2016 Faculty Research Symposium. College of Architecture and Urban Studies. Virginia Tech. November 6.
- 2015 Juror. CAUS Diversity Competition. College of Architecture and Urban Studies, Virginia Tech. March 8.

PROFESSIONAL SERVICE

- 2021 Portfolio Reviewer. AIGA National Portfolio Festival. July 13–15.
- 2020 Portfolio Reviewer. AIGA National Portfolio Festival. July 15–17.
- 2017–2019 Advisory Board Member and Team Mentor. Make a Mark, an annual design and development marathon benefiting Virginia nonprofits
- 2017 Grant Reviewer. AIGA Design Educators Community's design faculty research grant proposals
- 2017 Invited Panelist. "Design Disruptors" documentary screening. Sponsors: American Advertising Federation, School of Visual Arts at Virginia Tech and WillowTree Apps. Feb. 2.
- 2017 Editor. "Identifying Radical Innovation in the Product Development Process: Implications for Product Design." Xiong, N. Paskevicious, A., Ono, K., and Watanabe, M., authors. *The Science of Design: Bulletin of JSSD*. Tokyo, Japan: Japanese Society for the Science of Design. Volume 1, Issue 1, pp 11-18.
- 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. Volume 62, Issue 5, pp 49-58.
- 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*. Tokyo, Japan: Japanese Society for the Science of Design. Volume 62, Issue 5, pp 41-48.
- 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, VA. October 19-22.
- 2014 Advisory Board Member. Downtown Blacksburg, Inc., Blacksburg, 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.
- 2002 Panelist and Portfolio Reviewer. PUSH Conference, Memphis College of Art, Memphis, Tennessee.
- 2000 Juror. American Advertising Federation Awards / The Addys, Shreveport, Louisiana.

GRANTS/FUNDING/REVENUE

- 2014–2022 While Director of FourDesign, the studio generated >\$200,000 in revenue for Virginia Tech.
- 2020 Dee, M., Finley, P., and Joiner, J., PIs. Faculty Teaching Group Grant. Award amount: \$2,000. Center for Excellence in Teaching and Learning, Virginia Tech.
- 2016 Joiner, J. Faculty Mentoring Grant. Award amount: \$1,837. Faculty Affairs, Virginia Tech.

GRANT PROPOSALS SUBMITTED BUT NOT AWARDED

- 2021 Erasmus, M., Widmar, N., Zuelly, S., Weimer, S., Owens, C., Jacobs, L., Joiner, J., Regmi, P and Adhikari, K., PIs. “Bridging the Gap: A Science-based Approach to Inform Public Perceptions and Knowledge of Poultry Welfare, from Production to Consumption” (A1261). Total amount: \$196,072. Submitted to Interdisciplinary Engagement in Animal Systems (IDEAS), National Institute of Food and Agriculture (NIFA), US Department of Agriculture (USDA). Proposal period: January 2022–January 2026. Role: Lead a team of undergraduate and graduate students to perform design research, UX/UI design, prototyping, building and testing of a website and mobile app that will provide U.S. consumers with data about poultry suppliers and animal welfare, in order to make informed purchasing decisions. Submitted August 8.
- 2021 Hill, C. (PI) and Joiner, J. (Co-I). “NanoSafe Tested Third Party Verification Process for Characterizing Exposures in Products Containing Engineered Nanomaterials.” Phase II NIH SBIR (Small Business Innovation Research) grant proposal. Submitted to National Institutes of Health (NIH). Role: Design research, brand design, and marketing consultation. Submitted June 1.
- 2021 Morshedzadeh, E., Dunkenberg, M., Nagle, L., Parker, S., Keyser, T., Bhandari, A. and Joiner, J. “Adaptive Family Living Design in Recovery Housing.” Total amount: \$43,000. Submitted to the Virginia Tech Center for Economic and Community Engagement. Proposal period: October 2021–September 2022. Role: design research consultant and designer. Submitted September 10.

DESIGN PROGRAM AWARDS AND RECOGNITION

- 2017–2024 The Graphic Design Program at Virginia Tech was honored by *Graphic Design USA* as a Top Design School for seven consecutive years, for “excellence in teaching the hard and soft skills necessary for success, in nurturing talent and expanding minds, and in preparing the next generation of creatives for a dream career in the real world. In addition, two of our students every year have been featured in the “Students to Watch” section. *Graphic Design USA*. 594 Dean Street, 2nd Floor, Office 22, Brooklyn NY 11238.

PROFESSIONAL AWARDS AND RECOGNITION

- 2022 Silver Addy Award (Consumer Website). Client: Hike the Good Hike. Role: Creative Director. American Advertising Federation Awards (local chapter), Houston, Texas.
- 2022 Silver Addy Award (Public Service Online/Interactive). Client: Hike the Good Hike. Role: Creative Director. American Advertising Federation Awards (local chapter), Houston, Texas.
- 2021 “Advertising Person of the Year.” American Advertising Federation, Western Virginia chapter, Roanoke, Virginia.

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

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

- 2022 Meade, A. and McCabe, C. Student Silver Addy Award. Entry: Packaging design for Metolius Super Chalk. Course: Intermediate Graphic Design I. American Advertising Awards, Western Virginia chapter, Roanoke, Virginia.
- 2022 Gugercin, S. Student Silver Addy Award. Entry: Poster design for the Blacksburg Master Chorale. Course: FourDesign. American Advertising Awards, Western Virginia chapter, Roanoke, Virginia.
- 2020 Bliss, T. and Caporuscio, A. Student Silver Addy Award. Entry: Ad Campaign for the Nike Airmax 720 Running Shoe. Course: Art Direction. American Advertising Awards, District 3

- chapter (includes North Carolina, South Carolina, and Virginia).
- 2020 Bliss, T. and Caporuscio, A. Student “Best of Print” and a Gold Addy Award. Entry: Ad Campaign for the Nike Airmax 720 Running Shoe. Course: Art Direction. American Advertising Awards, Western VA chapter, Roanoke, Virginia.
- 2019 Jackson, N. Silver Award (professional category). Entry: Robotics Brochure for the VT Department of Mechanical Engineering. Course: FourDesign. American Advertising Awards, Western VA chapter, Roanoke, Virginia.
- 2019 Rater, J. Silver Award (professional category). Entry: Senior Projects Brochure for the VT Department of Mechanical Engineering. Course: FourDesign. American Advertising Awards, Western VA chapter, Roanoke, Virginia.
- 2019 Breeden, A. Selected for AIGA Flux Student Design Showcase. Entry: Piping Rock Essential Oils Package Design. Course: Intro to Graphic Design II. AIGA Flux Student Design Competition, AIGA Blue Ridge, Frederick, Maryland.
- 2019 Bliss, T. and Caporuscio, A. Student Silver Addy Award. Entry: Ad Campaign for the Nike Airmax 720 Running Shoe. Course: Art Direction. AIGA Flux Student Design Competition, AIGA Blue Ridge, Frederick, Maryland.
- 2019 Singer, J. Featured in GDUSA’s “Students to Watch.” Graphic Design USA, New York, New York. <http://gdusa.com/studentstowatch2019/jimmy-singer>
- 2019 Watson, M. Featured in GDUSA’s “Students to Watch.” Graphic Design USA, New York, New York. <http://gdusa.com/studentstowatch2019/mia-watson>
- 2019 DeWolfe, C. Featured in GDUSA’s “Students to Watch.” Graphic Design USA, New York, New York. <http://gdusa.com/studentstowatch2018/charlotte-de-wolfe>
- 2018 Boone, L. 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, Western VA chapter, Roanoke, Virginia.
- 2017 Goforth, S. and Grogan, B. Silver Award, Package Design (professional category). Entry: Label Design for River Company Brewery. Course: FourDesign. American Advertising Awards, Western VA chapter, Roanoke, Virginia.
- 2017 DeWolfe, C. Silver Award, Logo Design (professional category). Entry: Logo for the Molecular Science Software Institute. Course: FourDesign. American Advertising Awards, Western VA chapter, Roanoke, Virginia.
- 2017 DeWolfe, C. Silver Award, Logo Design (professional category). Entry: Logo for the Virginia Cyber Range. Course: FourDesign. American Advertising Awards, Western VA chapter, Roanoke, Virginia.
- 2015 Funes, R., Groth, C., and Scott, O. Finalist. *Leürzer’s Archive* International Student Competition. Entry: Poster campaign for The Mission Continues. Course: Art Direction. *Leürzer’s Archive*, Vienna, Austria.
- 2015 Schmitzer, A. “The Coveted Ralph Award” (Special Judges’ Award). Entry: Poster campaign for Strong as Bull magnets. Course: Art Direction. Creative Summit 29, San Marcos, Texas.
- 2015 Groth, C. Gold Award and Special Judges’ Award. Entry: Poster campaign for the Rock n Roll Hall of Fame. Course: Independent Study. American Advertising Federation (local chapter),

- Fort Worth, Texas.
- 2013 Horan, K. Finalist. *Luerzer's Archive* International Student Competition. Entry: Poster design for Adobo Loco hot sauce. Course: Art Direction. *Leürzer's Archive*, Vienna, Austria.
- 2013 Hill, J. and Pacheco, F. "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 Hill, J. and Pacheco, F. National Gold Addy. Entry: Poster campaign for The John F. Kennedy Sixth Floor Museum. Course: Art Direction. American Advertising Federation National Student Show. New York, New York.
- 2013 Tajnert, A. Finalist. Entry: Poster design for "Over the Ocean". Course: Typography II. Dallas Society of Visual Communicators' National Student Show and Competition, Dallas, Texas.
- 2013 Ruiz, M. Certificate of Excellence. Entry: Magazine campaign for Magimix toasters. Course: Art Direction. Creative Summit 27, San Marcos, Texas.
- 2013 Pacheco, F. Certificate of Excellence. Entry: Magazine campaign for Duffeluffagus sleeping bags. Course: Art Direction. Creative Summit 27, San Marcos, Texas.
- 2010 Blake, D. "The Coveted Ralph Award" (Special Judges Award). Entry: EcoSneaks television spot. Course: Art Direction. Creative Summit 24, San Marcos, Texas.
- 2010 Blake, D. Certificate of Excellence. Entry: Ad Campaign for Simple Shoes. Course: Art Direction. Creative Summit 24, San Marcos, Texas.

PROFESSIONAL CLIENT EXPERIENCE

(updated 09/2024)

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 CONSULTING

Core Messaging
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

Entergy
Hart Energy
Tristate Armature
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, Pepsi, Pizza Hut)
River Company Brewery

HEALTHCARE & PHARMA

Accredo
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
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

LOGISTICS/SUPPLY CHAIN

Compadre
FedEx

NEWS ORGANIZATIONS

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

PEST CONTROL

Terminix
Univar

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
- Molecular Science Software Institute
- Quantum Info. Sci. and Engineering
- 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

Student Services:

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