

## Curriculum Vitae

### Education:

**Master of Fine Arts** Graphic Design *Utah State University - Logan, Utah* 2006 - 2010

**Bachelor of Science** Advertising & Graphic Design *Utah State University - Logan, Utah* 1986 - 1991

### Teaching Experience:

**Adjunct Assistant Professor** *College of Architecture + Planning, University of Utah - Salt Lake City, Utah*  
2630 Design Workshop Fall/Spring 2016 - 2019

**Adjunct Assistant Professor** *Department of Art & Art History, University of Utah - Salt Lake City, Utah* 2010-Present

3630 Digital Studio	Fall 2013
3640 Design Process	Spring 2014
4690 Graphic Design Portfolio	Spring 2013 - 2019
4645 Infographic Design	Fall 2012 -2016
4675 Package Design	Fall/Spring 2012 - 2018
3660 3rd year Graphic Problems II	Spring 2011-2015
4660 4th year Graphic Problems II	Fall/Spring 2010 - 2011
4830 Graphic Design Internship	Spring 2011

**Associate Instructor** *Utah State University - Logan, Utah* 2006-2010

4450 Trend and Product Design	2009 - 2010
3400 Typography	2009 - 2010
4420 Brand Identity	2008 - 2009
2400 Computers and Art	Fall 2007
1120 2-Dimensional Design	2006 - 2008

**Arts-bridge Mentor** *Utah State University & Edith Bowen Elementary - Logan, Utah* Spring 2010

Collaboration between USU scholar and 3<sup>rd</sup> grade elementary class: istop-animation project.

### Professional Experience:

**Instructional Consultant, Center for Teaching & Learning Excellence at U of U, Salt Lake City, Utah** 2013 - Present

Program Manager for "HETS Certificate"— Higher Education Teaching Specialist &

"USET Certificate"— Undergraduate Student Expert in Teaching

- Conduct classroom observations for faculty and graduate students, observing pedagogical practice in the classroom.
- Provide feedback about teaching and provide resources to further and improve higher education for students.
- Advise departments across university to identify strengths and weaknesses in pedagogical practices.
- Lecturer at Annual Teaching Symposium and CTLE Workshops

**Museum Store Manager and Buyer, Utah Museum of Fine Arts Salt Lake City, Utah** 2011 - 2013

Manage budget, purchase and procuring and management of local artist products, store displays & managing retail staff.

- Increased yearly sales over 30% from previous year 2011-2012
- Designed exhibition retail store for SPEED Exhibition, May - September 2012
- Designed custom products for SPEED, purchased all fixtures and products for store.
- Managed 15 Visitor Service and Retail staff for SPEED Exhibition.

**Senior Designer, Target Headquarters Minneapolis, Minnesota** 2004 - 2006

Designed Home Seasonal Products: bedding/bath, kitchen/tabletop, rugs/door mats and beach towels.

Product occupied 24' run and fifteen end caps, product replaced every 7-9 weeks.

- International travel to gather market data, including key trends, translating into successful products.
- Created and presented seasonal inspiration boards identifying key trends and color palettes.
- Approved final product and product placement for retail floor plans.
- Extensive understanding of entire product development cycle including fabrication and production.
- Ability to network across internal departments and external suppliers, national and international.

**Designer, Lands' End Home** *Dodgeville, Wisconsin* 2001 - 2004

Designed Home Softlines Products: bedding/bath, beach towels, children's bedding/bath, pet accessories and holiday product. Product assortment represented \$20+ million of Lands' End Home business.

- Increased Pet business from \$250K in 2002 to \$1M in 2003 with a projected \$1.5M in 2004
- Increased Beach business from \$1.8M in 2002 to \$2.5M in 2003.
- Managed all stages of development from initial concept to shippable product.
- Developed and maintained vendor relationships world-wide (Portugal, India, China & Brazil).

**Designer, Eddie Bauer Home** *Redmond, Washington* 1998 - 2000

Designed Home Softlines Product: quilts, blankets, bath and beach towels. Holiday product- stockings, tree skirts, ornaments, snow globes and accessories.

- Designs directly impacted Home sales by an increase of 12% over plan. Total annual sales of \$19 million.
- Designed color palettes, patterns, artwork, styling and special embellishments.
- Traveled to Hong Kong, China and India for design, development and product approval.
- Research market—domestic and international; shopped market and researched trends.

**Exhibits Designer and Program Coordinator, The Children's Museum** *Seattle, Washington* 1996 - 1998

Design and facilitation of multicultural based exhibits. Managed corporate events and festivals.

- Responsible for design of multicultural based exhibits and festivals.
- Designed, fabricated and installed quarterly exhibits in 1,200-sq. ft. gallery.
- Project Manager of festivals for corporate events; wrote contracts and managed budget.
- Coordinated exhibit advisory committees.

**Solo Exhibitions:**

*"reduce, reuse, re-imagine"*, Discovery Gateway Children's Museum - Salt Lake City, Utah April 2011

*"Single Serve Nation, Portraits of America"*, Cafe Ibis - Logan, Utah August 2010

*"Single Serve Nation"*, MFA Thesis Exhibition, Studio 102 - Utah State University - Logan, Utah 2010

**Group Exhibitions:**

*"THE FACULTY SHOW"* Utah Museum of Fine Arts, University of Utah - Salt Lake City, Utah 2015

*"THE FACULTY SHOW"* Utah Museum of Fine Arts, University of Utah - Salt Lake City, Utah February 2012

*"Passages"* MFA Exhibition, Tippetts Gallery - Utah State University - Logan, Utah 2008

*"Origins"*, MFA Exhibition, Tippetts Gallery - Utah State University - Logan, Utah 2007

MFA Graduate Student Exhibition, Tippetts Gallery - Utah State University - Logan, Utah 2006

**Professional Membership and Service:**

**AIGA The Professional Association for Design, Salt Lake City Chapter**

Vice President Education and Outreach 2015 - 2017

Education Director 2013 - 2014

Co-Education Director 2012-2013

\* *Organized State Portfolio Review 2013 - 2016 Adobe Headquarters Lehi, Utah*

***Students' AIGA Awards:***

AIGA Utah Copper Ingot

- 2015 Melissa Dallof, "Em's Restaurant" Re-Brand Identity
- 2014 Lindsey Barlow "FEIN Honey" Branding and Package Design
- 2014 Kaleena Chung "GOLDEN GIN" Package Design

AIGA 100 Show Awards

- 2018 Aaron Lee "Condom Case" Brand+Package Design
- 2018 Aaron Lee "Colgate Bauhaus" Toothpaste Rebrand+Package Design
- 2018 Kyle Maxfield "Doctor's Orders" Liquor Remedies Package Design
- 2016 Tanner Stevenett, "Amazon Drone" Propaganda Poster
- 2016 Melissa Dallof, "Talus & Scree" Package Design
- 2015 Matt Berry "BBgun" Brand Identity + Package Design
- 2015 Jared Perry "Gourmandise" Re-Brand Identity
- 2015 Ben Dougle "GUSSIE Paper" Package Design
- 2014 Kaleena Chung "Sanpai Chinese Remedy Kit" Package Design
- 2014 Josh Madsen "Frontline Infantry Kit" Package Design
- 2013 Ben Mingo "De Stijl Wiski" Package Design

## Teaching Philosophy

I believe that learning takes place not only in the classroom but also while observing and experiencing life, exposing oneself to new experiences with an open mind. My goal is to teach students how to be critical thinkers, to question everything and to approach each project with the perspective of historians, scientists, anthropologists and sociologists. A classroom should provide a secure environment for students to ask questions and express opinions.

Sharing my professional design experience, has provided students with an understanding of applied design processes and given them a unique perspective regarding career possibilities. I have found that assigning projects with a practical application and actual client parameters has helped them with their portfolio preparation. Students achieved professional results while also exploring their own creativity and process.

One of my goals is to help students build their visual vocabulary. I think is important for students to see examples from current design firms featured in publications and journals. It is also important to subscribe to design blogs and join professional organizations such as AIGA and AIA. A designer needs to create and communicate with an informed lens not a myopic perspective. I encourage students to immerse themselves in current local and global events, reading the *N.Y. Times*, *BusinessWeek*, *CA Magazine* and *Fast Company* are a few examples. When students connect with good design references it provides them with a place to begin, enabling them to create their own unique perspective.

My classes provide students with enough structure to master design principles and the flexibility to explore solutions. Critical to a students development, are critiques based on constructive feedback and honesty. The best design results are achieved through formal critiques involving collaboration and input from faculty, peers and professionals. Within the classroom I have found that creating small design groups allow the students to practice design vocabulary while presenting work, engaging in a dialogue instead of a monologue. Building confidence in a student helps them develop articulate presentation skills and also increase participation during class critiques. Class discussion and student opinion can sometimes be more informative and interesting than corporate rhetoric.

I want to equip students pursuing design careers with the tools, technology and cognitive skills to construct creative lives and careers. I encourage them to accept the responsibilities of a designer, and to create product that fulfills more “needs” than “wants” with the goal of designing responsible products and systems for the planet, and future generations.

## Center for Teaching and Learning Excellence

**Instructional Consultant, Center for Teaching & Learning Excellence at University of Utah** *Salt Lake City, Utah* 2013 - Present

- Provide faculty and graduate students with feedback about teaching and provide resources to further and improve the higher education experience for students.
- Advise departments across university to identify strengths and weaknesses in pedagogical practices.
- Facilitator at Annual Teaching Symposium
- Manage Faculty and Graduate Student Workshops Fall and Spring Semester, 2015-2016: 24 Workshops
- Partner with Ann Darling, Assistant Vice President of Undergraduate Studies; and Donna White, Associate Dean of Graduate Studies to create resources and coordinate faculty facilitators for CTLE workshops.

**Program Manager, Center for Teaching & Learning Excellence at University of Utah** *Salt Lake City, Utah* 2013 - Present

***Higher Education Teaching Specialist — Certificate Program for Faculty, Post-Docs/Graduate Students***

The Higher Education Specialist (HETS) Designation is designed to enhance the instructional abilities of Faculty and Graduate Students who are working, or desire to work, in an institution of higher education. Through participation in a variety of courses, workshops, and teaching assessments, candidates will learn to implement best practices for teaching in higher education. HETS candidates will be asked to utilize and assess a variety of pedagogical theories and methods, implement innovations in teaching strategies, and consider discipline-specific, classroom-based research findings in their instruction.

### ***Workshop Lecturer***

#### **2015 - 2018 CTLE Workshops**

Canvas as a Pedagogical Platform

Breathing New Life into your F2F Class

#### **2013 - 2014 Annual Teaching Symposium**

Active Learning Workshop

Teaching the Millennial Learner

#### **2013-2016 Workshop Facilitator for Individual Departments:**

- Spring 2016 Pedagogical Active Learning, Syllabi, Rubrics, and, Teaching Portfolios

Art and Art History MFA Students

Beth Krensky, Associate Professor, Art and Art History

- Fall 2014 Pedagogical Active Learning for Block U

Beth Krensky Associate Professor, Art and Art History

- Fall 2013 Pedagogical Active Learning for Adjunct Faculty for Architecture

Erin Carraher, Assistant Professor, School of Architecture