

summary of qualifications

- Professional focus on education, leadership, design and art practice
- 20+ years teaching design, visual communication, art, advertising in US & China
- 10+ years administrative leadership in academics, industry, and community organizations in US & China
- Skilled in curriculum development for visual communication / design programs in US & China
- Academic advisor for first-generation, international, and diverse range of US & Chinese students
- Successful mentor for students' post-graduate study & industry job applications
- Expert teaching and using traditional & digital tools for design and art
- Skilled teaching business communication, portfolio development, and job preparation
- Industry experience as creative director, art director, and graphic designer
- Active scholar, lecturer, and presenter at international conferences and institutions
- Strong skills in marketing, promotion, fund-raising, and campaign development
- Experience planning and coordinating events, ceremonies, conferences, and exhibitions
- Practicing studio artist with work awarded and exhibited nationally and internationally

professional experience | current position

Assistant Professor of Graphic Design. August 2021–present

Chicago State University. Chicago, IL

Instruction and curriculum development in NASAD accredited BA Graphic Design program. Participation and leadership in course planning/scheduling, program development, computer lab management, advising.

Courses and subjects taught:

- Adobe Illustrator / Photoshop (Introductory Software)
- Graphic Design I (Symbol Development)
- Graphic Design II (Branding and Community)
- Graphic Design III (Image Advertising and Packaging)
- Typography (Type and Layout)
- Web Page Design (Design and Content Development/Management)
- Interactive Media Design (Experience and Advertising Design)
- Portfolio Development for Art & Design

Leadership and service activities:

- Coordinate and lead interdisciplinary full-semester teaching collaboration with Leo Burnett Pencil Project
- Develop and maintain curriculum plan for Graphic Design BA Degree
- College of Arts and Sciences Curriculum Committee member
- Department Curriculum Committee member & chair
- Department website re-design, content development, management
- Assist in writing and preparing Department NASAD Self Study and NASAD Visit
- Manage Department computer lab hardware and software

education

Master of Fine Arts (MFA) in Design. The University of Iowa. *May 1995*

Master of Arts (MA). The University of Iowa. *December 1993*

Bachelor of Arts (BA) in Art and Art History. Phi Beta Kappa. The University of Iowa. *May 1989*

previous professional experience | teaching & academic

NYIT-Beijing Campus Dean and Associate Professor. *September 2015–August 2021*

New York Institute of Technology. NYIT-Beijing Program. Communication University Campus.

Beijing, China

NYIT-Beijing partnered with Communication University of China (CUC) to offer undergraduate, MA, and MFA degrees in Graphic Design; Advertising/PR; Digital Arts; Business Marketing; Digital Film/TV Production; and Communication. Graduate students studied 1 year in Beijing + 1 year in New York. Undergraduate students studied 3 years in Beijing + 1 year in New York. The Beijing program had 10 full-time faculty, 6–8 adjunct faculty, and over 350 students. The program was terminated in August 2021. I served as Associate Professor and Campus Dean; teaching and managing the program. I also lead and coordinated the Program Teach Out.

Associate Professor : Graphic Design, Digital Art, Advertising : Curriculum development, instruction, and student advising for BFA and MFA graphic design, computer graphics, and advertising courses at NYIT-Beijing campus.

Undergraduate BFA courses and subjects taught:

- Color Theory
- Graphic Design I - Symbol Design
- Advertising Design
- Computer Graphics
- Graphic Design II - Branding
- Agency Seminar
- Typography
- Graphic Design III - Image
- Portfolio Development

Postgraduate MFA courses and subjects taught:

- Typography and Layout
- Production for Design
- Graduate Thesis Seminar
- Design Process

Campus Dean : Principal administrative officer for NYIT Beijing campus. Supervise all academic, administrative, and planning for NYIT campus programs. Work in partnership with NYIT New York administration, faculty and staff to manage NYIT-Beijing programs, personnel, and facilities. Represent NYIT Beijing in relations with CUC partner institution and Chinese and International constituents.

- Coordinate faculty and adjunct hiring and personnel management, including annual faculty evaluation
- Develop teaching assignments and semester scheduling for all degree programs
- Manage student affairs including registration, student advising, transfers, graduation analysis
- Develop and maintain curriculum and oversee curriculum degree maps for all degree programs
- Manage enrollment and marketing/recruiting
- Lead institutional assessment activities
- Manage program budget and expense purchases, including equipment and technology
- Collaborate with Chinese partner institution to manage program, curriculum and facilities
- Lead and coordinate 4-year Teach Out and Program Termination process and successful completion

professional experience | teaching & academic (continued)

Program Director and Instructor. *September 2014–September 2015*

Blue Bridge International Education.

Beijing, China

Program director and instructor for art education company providing art education and critical thinking courses and workshops for students ages 2-18. Develop and direct Overseas School Application service, teach courses for all ages, provide portfolio development advising counseling for Chinese students studying art, English language, and applying to International Art Universities and Colleges.

- Develop and lead Overseas Application service, including academics, curriculum & marketing
- Teaching instruction for Art Lab (age 7-15), and Portfolio courses (age 15-18)
- Develop curriculum and lesson plans for Art Lab and Overseas School Application Service
- Manage relationship with Overseas Application Service professional partners and funders
- Create database of International schools, including detailed application requirements
- Develop and lead V.I.P. Program, providing customized one-on-one art teaching services
- Develop & advise marketing for Overseas Application Service, V.I.P. Program, and other services
- Write bi-weekly social media column for art education issues
- Create and manage new Talented Student Scholarship Award program
- Present Art Education lectures and field trips for students, parents, and business partners

Professor of Graphic Design. *August 2013–September 2014*

Oakton Community College.

Des Plaines, IL

Instruction and curriculum development in nationally-ranked community college program offering professional Associates Degree and Certificates in Graphic Design. Participation and leadership in course planning/scheduling, program development, and advising.

Courses and subjects taught:

- Graphic Design I (Symbol Development and Adobe Illustrator)
- Layout Design and Typography (Adobe InDesign)
- Portfolio Development for Design and Photography Students

Leadership and service activities:

- Develop, and lead approval for new curriculum plan for Graphic Design A.A.S. Degree
- Create advising plan for Graphic Design A.A.S Degree, implement via Advising Services office
- Faculty advisor for College Graphic Design club – coordinate meetings, budget, exhibitions, and develop AIGA professional relationship
- Serve on faculty review panel to evaluate College Advising Services office

professional experience | teaching & academic (continued)

Professor of Graphic Design (tenured). *August 1998–August 2013*

The University of Wisconsin–Stevens Point Department of Art & Design.

Instruction and curriculum development at all levels of BFA graphic design program in NASAD accredited undergraduate program with over 350 students (180 Graphic Design emphasis).

Courses and subjects taught:

- Foundation 2D Design
- Package Design
- Publication Design
- Typography
- Design History
- Promotion Design – Campaign
- Photo for Design
- Web & Print Production
- Professional Design Practice
- Identity & Branding
- Illustration
- Portfolio Development

Leadership and service activities:

- Coordinate Graphic Design emphasis area – lead monthly faculty meetings
- Lead graphic design curriculum development – develop mission, learning objectives, course goals, project examples, reading list, handouts, and comprehensive curriculum guidebook
- Academic advising for 25+ students per semester
- Develop and maintain graphic design alumni relations
- Coordinate Department of Art & Design BFA Portfolio Exhibition
- Develop and coordinate Department Scholarship Review process
- Coordinate Department of Art & Design BFA Sophomore Portfolio Review
- Assist in writing NASAD program review documents
- Manage photo lighting studio and work with IT to maintain Mac Lab
- Assist International Study office to develop London design internship program
- Active participation in Department and University service activities
- Committee Chair for Department Awards, Curriculum, Search, and Personnel committees
- Member of University Faculty Senate, Assessment, Marketing, and Web committees
- Member of University Chancellor Search committee

Adjunct Instructor. *August 1995–August 1998*

The University of Iowa Division of Continuing Education. Iowa City, IA.

Instruction and curriculum development for Continuing Education and University credit courses.

Taught 1-2 classes each semester. Courses taught include:

- Intro to Graphic Design
- Computer Graphic Design
- Design Seminar

Teaching Assistant. *August 1990–May 1995*

The University of Iowa School of Art and Art History. Iowa City, IA.

Teaching Assistant and Instructor-of-Record for graphic design and 3D design courses.

- Basic Design
- Typography
- Perspective Drawing
- 3D Form & Structure
- Intro to Graphic Design
- Design Seminar
- 3D Form & Function
- Advanced Graphic Design

professional experience | leadership & community

Stevens Point Sculpture Park. Stevens Point, WI. 2007–2014

Co-founder of public sculpture park. Treasurer, finance committee chair, and promotions committee member on active Managing Board.

- Work with City administration & community members to create new public sculpture park
- Write, develop, and present feasibility study and strategic plan
- Found Managing Board, develop volunteer administrative structure, write Operating Procedures
- Develop programming: create events, develop jurying processes, serve on jury panels.
- Manage and oversee finances, accounts, and annual Park budget.
- Oversee funding & development: create funding plan, write grants & proposals, conduct private and corporate asks, develop/oversee annual capital campaign, coordinate funding events. Raised over \$100,000 in funds in first 3 years of Park operation.
- Park promotions: coordinate identity/logo development, design printed promotional material, park photography & photo editing, website content & management, oversee Facebook & social media, coordinate local media, create partnerships with other organizations.

American Institute of Graphic Arts (AIGA) UW-Stevens Point Chapter. 1999–2013

Faculty director and coordinators for active independent AIGA chapter with 70+ members.

- Manage \$15,000+ annual budget. Coordinate annual application for funding and budget.
- Coordinate nowHere Design Conference – Annual conference featuring international designers: Chip Kidd, Lise Enebeis, Lizzie Finn, Pentagram Design, Brian Collins, Chase, and others..
- Coordinate REAL.WORLD.DESIGN Graphic Design Symposium
Annual 2-day event featuring presentations, workshops, and portfolio reviews
- Organize visiting artist events, portfolio reviews, and travel.
- Communicate and coordinate with State and National AIGA offices

Design Center. Stevens Point, WI. 1998–2007

Creative Director and Financial Manager for full-service graphic design shop housed within the UW-Stevens Point Dept. of Art and Design. Coordinate client interactions, art direct and design projects, prepare work for print and web, mentor junior designers. Manage all budget and finances for shop with 4–6 designers, running 30–40 jobs per year.

With The Grain: An Environmental Arts Residency. Stevens Point, WI. 2005

Coordination and promotion for international public art project bringing 5 artists to Wisconsin for a 4-week residency and exhibition. Manage \$25,000 project budget.

Conjure Design. Mount Vernon, IA. 1996–2002

Partner and co-owner of independent design practice focusing on work for arts and humanities organizations.

Key clients include:

- National Czech & Slovak Museum and Library. Cedar Rapids, Iowa
Exhibit Identity, promotion, newsletter, and art direction for biannual journal *Slovo*
- The Cedar Rapids Museum of Art. Cedar Rapids, Iowa
Exhibit identity, promotional campaigns, museums catalogs, and interior design
- Kliks Photography Studio. Identity and architectural design. Cedar Rapids, Iowa

professional experience | consulting, design & art direction

Creative Director/Art Director. MODE Studio. Chicago, IL & Pittsburgh, PA. *2021–present*

Partner and creative director for 2-person design studio completing Identity and promotion projects.

Art & Design Education and Curriculum Consultant. Yingchuang Art Academy. *2021*

Curriculum consulting, faculty hiring and interviews for new Art & Design high school in Shanghai, China.

International Design Consultant. Anda Museum Exhibition Co. Hefei, China. *2017 – 2020*

Design consultant for Chinese museum exhibition design company.

Independent Designer and Consultant. *2014 – present*

Design and branding/marketing for clients in China.

The Default Project. *2007–2009*

Member of performance art troupe. Perform and develop installations. Design promotions and graphics/video for installations. Write grants, apply for exhibitions, create performance documentation.

Art Director. Mid-America Print Council Journal. *2004–2008*

Art direction and design for nationally distributed Art Journal. Work with editor to develop content. Design and prepare publication for print. Oversee print and distribution.

Designer. Video Post. Sausalito, CA. *1999–2000*

Identity development, PR campaign, and kiosk graphics for video kiosk start-up company.

Graphic Designer. University of Iowa Relations Office. Iowa City, IA. *1995–1998*

Design publications, marketing, promotions, and recruiting material for University clients.

Graphic Design and Art Direction. Tractor Magazine. Cedar Rapids, IA. *1994–1997*

Art direction, design, and pre-press production for quarterly arts and culture magazine.

Designer. The Iowa Children's Museum. Coralville, IA. *1996–1997*

Develop initial exhibit designs, promotion and capital campaign for new museum.

Graphic Designer. The University of Iowa Hospitals Design Office. Iowa City, IA. *1992–1994*

Sign design and installation. Production for administrative presentations and booklets.

selected conferences, lectures & presentations | 2007–present

Conference Paper Peer Reviewer. American Institute of Graphic Arts (AIGA) National Conference. *2022*

SHIFT(ed) Design Education Summit.

Conference Presentation Peer Reviewer. American Institute of Graphic Arts (AIGA) National Conference. *2020-21*

SHIFT Design Education Virtual Summit. Online Virtual Proceeding.

Visiting Lecturer (invited). Northwestern Polytechnical University. Xi'an, China. *2020*

Conference Paper Reviewer. American Institute of Graphic Arts (AIGA) National Conference. *2020*

Design Education Symposium. Pittsburgh, PA

Conference Paper Reviewer. American Institute of Graphic Arts (AIGA) National Conference. *2019*

Design Education Symposium. Pasadena / Los Angeles, CA

Exhibit Design Presenter (invited). China International Contest of Popular Science Work. *2018*

China Museum of Science and Technology. Beijing, China.

Visiting Artist and Lecturer (invited). Hebei Institute of Technology. Shijiazhuang, China. **2017**

Conference Presenter (invited). Museum of Science and Technology Design Summit.
Digital Media Technology Trends in Museum Exhibition Design. Hefei, China. **2017**

Conference Keynote Presenter (invited). Education Forum on Innovation and Entrepreneurship.
China Belt and Road Xi'An Initiative. Xi'An, China. **2017**

Conference Panel Participant (invited). Education Forum on Innovation and Entrepreneurship.
China Belt and Road Xi'An Initiative. Xi'An, China. **2017**

Conference Paper Reviewer. American Institute of Graphic Arts (AIGA). Nuts + Bolts
National Design Education Conference. Bowling Green, KY. **2016**

Master Artist Workshop (invited). Peninsula Hotel Artist Residency Program. Beijing, China. **2015**

Panel Chair (juried). College Art Association (CAA) National Conference. New York, NY. **2015**

Conference Paper Presentation (juried). American Institute of Graphic Arts (AIGA).
New Ventures National Design Education Conference. Seattle, WA. **2014**

Conference Full-Day Book Production Workshop (juried). College Book Art Association National
Conference. Salt Lake City, UT. **2014**

Visiting Professional Designer (invited). Evanston Township High School. Evanston, IL. **2013**

Conference Paper Presentation (juried). University College Designers Association (UCDA)
National Design Education Summit. Chattanooga, TN. **2013**

Conference Paper Presentation (juried). University College Designers Association (UCDA)
National Design Education Summit. Blacksburg, VA. **2012**

Conference Panel Presentation (juried). College Book Art Association (CBAA) National Conference.
Oakland, CA. **2012**

Conference Paper Presentation (juried). University College Designers Association (UCDA)
National Design Education Summit. Jersey City, NJ. **2011**

Conference Panel Presentation (juried). College Book Art Association (CBAA) National Conference.
Iowa City, IA. **2009**

Visiting Artist (invited). UW-Milwaukee Peck School of Arts. Milwaukee, WI. **2009**

Conference Poster Presentation (juried). College Art Association Conference. New York, NY. **2007**

juror & external reviewer

External Tenure Reviewer. Sarah McCoy. Drake University. **2017**

Jury Panel. Stevens Point Sculpture Park Exhibitions. Stevens Point, WI.
Member of jury panel for public sculpture calls for entries in **2009, 2010, 2011, 2012, 2013**

External Tenure Reviewer. Tao Chen. UW-Parkside. **2011**

Public Art Grant Jury Panel. FORECAST Public Art Project Grants. St. Paul, MN. **2008**

External Accreditation Review Committee Chair. Nicolet College Design. Rhinelander, WI. **2005**

Jury Panel. Boys and Girls Club Regional Fine Arts Exhibition. Stevens Point, WI. **2005**

Juror. National Association for Campus Activities Design Competition. Stevens Point, WI. **2002**

Juror. Association of College Unions Regional Design Competition. Stevens Point, WI. **2001**

External Tenure Reviewer. Alan Goldsmith. UW-Parkside. **2001**

residencies & workshops

Edenfred Artist Residency. Madison, WI. **2007-08**

Two month studio arts residency focusing on book arts projects.

AIGA Aspen Design Summit. Aspen, CO. **2006**

Intensive workshop/symposium exploring design as a means for social and cultural evolution.

Paper Book Intensive Workshop. OxBow Artist Colony, Saugatuck, MI. **2000**

2-week intensive workshops in binding structures, letterpress printing, and papermaking.

grants received

CTRE Faculty Development Grant. \$700. Chicago State University. **2011**

Stevens Point Education Enrichment Grant. Stevens Point, WI. **2013**

\$3,000 grant to support educational initiatives at the Stevens Point Sculpture Park.

CWI Faculty Professional Development Grant. \$500. UW-Stevens Point. **2011**

City of Stevens Point Room Tax Grant. Stevens Point, WI. **2009**

\$61,000 Room Tax Grant to support 4-year development of Stevens Point Sculpture Park.

City of Stevens Point Room Tax Grant. Stevens Point, WI. **2008**

\$10,000 Room Tax Grant to support Stevens Point Sculpture Park feasibility study.

Professional Development Grants. UW-Stevens Point. \$3200 (2008); \$2800 (2006); \$600 (2002); \$1000 (2000)

Faculty Development Grant. \$5000. UW-Oshkosh (in collaboration with Edwin Jager). **2002**

University Teaching Initiative Grant. \$1500. UW-Stevens Point. **1999**

Technology Mini-Grants. UW-Stevens Point. Received grants of \$150-500 in **2000, 2002, 2006, 2008.**

selected professional development activities

ACUE Promoting Active Learning Strategies Course. **2022**

Six-week interactive and hands-on course introducing methodologies for active teaching.

CSU Online Course (OCT) Instructor Training. **2021**

Four-day workshop learning Moodle Online Course Management system.

Anti-Racism and White Supremacy. Online Workshop. **2021**

Three-day workshop with Dr. Jessie Daniels focused on anti-racism action.

Chinese Calligraphy Workshops. Culture Yard. Beijing, China. **2015-16**

Set of workshops introducing a variety of Chinese calligraphy history and practice.

Oakton College Teaching Seminar. Oakton Community College. **2013**
14-week course focusing on teaching strategies, pedagogy, and methodology.

VITA Teaching English Workshops. Oakton Community College. **2013-14**
Three 3-hour workshops focusing on teaching English as a second language.

Web & HTML Email 2-Day Course. C2 Digital Training. Milwaukee, WI. **2013**

WordPress Design & Editing and HTML Course. C2 Digital Training. Milwaukee, WI. **2012**

Web Site Development. North Central Technical College. Wausau, WI. **2011**
Sixteen week course in web development, XHTML, CSS styles, and Adobe Dreamweaver.

The Art & Architecture of Imperial China. *Summer 2010*
UW-Stevens Point study abroad course in Wuhan, Luoyang, Xian, and Beijing.

Introduction to Web Design. Maine Media Workshop. Rockport, ME. **2010**
One week intensive workshop in web design, HTML, CSS, and web development.

Web Software Production 2-Day Course. C2 Digital Training. Madison, WI. **2010**

New Digital Video Filmmaking. Maine Media Workshop. Rockport, ME. **2008**
Two week intensive workshop in digital film; camera, lighting, and digital post-production.

University of Wisconsin Small Business Development Entrepreneurial Training. **2007**
15-week course focusing on entrepreneurship and business plan development and writing.

Design and Web Software Workshop. Ascend Training. Deerfield, IL. **2006, 2007 & 2008**

Print and Web Software 2-Day Workshop. Do-It Professional Training. Madison, WI. **2005**

Design and Web Production 2-Day Workshop. C2 Digital Training. Milwaukee, WI. **2004**

Motion Graphics/Sound Editing Workshop. Electronic Easel. St. Paul, MN. **2002 & 2003**

The University of Iowa Center for the Book. **1995-97**
Advanced coursework in materials, techniques, and history of typography and artist's books.

studio art practice

In addition to teaching, administrative leadership, and professional design work; I also work as an independent artist. My studio work in artist's books, gallery installation, video, photography, and performance is exhibited and awarded at national juried and invitational exhibitions; represented by galleries; published internationally; awarded grants and residencies; and collected in numerous private and public art collections. Please inquire for full resumé of studio art exhibitions, awards, and collections.