

# CURRICULUM VITAE

## **MARTY MAXWELL LANE**

ASSOCIATE PROFESSOR  
GRAPHIC DESIGN  
SCHOOL OF ART  
UNIVERSITY OF ARKANSAS

## **SPECULATEANDMAKE.COM**

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### ACADEMIC APPOINTMENTS

#### **Associate Professor, Tenure-Track, Art: Graphic Design**

University of Arkansas, School of Art, August 2018 – current

#### **Assistant Professor, Tenure-Track, Art: Graphic Design**

University of Arkansas, Department of Art, August 2014 – 2018

#### **Assistant Professor, Tenure-Track, Graphic Design**

Kansas City Art Institute, August 2010 – May 2014

#### **Summer Professor, Educators Art Lab, Graphic Design**

Kansas City Art Institute, Summer 2013

Developed and taught a week long course to nationally selected high school teachers.

#### **Assistant Professor, Tenure-Track, Visual Communication Design**

Kent State University, August 2009 – May 2010

#### **Teaching Assistant, Graphic Design**

North Carolina State University, 2008 – 2009

#### **Summer Instructor, Design Camp**

Developed and taught a week long course to nationally selected high school students.

North Carolina State University, Summer 2008

### ADMINISTRATIVE APPOINTMENTS

#### **Interim Associate Director of The School of Art**

University of Arkansas, July 2018 – current

### EDUCATION

#### **Master of Graphic Design, 2009 (terminal degree)**

North Carolina State University | College of Design, NASAD accredited

Thesis: *Teen Independent Learning Online:*

*Visual Literacy Tools for Assessing Credibility*

#### **Bachelor of Fine Arts in Graphic Design with honors, 2003**

University of Illinois at Chicago, NASAD accredited

### RESEARCH: BOOK

*Collab+Design Ed. Collaborations in Design Education* is under contract with Bloomsbury Academic. The manuscript was delivered in 2018 and is currently being designed and will be released in 2019. The book, collaboratively developed with Michigan State University Professor Rebecca Tegtmeier, features 21 international case studies and supplemental editorial commentary regarding collaborative methodologies in graphic design education.

RESEARCH: PEER-REVIEWED CONFERENCE PRESENTATIONS

**AIGA National Conference.** Pasadena, CA, Spring 2019 (forthcoming)

Accepted to present a workshop, *“Informing Cultural Understanding by Aligning Critical Thinking with Information Receptivity”* along with two collaborators.

**Decipher, DARIA + AIGA National Educator’s Conference.** Ann Arbor, MI, Fall 2018

Led a workshop, *“Demystifying Collaboration in Design Academia and Industry”*, along with collaborator Rebecca Tegtmeier.

**AIGA National Conference.** Minneapolis, MN, Fall 2017

Panel Organizer and Presenter: *The Civically Engaged Designer of 2025*

**Frontier, AIGA National Educator’s Conference.** Bozeman, MT, Fall 2016

Presenter of break-out session event, *Woman seeking woman. Man Seeking Woman. Collaborator Seeking Collaborator. An Exploration Into Collaborative Speed Dating.*

Event proposed and executed collaboratively with Rebecca Tegtmeier of Michigan State University.

**Nuts & Bolts, AIGA National Educator’s Conference.** Bowling Green, OH, Summer 2016

Presenter of paper and case studies, *Humanizing Interactivity Through Storytelling*, developed collaboratively with Tyler Galloway of the Kansas City Art Institute.

**Creative Pedagogies Across Disciplines, GLAD (Groups for Learning in Art & Design).**

Birmingham, England, Spring 2016.

Presenter of research project, *Collab+Design Ed*, developed collaboratively with Rebecca Tegtmeier of Michigan State University.

**MODE, The Motion Design Education Summit, Dublin, Ireland, Summer 2015.**

Presenter of paper and case studies, *Humanizing Interactivity Through Storytelling*, developed collaboratively with Tyler Galloway of the Kansas City Art Institute.

**IMF, The International Motion Festival, Nicosia, Cyprus, Spring 2015.**

Presenter of paper and case studies, *Humanizing Interactivity Through Storytelling*, developed collaboratively with Tyler Galloway of the Kansas City Art Institute.

**Colouring Outside The Lines: Teaching for the Future to Meet the Changing Needs of Industry, RGD’s (Association of Registered Graphic Designers) Design Educators Canadian National Conference, Toronto, CA, Fall 2014**

Presenter of collaborative paper and case studies with Rebecca Tegtmeier of Michigan State University, *Exploring New Modes of Low Stakes Collaboration for Faculty and Students.*

**Connecting Dots, AIGA National Educator’s Conference.** Cincinnati, OH, Spring 2014

Presenter of collaborative paper with Rebecca Tegtmeier of Michigan State University, *Balancing the Practical and the Possible When Teaching Interaction Design.*

**Head, Heart, Hand, AIGA National Conference.** Minneapolis, MN, Fall 2013

Collaborative Pecha Kucha with Rebecca Tegtmeier of Michigan State University: *Design Educator + Mom = ?*, humorously presented the challenges that working parents face in the United States.

**Head, Heart, Hand, AIGA National Conference.** Minneapolis, MN, Fall 2013

Presenter of pedagogical model and case study: *Creating Tailored and Tailorable Communication Experiences.*

**Design Principles and Practices, 6th Annual Conference, Los Angeles, CA. Spring 2012**

Presenter of case studies: *Designing for New Information Contexts That Privilege User Control and Require New Literacy Skills*.

**Design Principles and Practices**, 5th Annual Conference, Rome, Italy. Spring 2011  
Co-virtual presenter with Jamie Gray of the Kansas City Art Institute of case studies: *Addressing Collaborative Culture in the Undergraduate Classroom*.

**Design and Complexity**, Design Research Society, Montreal, Canada. Summer 2010  
Co-presenter with Kent State University professor Gretchen Rinnert of paper and prototypes: *Interactive Tools and Online Communities that support Media Literacy*.

**New Learning Technologies Conference**, SALT Conference, Orlando, FL, Spring 2010  
Co-presenter with Kent State University professor Gretchen Rinnert of paper and prototypes: *Interactive Tools and Online Communities that support Media Literacy*.

**Enhancing Curricula: Challenging the Curriculum: Exploring Discipline Boundaries in Art, Design and Media**, CLTAD'S 5th International Conference, Berlin, Germany. Spring 2010  
Co-Presenter with Kansas City Art Institute professor Jamie Gray: *How Are Design Educators Responding to a Collaborative Culture?*

**Diversifying Participation**, Digital Media and Learning Conference, La Jolla University, La Jolla, CA. Spring 2010  
Chair and Panel Presenter: *Exploring Communities and Tools that Support Teen Media Literacy and Participation*.

**Media, Communication, Policy and Practice**, MeCCSA Conference, London School of Economics, London, England. Spring 2010  
Co-presenter with Kent State University professor Gretchen Rinnert of a paper and case studies: *Interactive Tools and Communities that Support Media Literacy*.

**The Digital Edge, Innovations and Challenges**, iDMAa 2009 Conference, Ball State, Muncie, IN. Fall 2009  
Presented a paper and prototype: *Teen Independent Learning Online: Visual Literacy Tools for Assessing Credibility*.

**Social Studies: Educating Designers in a Connected World**, AIGA Education Conference, MICA, Baltimore, MD. Fall 2008  
Co-presenter with Rebecca Tegtmeier on the MFA panel.

RESEARCH: GRANTS AND FUNDING AWARDED

**Community Research Grant**, University of Arkansas, 2017  
Recipient of highly competitive Community Research Grant to fund a human-centered design research project that is a partnership with The Arkansas Coalition of The Marshallese. \$6,681

**Department of Art Faculty Grant**, University of Arkansas, Fall 2016  
Awarded funding to support travel to participate in an exclusive weekend workshop in Hale County, AL imagining what the Black Mountain College of today might look like. Hosted by John Bielenberg, (Co-founder at Future, Project M), Tim Galles, (Chief Idea Officer, Barkley), and Pam Dorr, (Founder of HERO) \$1,000

**Fulbright Travel Grant**, University of Arkansas, Fall 2016  
Awarded funding to support travel to present paper and case studies *Humanizing Interactivity Through Storytelling* at Nuts & Bolts, AIGA National Educator's Conference. Bowling

Green, OH, Summer 2016. Developed collaboratively with Tyler Galloway of the Kansas City Art Institute, \$1,000

**Fulbright Travel Grant**, University of Arkansas, Fall 2015

Awarded funding to support travel to present research project, *Collab+Design Ed*, and paper *Reaching Outside of the Walls: The Value of Collaborative Design* at Design Principles and Practices 10th Annual Conference in Rio De Janeiro, Brazil. Spring 2016. Developed collaboratively with Rebecca Tegtmeier of Michigan State University. (funding applied to GLAD conference) \$1,000

**Robert C. and Sandra Connor Endowed Faculty Fellowship**, University of Arkansas, Spring 2015

Awarded the prestigious fellowship "to support the career advancement of faculty who provide the highest quality teaching, research and service to the college." \$2,000

**CAL (College of Arts and Letters) Research Award**, Michigan State University, Spring 2015

Co-Investigator on a collaborative research project with Rebecca Tegtmeier of Michigan State University. The research award is seed funding for the development of a book on collaboration in design education. \$3,000

**Department of Art Faculty Grant**, University of Arkansas, Spring 2015

Awarded funding to support travel to present paper and case studies, *Humanizing Inter-activity Through Storytelling*, developed collaboratively with Tyler Galloway of the Kansas City Art Institute, IMF, The International Motion Festival, Nicosia, Cyprus, \$1,000

**Fulbright Travel Grant**, University of Arkansas, Fall 2014

Awarded funding to support travel to present collaborative paper and case studies with Rebecca Tegtmeier, *Exploring New Modes of Low-Stakes Collaboration for Faculty and Students*. Colouring Outside The Lines: Teaching for the Future to Meet the Changing Needs of Industry, RGD's (Association of Registered Graphic Designers) Design Educators Canadian National Conference, Toronto, CA, Fall, 2014 \$1,000.

**Provost's Collaborative Grant**, University of Arkansas, Fall 2014

Collaborative design project in conjunction with Amy Allen (University of Arkansas Special Collections Librarian). In-progress iPad application exploring the ways in which design and a dynamic interactive space enhances the University's Special Collections. Particularly focusing on diversity while teaching history to teens through place-based learning. \$1400

**Faculty Development Grant**, Kansas City Art Institute, Fall 2013

Funding to attend and present *Balancing The Practical And The Possible When Teaching Interaction Design* at the 2014 AIGA Design Educator's Conference, Connecting Dots. \$1500

**Faculty Development Grant**, Kansas City Art Institute, Fall 2012

Funding for development of personal webspace. \$500

**Faculty Development Grant**, Kansas City Art Institute, Fall 2011

Funding to attend Design Principles and Practices, 6th Annual Conference, Los Angeles, CA. Presenter of case studies, *Designing for New Information Contexts That Privilege User Control and Require New Literacy Skills*. \$1000

RESEARCH: UNFUNDED GRANTS

**NEH Grant, Co-Investigator**, Submitted June 2017

Invited to join NEH grant by Associate Professor of Architecture, Greg Herman and Associate Professor of Classics, Dave Fredrick. The project aims to make Fay Jones' Mid-Century Modern homes more accessible through implementing virtual relating and augmented reality experiences into webspaces and kiosks. \$100,000.

**NIH Grant, Co-Investigator**, Submitted January 2017

Invited to join NIH grant by Assistant Professor of Psychological Science, Alex Dopp. The project explores how human-centered design can be applied to tele-health services for rural and low-income patients. \$273,900

**UofA Chancellor's Discovery, Creativity, Innovation and Collaboration Fund Application, Co-Principle Investigator**, Submitted June 2017

Invited to join NIH grant by Assistant Professor of Psychological Science, Alex Dopp. Collaborative Development of a Web-based Platform to Guide User-Centered Design of Behavioral Health Interventions \$127,000.

**Summer Stipend**, University of Arkansas, 2017

Applied for The University of Arkansas Summer Research Stipend to write, design, and edit a book, *Collab + Design Ed*, Collaborations In Design Education. \$5,000

**Arts & Humanities Seed Grant**, University of Arkansas, 2017

Applied for the Seed grant to fund a human-centered design project that is a partnership with The Arkansas Coalition of The Marshallese. \$4,987

**Women's Giving Circle**, University of Arkansas, 2016

Applied for The Women's Giving Circle grant to fund a human-centered design research project in partnership with The Arkansas Coalition of The Marshallese.

**Summer Stipend**, University of Arkansas, 2016

Applied for The University of Arkansas Summer Research Stipend to write, design, and edit a book, *Collab+Design Ed*, Collaborations In Design Education.

**Community Research Grant**, University of Arkansas, 2016

Applied for Community Research Grant to fund a human-centered design research project in partnership with The Arkansas Coalition of The Marshallese.

**Faculty Development Grant**, Kansas City Art Institute, Fall 2010

Applied for funding to attend Design Principles and Practices, 5th Annual Conference, Rome, Italy. Co-virtual presenter with Kansas City Art Institute professor Jamie Gray of case studies, *Addressing Collaborative Culture in the Undergraduate Classroom*.

**Reimagining Learning Grant**, Digital Media and Learning Competition, Spring 2010

Finalist for the second screening phase of a \$200,000 grant. Collaborator with Kent State University professor Gretchen Rinnert on the project, Junnip, an educational participatory community that encourages students to be critical digital citizens.

**Farris Family Grant**, Kent State University, Fall 2009

Applied to fund the initial stages of an interactive learning space, *Connect/Teach/Learn: Visualizing 20th Century American Graphic Design Education*.

**2010 Summer Appointment Grant**, Kent State University, Fall 2009

Collaboratively with Gretchen Rinnert applied to fund the development of a summer Design Camp.

**AIGA Design Educators Grant**, Summer 2009

Collaboratively applied with Rebecca Tegtmeier of Michigan State University and Martha Scotford of North Carolina State University to fund the initial stages of a inter-

active learning space: *Connect/Teach/Learn: Visualizing 20th Century American Graphic Design Education*.

RESEARCH: PEER-REVIEWED AND PUBLISHED PAPERS

Maxwell Lane, Marty and Tyler Galloway. "Humanizing Interactivity Through Storytelling." Paper, Proceedings of *The Motion Design Education Summit*. Dublin, Ireland, Summer, 2015.

Maxwell Lane, Marty and Rebecca Tegtmeier. "Balancing the Practical + the Possible When Teaching Interaction Design." Paper, Proceedings of the AIGA Design Educators Conference, *Connecting Dots*. Cincinnati, OH, Spring 14–15, 2014.

Maxwell Lane, Marty and Gretchen Rinnert. "Interactive Tools and Online Communities that Support Media Literacy." Paper, Proceedings of the *Design and Complexity* conference by the Design Research Society. Montreal, Canada, June 2010. <http://www.drs2010.umontreal.ca/data/PDF/083.pdf>

RESEARCH: INVITED PUBLISHED WRITING AND VISUAL WORK

Maxwell Lane, Marty and Murdoch-Kitt, Kelly. "Digital Design Theory Book Review", *Dialectic: A scholarly journal of thought leadership, education and practice in the discipline of visual communication design*. Michigan Publishing, forthcoming in Spring 2018, print and web.

Maxwell Lane, Marty. "Enough", *Parlor, A Place For The Arts To Gather, A Northwest Arkansas Cultural Critique*, 2018.

Maxwell Lane, Marty. "Nuts + Bolts: Tightening Up Classroom Fundamentals, Reinforcing Careers, + Constructing the Future of the Discipline. AIGA Design Educators Conference Review" *Communication Design: Interdisciplinary and Graphic Design Research Journal*. Ed. Teal Triggs. Routledge/Taylor & Francis, 2016. Web.

Maxwell Lane, Marty. "Opposites Attract: Motherhood and The Tenure Track." *AIGA Design Educators Community*, Fall, 2015. Web.

Maxwell Lane, Marty. "Failure: It's Not That Bad." *Failing Forward: An Experiment In Critical Design*, focusing on the concept of failure as a starting point for success. Ed. Maia Wright. MFA Communication Design Program, Texas State University, January 2014. Print.

Maxwell Lane, Marty. "True Sustainability: A Way of Being." *Parse. HOW Magazine, Spring, 2012. Web.*

Maxwell Lane, Marty. "Convey Your Interactive Concepts." *Parse. HOW Magazine, Spring 2012. Web.*

Maxwell Lane, Marty. "Share Language: Design + Cartography = Wow." *Parse. HOW Magazine, Fall, 2011. Web.*

Maxwell Lane, Marty. "Failure: It's Not That Bad." *Parse. HOW Magazine, Spring, 2011. Web.*

Maxwell Lane, Marty. "Reporting For Duty: Collaboration's Biggest Fan!" *Parse. HOW Magazine, Spring, 2011. Web.*

Maxwell Lane, Marty. "Strengthen Your Design Process With Narratives." *Parse. HOW Magazine, Fall, 2010. Web.*

Maxwell Lane, Marty. "Exploring the Typographic Wild West." *Parse. HOW Magazine, Summer, 2010. Web.*

Maxwell Lane, Marty. "Go Ahead, Be Selfish. Make Your Presentation Work For You." *Parse. HOW Magazine, Spring, 2010. Web.*

Maxwell Lane, Marty. "Explore Interface Possibilities (With Marshmallows)." *Parse. HOW Magazine, Spring, 2010. Web.*

#### RESEARCH: INVITED PRESENTATIONS AND WORKSHOPS

**Nasty Women Exhibition Panel**, 21C Museum Hotel, Bentonville, AR, Spring 2017

One of three local women invited to join NYC Nasty Women Exhibition organizers to discuss how our work is empowering women in art and design.

**Black Mountain Blitz**, Hale County, AL, Fall 2016

Invited participant for an exclusive weekend workshop imagining what the Black Mountain College of today might look like. Hosted by John Bielenberg, (Co-founder at Future, Project M), Tim Galles, (Chief Idea Officer, Barkley), and Pam Dorr, (Founder of HERO).

**Nuts & Bolts**, AIGA National Educator's Conference. Bowling Green, OH, Summer 2016

Facilitator of workshop regarding collaboration and design education. Developed and facilitated collaboratively with Rebecca Tegtmeier of Michigan State University. (peer reviewed)

**Typography Workshop**, Michigan State University, Lansing, MI. Spring 2014

Invited to lead an analog 3D typography workshop

**Interactive Web Design Course**, Michigan State University, Lansing, MI. Fall 2009

Presented the research and development stages of an interactive web prototype to a junior and senior level studio.

**Intercom**, College of Design Research Exchange, North Carolina State University, Raleigh, NC. Spring 2009

Presented using Pecha Kucha format: *Teen Independent Learning Online: Visual Literacy Tools for Assessing Credibility.*

**Graduate Research Symposium**, North Carolina State University, Raleigh, NC. 2009

Presented a poster outlining the research framework: *Teen Independent Learning Online: Visual Literacy Tools for Assessing Credibility.*

**Option Shift Control**, Graduate Symposium, North Carolina State University, Raleigh, NC. Fall 2007

Member of organizing committee, poster presenter and facilitator (with Rebecca Tegtmeier, Matt Munoz and Alberto Rigau) of a round table discussion on "Motivation and Participatory Culture."

#### RESEARCH: PEER REVIEWED AND PUBLISHED VISUAL WORK AND PEDAGOGY

Maxwell Lane, Marty and Rebecca Tegtmeier. "Demystifying Collaboration in Design Academia and Industry." *Visual Analysis, Proceedings of the DARIA + AIGA Design Educators Conference, Decipher. Ann Arbor, MI, Spring 2019. Published by Michigan Publishing.*

Two typography projects included in *Type Rules! The Designer's Guide to Professional Typography*, 3rd edition, by Ilene Strizver. Spring 2013

Digital poster accepted to AIGA Design Education Conference, Response\_Ability, Bowling Green, OH. Summer 2010

Published visual essay, *Collaborative Design Projects: Engaging Future Designers*, in the College of Design Student Publication (juried publication), North Carolina State University, 2008

RESEARCH: RECOGNITION AND EXHIBITIONS

**Vox Femina II**, Art Center of The Ozarks, Fall 2018  
*Enough*, paper installation

**NewsWire Article**, University of Arkansas, Spring 2017  
Project with The Arkansas Coalition of The Marshallese featured in article, *Graphic Design Professor Selected for 2017 Community Research Award*.

**NewsWire Article**, University of Arkansas, Fall 2016  
Design For Good course work featured in NewsWire article, *Students Fuse Visual and Culinary Arts to Create a 'Kiln-to-Table' Experience*.

**NewsWire Article**, University of Arkansas, Fall 2016  
Student work from AIGA's Get Out the Vote campaign featured in NewsWire Article, *Students Encourage Voting Through AIGA Graphic Design Program*.

**Partnership Award**, Arkansas Coalition of The Marshallese, Spring 2016

**NewsWire Article**, University of Arkansas, Spring 2016  
Human-Centered Design course featured in NewsWire article, *Human-Centered Design Class Creates Artifacts to Help Arkansas' Marshallese*.

**NewsWire Article**, University of Arkansas, Spring 2016  
Partnership with Helena-based design for good studio, Thrive Design, featured in NewsWire article, *Design for Good From Department of Art*

**New Faculty Exhibition**, University of Arkansas, Fall 2015  
*Mixed Motherhood* paper installation

**Research Camp**, University of Arkansas, Fall 2014  
Offered by the offices of the Vice Provost for Research and Economic Development and Vice Provost for Faculty Development and Enrichment to attend a two day workshop

**Flat File Exhibition**, The ArtSpace, Kansas City, MO, Fall 2014  
*Kansas City Public Schools; A Sad Tale* infographics and poster.

**Flat File Exhibition**, The ArtSpace, Kansas City, MO, Fall 2012  
*Women's Liberation is Now* poster series. Posters also selected for one of the weekly curated salon walls by local artists and designers.

**Get Out the Vote Exhibition**, National Design Center, New York City, NY, Fall 2012  
*Women's Liberation is Now*. Poster selected for national exhibition.



**Narrow Margins**, KCAI faculty art show, The ArtSpace, Kansas City, MO, Fall 2011  
*This Too: Online Spaces For Critical Design Practice* installation.

**Book Award**, North Carolina State University, College of Design, 2009

**Raleigh Hunter Fellowship in Visual Design**, North Carolina State University, College of Design, 2008

**BOOM Design Award**, AIGA North Carolina, Charlotte, NC. 2008 (2 awards)

**Type Director's Club**, 2004

**Print's Regional Design Annual**, 2004

Dean's List with excellence award in Graphic Design University of Illinois in Chicago, 2003

#### RESEARCH: ONGOING PROJECTS

**Collab+Design Ed.** Collaborative research project with colleague Rebecca Tegtmeyer, Michigan State University. Book in progress that offers educators assistance in developing collaborative projects in the studio. We received over 80 international submissions and a sample chapter is currently out for peer-review. <http://www.collabdesigned.com/>. The book is currently under contract with Bloomsbury Academic.

#### **Design education and research consultant for AIGA national**

During 2018, I began serving as a consultant for the AIGA national office on issues relating to the future of design education. During the first visit to the New York office, I, along with collaborators Helen Armstrong (NC State University) and Amy Fidler (Bowling Green State), presented Design Educator pain points and solutions based on audience research. This was a strategic meeting with the national office to begin thinking about how design education could become the central component of our national professional organization. This work impacts the opportunities for design educators nationwide.

During the second trip, I was a part of a working group on an initiative called Design Futures which explores the future of our discipline. Other invited experts include researchers and designers from IBM, Fjord, NC State University, Carnegie Mellon, Dubberly Design, etc. My role was to help identify knowledge gaps and obstacles for college faculty who function both as learners and teachers with this futures-based content.

**Picturing the Past.** Collaborative design project in conjunction with Amy Allen (Special Collections Librarian). In-progress iPad application exploring the ways in which design and a dynamic interactive space enhances the University's Special Collections. Particularly focusing on diversity while teaching history to teens through place-based learning. Seed funding awarded through Collaborative Grant offered through the Provost's Office.

#### RESEARCH: PROFESSIONAL EXPERIENCE AND COMMISSIONS

##### **Freelance Designer, Speculate and Make**

Summer 2010 to present

Select clients: Nicole Clowney's Campaign for Arkansas House of Representatives, Moms Demand Action for GunSense in America, Arkansans Against Guns on Campus, J. William Fulbright College of Arts & Sciences Office of Development, Daisho, NWA Arkansas Pediatric Clinic, FoxTrot Boutique, Feed Fayetteville, AppleSeeds Teaching Farm, Granny Bailey's Cornbread, Fay Jones School of Architecture and Design University of

Arkansas, The Kansas City Art Institute, The H&R Block ArtSpace, AIGA, etc.

**Designer and Collaborative Coordinator, Repaint Hate at Bikes, Blues, BBQ**

Along with Olivia Trimble of Repaint Hate, and AIGA NWA we worked to create visual messaging to combat the hate speech that often is associate with the annual BBBQ motorcylce rally. We created yard signs, pop-up murals around town, and t-shirts. We secured a booth at the rally to help spread the positive messages and to sell t-shirts to raise money for Repaint Hate.

**Designer, The Kansas City Art Institute**

Fall 2012

Designed, wrote and executed an html newsletter to increase enrollment and recruit more qualified applicants for the Graphic Design department. Developed strategy for a sustainable model that is sensitive to faculty time and workload.

**Writing Contributor, *Parse*, a project of HOW Design**

Summer 2010 to Spring 2012

Invited to write articles and design supportive images for the online magazine.

**Freelance Designer and Editor, NCSU, College of Design**

Summer 2008

Curated content and led design team to produce publication, *Collective Intelligence. Collaborative Design.*

**Freelance Designer, North Carolina State University, First Year College**

Summer 2008

Co-designed with Alberto Rigau 100 page publication, *The Brick.*

**Freelance Designer, as Paperlane Studio**

2004 to 2007

Select clients: Sassafras Bistro, Underground Restaurant, Brio Catering, etc.

**Designer, Tyson Foods, Inc., Corporate Headquarters**

2005 to 2006

Coordinated with other departments to design all of the company's communication materials.

**Design Intern / Production Assistant, studio blue, Chicago, IL**

January 2002 to May 2003 / May 2003 to May 2004

Participated in conception, development, production, and presentation of various studio design projects.

**Designer, Design for Democracy, University of Illinois at Chicago, Chicago, IL**

January 2002 to May 2003

Designed materials in conjunction with an AIGA initiative to improve communication between government and citizenry through design.

TEACHING: CURRICULUM DEVELOPMENT

**University of Arkansas**

Curriculum Development: Along with graphic design colleagues, we have submitted a white paper proposing a Masters of Design degree. Work is ongoing.

Collaboratively developed official proposal for the new BFA in Graphic Design, including an eight semester plan, 13 new courses, advising plan, etc.

Collaboratively developed white paper proposing a joint Master's program with the Walton College of Business that explores the intersection of design and organizational strategy.

### **Kansas City Art Institute**

Curriculum Development: When I arrived at KCAI, the faculty had just overhauled the curriculum, so this was not an appropriate time to propose new courses. However, over the years, I updated every course that I taught to meet our ever-changing field. You can see details of this in the following sections. In addition, developed a week-long course teaching high school educators methods for bringing graphic design into their curriculum.

### **Kent State University**

Curriculum Development: At Kent State University, I worked within their existing courses to introduce new charettes, workshops, and subtle shifts. As a faculty directly out of graduate school, this was the best approach to balance historical precedence with fresh ideas. You can see details of this in the following sections. In addition, I created the framework for a lecture course: "Visual Culture: Learning to See."

#### TEACHING: COURSES TAUGHT

### **University of Arkansas**

Courses taught: Introduction to Typography, Typographic Systems, Professional Development, Human-Centered Design, Design For Good, Graduate Independent Study, Exploring Memories and Stories Through Mapping (study abroad).

### **Kansas City Art Institute**

Courses taught: Typography 1, Typography 2, Information Architecture, Multimedia Experience, Degree Project, Narrative, Professional Practice and a sponsored studio directed study.

### **Kent State University**

Courses taught: Kinetic & Sequential Graphics, Graphic Design 2, Introduction to Typography, Corporate Identity,

### **NC State University**

Teaching Assistant: Graphic Design Theory and Practice Instructed by Meredith Davis  
Junior Systems Studio (2 sections) Instructed by Martha Scotford and Silas Munro

#### TEACHING: ADVISING

Honors students, theses directed: University of Arkansas, Sarah Walla, 2015–2016, Ariel Romero, 2015–2016, Livia Pierce, 2015–2017.

Advising: University of Arkansas, responsible for advising BFA Graphic Design students.

#### SERVICE: TO THE SCHOOL

**Recruitment Committee**, University of Arkansas, Fall 2015 to current

**Design Committee**, University of Arkansas, Fall 2015 to current  
Chair of the committee Spring 2017 – Spring 2018

**Diversity & Inclusion Task Force**, Fall 2018 – current

**BFA Graphic Design Advisor and Coordinator**, University of Arkansas,  
Fall 2016 to current  
Responsibilities include: advising, organizing end of year reviews, etc.

**Summer Opportunities for Graphic Design Students**

Identified three new scholarship opportunities for Graphic Design students: Steamboat Springs Design Camp in Colorado, Firebelly Design Camp in Chicago, and a Summer Residency at Thrive in the Arkansas Delta. Under agreement with Thrive, one qualified design student will participate each summer in their robust summer internship program.

**Foundations Instructor Search Committee**, University of Arkansas, Fall 2016 to Spring 2017

**NASAD Accreditation**, University of Arkansas, 2016 to 2017

Along with art department colleagues, we wrote the NASAD application document and prepared for the multiple NASAD review visits. We were officially approved for accreditation in May 2017.

**Studio Art Technician and Instructor: Digital Fabrication Search Committee**,  
University of Arkansas, Spring 2016

**Studio Art Technician and Instructor: Digital Media and Print Search Committee**,  
University of Arkansas, Spring 2016

**Facilities Committee**, University of Arkansas, Fall 2015, Spring 2016

**Design In The Middle**, sUgAR Gallery, University of Arkansas, Spring 2016

Along with design colleagues, David Chioffi and Thomas Hapgood, concepted, curated, and executed an alumni and student design exhibition.

**BFA Advisor and Coordinator**, University of Arkansas, Fall 2014 to Fall 2016

Responsibilities include: advising, finding and assigning studio spaces, overseeing BFA exhibition, organizing critiques (which include all faculty and approximately 20 outside professionals), organizing and advising for the BFA applications, etc.

**Curriculum Committee**, University of Arkansas, Fall 2014 to Spring 2015

**Gallery Exhibitions and Visiting Artists Committee**, University of Arkansas,  
Fall 2014 to Spring 2015

**Faculty and Student Research Grants and Awards Committee**, University of Arkansas,  
Fall 2014 to Spring 2015

**MFA Brown Bag Session**, University of Arkansas, Fall 2014

Presented a discussion about managing your online presence to MFA students

**MFA critique attendance**, University of Arkansas, every semester, Fall 2014 to current

**Visiting Assistant Professor Photo Search Committee**, University of Arkansas, Fall 2014

**Attend Advising Fair**, University of Arkansas, Fall 2014, 2015

**Attend Portfolio Day**, University of Arkansas, Annual

**AIGA KCAI Faculty Advisor**, Kansas City Art Institute, Fall 2013 – Spring 2014

**Design Department Promotion Committee**, Kansas City Art Institute,  
Fall 2011 – Spring 2014

**Visiting Designers**, Kansas City Art Institute, worked to identify national designers and assist in logistical planning, Fall 2010 – 2014

**NASAD Review**, Fall 2011, Kansas City Art Institute, Along with design colleagues, prepared for reaccreditation review by NASAD. Accreditation successful. “The work in the Graphic Design program was of very high quality and studios were organized and busy.” Meredith Davis, NASAD.

**Design Department Curriculum Development**, Fall 2011, Kansas City Art Institute, Prior to my hire at KCAI, the design department developed three new concentrations. Assisted in developing projects for new concentrations and collaboratively developed scaffolded courses. Expertise was sought in Typography, Interaction Design and general pedagogical approaches.

**Graphic Design Senior Show**, Kansas City Art Institute, Spring 2014, 2013, 2012, 2011 Assisted in curation and hanging of annual senior show.

SERVICE: TO THE UNIVERSITY

**Fulbright Rome Committee**, Fall 2018–current

**Senior’s of Significance Reviewer**, 2018

**Honors College’s Convocation Host** 2017, 2015

**Honors College’s Fellowship Weekend Panel Reviewer**, 2016, 2018

**University of Arkansas Artists and Concerts Committee Grant**, Fall 2016  
Awarded \$1500 to support Graphic Design programming open to University of Arkansas campus and community.

**CAVE Committee**, Spring 2016  
University-wide committee exploring the potential of bringing a CAVE(cave automatic virtual environment) to campus.

**Humanities Committee**, Spring 2016  
Fulbright Committee focusing on the humanities, digital humanities and Tesseract.

**Invited critic** to Jennifer Web’s Interior Design course in the School of Architecture. Spring 2015. Expertise on typography and branding sought.

**Public Presentation for Razorback Reveal**, Fall 2014  
Gave presentation “An Introduction to Typography: Nuance, History and Culture” to selected potential students and families.

**Invited Critic** to Greg Herman’s (Associate Professor, Architecture) course: Frank Lloyd Wright’s Bachman Wilson House: Research, Representation and Interpretation. Spring 2015

**Patron Preview Exhibition and Sale**, Kansas City Art Institute, Fall 2013. Along with design colleagues, worked to create an end of semester sale featuring student work.

**Foundations Symposium**, Fall 2013, Presented an overview of Graphic Design, Kansas City Art Institute

**Mobility Committee Co-Chair**, Kansas City Art Institute, 2013 to Spring 2014. Responsible for planning faculty meetings and managing logistics for the committee. Facilitated scholarships, grants and other award opportunities to students campus-wide.

**Ad-Hoc Family Benefits Committee**, Kansas City Art Institute, Fall 2012 to Spring 2014

**Mobility Committee Member**, Kansas City Art Institute, 2010 to 2013. Facilitated scholarships, grants and other award opportunities to students campus-wide.

**Digital Media Faculty Search Committee**, Kansas City Art Institute, Spring 2012

**Digital Media Chair Search Committee**, Kansas City Art Institute, Spring 2011

**VAWG, Visiting Artist Working Group**, Kansas City Art Institute, 2010 to Spring 2012 / Fall 2013 to Spring 2014

Secured Keetra Dean Dixon, Julie Beeler of Second Story and Kate Bingaman Burt.

**Visual Communication Faculty Search**, Kent State University, Spring 2010

**Faculty Advisory Committee**, Kent State University, Fall 2009, Spring 2010

**Undergraduate Curriculum Committee**, Kent State University, Fall 2009, Spring 2010

**Interdisciplinary CCI Freshman-year Course Development Project**,

Kent State University, Spring 2010

One of several faculty members from CCI (College of Communication and Information) and Arts & Sciences invited to develop new interdisciplinary courses for freshmen-level students.

SERVICE: TO THE COMMUNITY, INVITED REVIEWER

**MODE, Motion Design Education Summit, Paper Reviewer, 2019**

Invited to review faculty submissions for the international conference.

**AIGA Grant Reviewer, Fall 2018**

Invited to review faculty submissions for the national AIGA design educators grant.

**Dialectic External Reviewer, Spring 2017**

Invited to review two manuscripts submitted to the Dialectic Editorial Board. Dialectic is a scholarly journal of thought leadership, education and practice in the discipline of visual communication design published by the AIGA DEC (Design Educators Community) and Michigan Publishing

**MODE, Motion Design Education Summit, Paper Reviewer, Fall 2016**

Invited to review faculty submissions for the international conference.

**AIGA Grant Reviewer, Fall 2015**

Invited to review faculty submissions for the national AIGA design educators grant.

**AIGA Grant Reviewer, Fall 2014**

Invited to review faculty submissions for the national AIGA design educators grant.

**AIGA Grant Reviewer, Fall 2013**

Invited to review faculty submissions for the national AIGA design educators grant.

SERVICE: TO THE COMMUNITY

**AIGA National Design Educators Steering Committee**, Fall 2015 to current

Selected to serve a three year term on national design education board.

Serve as co-chair beginning in 2017. Lead 13-person team to manage the DEC community. We host annual peer reviewed conferences at regional universities and a peer reviewed design education symposium at the AIGA national conference, oversee an academic journal, Dialectic, offer faculty research grants, manage a website, social media, news-letter, etc. We function as leaders of design educators nationwide, advise NASAD, build relationships with international design research organizations, etc. Additionally, I am the liaison between the DEC and the national organization and serve as a mentor to our new members.

**AIGA DEC leadership retreat**, Spring 2019, AIGA National Conference, Pasadena, CA. As Co-chair, I will plan and facilitate the retreat.

**AIGA NWA, led Human-Centered Design workshop** at annual board retreat, 2017.

**AIGA NWA, featured speaker** at two membership events in early 2017.

**AIGA DEC leadership retreat**, Fall 2017, AIGA National Conference, Minneapolis, MN. As Co-chair, I planned and facilitated the retreat.

**AIGA DEC leadership retreat**, Fall 2016, AIGA National Design Educators Conference, Frontier, Bozeman, MT.

**AIGA Northwest Arkansas Advisory Board**, Fall 2016 – current

Serving in an advisory capacity to the newly formed AIGA NWA chapter. Instrumental in starting of the chapter.

**AIGA Nuts & Bolts Conference Consultant**, Fall 2015 – Summer 2016

Invited consultant for the 2016 design educators conference held at Bowling Green State University.

**Revival**, AIGA National Design Conference, New Orleans, Fall 2015

Invited to lead a roundtable at AIGA's National Design Conference, Revival. The title of the roundtable was "How Not To Be An Overworked Junior Faculty Member."

**AIGA DEC leadership retreat**, AIGA National Design Conference, Revival, New Orleans, Fall 2015

**Design Community Building Brainstorm**, University of Arkansas, Spring 2016

Together with design colleagues, David Chioffi and Thomas Hapgood, concepted and executed an active workshop that engaged approximately 30 local professionals.

**Commissioned (and pro-bono) design work for AppleSeeds Teaching Farm and Feed** Fayetteville that included large-scale posters and web ads. Fall 2014

**AIGA Kansas City, Director of Education**, Summer 2011 to Fall 2013

Responsible for all AIGA KC student activities including scholarship awards, student grants, portfolio workshops, programming, maintaining communication with area faculty, etc.

**AIGA Kansas City, Revinylze Chair, 2010 to 2011**

Organized First Friday event in which participants designed their own bags from recycled billboard vinyl to be sewn later by local fibers artist.

**AIGA Raleigh, Programming Chair, 2006**

**AIGA** member, 2002 to current

ADDITIONAL EXPERIENCES

Teaching Seminar with Professors Meredith Davis and Martha Scotford  
North Carolina State University, Spring 2009 and Fall 2007

Graduate workshop with Dori Tunstall, Design Anthropologist  
North Carolina State University, Spring 2008

Graduate workshop with Danny Stillion of IDEO  
North Carolina State University, Spring 2008

STUDENT RECOGNITION

**University of Arkansas**, Fall 2014 – current:

Notable positions secured (internship, freelance and full-time): Collective Bias (Bentonville), RevUnit (Bentonville), Crystal Bridges Museum of Art (Bentonville), Shindig Paperie (Fayetteville), Beveridge Seay (Kansas City), Sullivan Higdon Sink (Kansas City), Thrive (Helena), Meguin (Fayetteville)

**Kansas City Art Institute**, August 2010 – May 2014:

Three student award winners at the national Above the Fold Competition, Fall 2014

Two student award winners at AIGA KC 10 Gala and Exhibition, Fall 2014

Four student award winners at AIGA KC A9 Gala and Exhibition, Fall 2013

Five student award winners at the national Above the Fold Competition, including Best in Show, Fall 2013

Nine student award winners at AIGA KC A8 Gala and Exhibition, Fall 2012

Two student projects featured as Adobe Muse Sites of The Day, Summer 2012

Ten student award winners at the national Above the Fold Competition, Spring 2012

Five student award winners at AIGA KC A7 Gala and Exhibition, including People's Choice Award, Fall 2011

Notable full-time design positions secured: VML, Hallmark, Barkely, Propoganda 3, C3, Sullivan Higdon Sink, Gould Evans, Cogneedo, Eisterhold Associates, Diamond Merckens Hogan (all Kansas City, MO), Fusion Farm (Cedar Rapids, IA), Collective Bias (Bentonville, AR), Palantir Technologies (Palo Alto, CA), Salesforce (San Francisco, CA), Thrive (Helena, AR), Ontraport (Santa Barbara, CA), Finell Group, IBM (Austin, TX), AirBnB (San Francisco, CA).

Notable internships secured: Quixotic Fusion, Floc5, Vahalla Studios, Porter Teleo, Diamond Merckens Hogan, Biklops Design, Westport Center for the Arts, VML, Ameri-



can Century Investments, Gear for Sports, Hammerpress, Barkley, The Nelson-Atkins Museum of Art, Propoganda 3, T2, (all Kansas City, MO), HUGE (Brooklyn, NY), Gensler (Chicago, IL), This Land Press (Tulsa, OK), Mutual Mobile (Austin, TX).