

Education

2008 | Master of Science & Architecture | Emphasis in Electronic Visualization
Mississippi State University

2006 | Bachelor of Fine Arts | Emphasis in Graphic Design
Mississippi State University

Classes Taught at MSU | August / 2008 – May / 2010

The Mississippi State University Graphic Design program has won awards across the nation and maintains scholastic integrity through a very thorough portfolio review process. The program was deemed the “Gem of the South” by *HOW* magazine in August of 2009. I have taught thirteen class sections, and five individual studies over the course of two years as an adjunct professor.

Spring 2010

College Identity

College Identity is offered by-invitation-only to the most prominent graphic design students in the program. The class allows students to interact with real clients as if it were a graphic design firm. Students are responsible for concept, design, positioning/marketing and layout. Students must show congruity in all aspects of the development process, and must deliver the appropriate collaterals at the end of the term, under the applied budget constraints.

What’s the Big Idea

The emphasis of this class is seeing the “Big Picture” in product/service development. The process involves creating an identity for the new idea, branding a company and marketing that company. The students develop unique creative solutions to solve complex advertising problems and produce quality advertising campaigns. Students must develop skills for solving complete campaigns from product/service, audience and client positioning, marketing and creative strategies to thumbnails, layouts and super comps. There will be creative team interaction and individual brainstorming and detailed research.

Web Design

The class is a studio/lecture based class which teaches how to create websites that comply to W3C standards in the current web environment. Basic HTML and tables are covered, but mainly focuses on pure CSS-based web layouts. It promotes the understanding and theory of the web, including domain, hosting, and FTP management. The class also covers basic Javascript and PHP language, as well.

Introduction to Computing for Graphic Designers

This is the first class where students undertake graphic design exercises and projects, as well as, learn design fundamentals using the computer and its peripheral components, such as scanning, printing, book making, lighting and photography. The class is based on teaching the fundamentals of graphic design in a lab environment. While focusing on the significant aspects of this class is: Always working from sketches, generating thumbnails, the value of multiple options, evaluation of roughs to comps and digitalizing them for rework and print.

It covers basic to advanced techniques in Illustrator, Photoshop, and InDesign. The class is also responsible for preparing student portfolios for the Graphic Design review held every fall semester. This critical review determines if the students are allowed to pursue their degree in the graphic design emphasis area. The class helps students gather and organize their portfolio to comply with submission rules, including photographing work properly, printing, and developing the outline and labels for the portfolio.

Fall 2009

Introduction to Computing for Graphic Designers

Web Design

Multimedia

The class teaches how to utilize Adobe Flash in a web environment. It covers animation techniques, Actionscript 3.0, and utilizing dynamic content to develop a strong web interface.

Summer 2009

Introduction to Computing for Graphic Designers

Individual study on developing a portfolio website for Fine Art majors

This class taught students how to create a portfolio website using very little code, but allowing the website to be easily maintained and updated. The class used very visually oriented methods such as Wordpress, but also explained ways of exporting using Photoshop and InDesign.

Spring 2009

Introduction to Computing for Graphic Designers

Co-taught Electronic Visualization graduate class with Brent Funderburk

The class was set up similar to a production studio pipeline for an animated film. The instructors played the role of producers that have final authority to invest in an animated full-length film. The students developed character and environmental conceptual art, as well as, story-boarded specific scenes with the goal to persuade the instructors the film was worth investment. The students were required to divvy up their work load to create a successful production stream and meet deadlines set by the instructors. The goal was to have students end the class with a conceptual portfolio that could be sent to animation studios.

Fall 2008

Introduction to Computing for Graphic Designers

Spring 2007

MSA graduate program class tutorials for Adobe Creative Suite

The tutorials covered the basics of Illustrator and Photoshop. This allowed the students to create the required work from the program, which concluded in using Illustrator to create three-dimensional designs using a laser cutter and 3D printer.

Teaching Accomplishments at MSU

- » Responsible for the final print production of the CAAD Invitations for the Fine Arts Annual faculty show.
- » Assisted with final print production of Peter Bain's submission for the Fine Arts Annual Faculty Show.
- » Created two assignments for Introduction to Computing for Graphic Designers that implemented an effective way to utilize Illustrator and Photoshop.
- » Student/Teacher Evaluation score: 4.7 of 5.0.

Professional Work

May / 2010 – Present

Tri-State Surgical Supply | Senior Graphic Designer

Web Work:

» Designed and developed www.sterexmedical.com

Using:

Language: PHP5: wrote all scripts for form validation, email submission and basic structuring.
Javascript: wrote animation functions for index, form styling, and thumbnail arrays in product page.
CSS2 & CSS3 for styling.
HTML5 for basic structuring.

Software: Photoshop, Illustrator, InDesign, Bridge, Dreamweaver, Flash

» Responsible for all photography and photo editing on all products on www.sterexmedical.com

» Redesigned front-end for www.tristatesurgical.com (launch date Nov. 1, 2011)

Using:

Software: Photoshop, Illustrator, InDesign, Bridge, Dreamweaver

» Developed SEO criteria for site, including meta keywords and description.

Using:

Language: PHP for developing specific keyword strings directed to specific products and their categories.

» Created an Excel keyword database on all products to be used reference.

Using:

Software: Excel

» Responsible for adding and updating all 20,000 products online.

Print Work:

» Designed logos, brochures, flyers, and all packaging materials for print production following strict print regulations on spot and process printing on tubes, bottles and bags.

Using:

Software: Photoshop, Illustrator, InDesign, Bridge

August / 2008 – May / 2010

Mississippi State University | Adjunct Professor

» Taught Introduction to Computing, Web Design, Multimedia using Flash, College ID, & Big Idea.

Using:

Language: HTML, PHP5, and Javascript: Taught basic and advanced web design classes, which covered the full range of design and development. Basic web design covered HTML language, structuring, and implementation of CSS. It also covered an introduction to Javascript and how to implement into HTML. Basic PHP was taught to help streamline development and make writing easier.

Flash, Actionscript 2.0, and Actionscript 3.0: Taught Multimedia using Flash which covered basic timeline animation techniques, basic Actionscript 2.0 and ultimately progressed to the industry standard of using Actionscript 3.0 for advanced applications.

Software: Photoshop, Illustrator, InDesign, Bridge, Dreamweaver, Flash

August / 2009 – July / 2010

Mythacle | Senior Graphic Designer

- » Created all web & print graphics.
- » Conceptualized and created branding identity for Mythacle, including character development for themes, typography & logos.

Using:

Software: Photoshop, Illustrator, InDesign, Bridge, Dreamweaver, Flash, Autodesk Maya

April / 2008 – December / 2009

Cre8tive Warehouse | Owner and Senior Designer

- » Cofounded the Cre8tive Warehouse, a design studio/gallery for the Starkville / MSU community.
- » Maintained approximately 23 regional clients in web and print design.

Using:

Language: PHP5, Javascript, CSS2, HTML

Software: Photoshop, Illustrator, InDesign, Bridge, Dreamweaver, Flash, AfterEffects, Premier, Autodesk Maya

- » Managed all renting artists, providing materials and setting up exhibition dates.
- » Planned, organized & hosted approximately 25 shows throughout the year.
- » Senior Art Director for artist Holly Senter's installation exhibition "God in the Safe & Ford on the shelves".
- » Starkville Arts Council member.
- » Lead all pitch presentations to clients.

Using:

Software: Powerpoint

- » Managed all finances.

Using:

Software: Excel

December / 2006 – August / 2008

Design Research & Informatics Lab (DRIL) | Junior Graphic Designer

- » Worked with 4 national and 15 regional companies creating web and print design.

Using:

Language: PHP5, Javascript, CSS2, HTML

Software: Photoshop, Illustrator, InDesign, Bridge, Dreamweaver, Flash, AfterEffects, Premier, Autodesk Maya, Sketchbook Pro

- » Developed branding campaigns for 5 companies throughout the southeast.
- » Lead all pitch presentations to clients.

Using:

Software: Powerpoint

- » Instituted the "21 questions" approach to creating conceptual brand identity.
- » Created a new branding identity for the DRIL.
- » Participated in all graduate program jury reviews.

May / 2006 – August / 2006

Digital Impressions | Junior Graphic Designer

- » Developed collaterals for Variable Data Printing.
- » Received the highest response feedback to date on postcard designs.
- » Designed large format prints & multi-page (+500 pages) layouts.
- » Color matched litho prints for local furniture companies.

Using:

Software: Photoshop, Illustrator, InDesign, Bridge

Exhibitions

- 2011 | “A Nasci Pinhole” by Holly Senter
- 2010 | “*Bank Book*” Pop-Up Book
- 2009 | “The Everyman Designer” @ Pratt Manhattan
- 2009 | Starkville Community Market Art Auction/Fund Raiser
- 2009 | Heroes of the Community
- 2008 | www.mtvbestvideoever.com
- 2008 | Kill Your Superhero

Awards

- 2007 | Won National Logo Competition for national publication “Logo Lounge Book v.4”
- 2006 | Won logo design competition for Design America Center.
- 2006 | Invited to participate in by-invitation-only College ID course at MSU.
- 2006 | Branding identity design chosen and produced by College of Architecture, Art, + Design committee.

Public Service

February 2011 – Present

Joined the team of Art in Odd Places as their web designer/developer as a community service project. I redesigned the main site, have recently launched the festival site at www.artinoddplaces.org.

April 2008 – May 2010

One of three cofounders of the Cre8tive Warehouse. The mission of the Cre8tive Warehouse is to offer studio space to local artists and provide a location for communal creativity and the opportunity to have an exhibition on display. Its revenue consists of low rent cost to cover the payment on the building and free-lance design done by the cofounders to cover the utilities.

Duties held at the Cre8tive Warehouse:

- » Designed and maintained the Cre8tive Warehouse website.
- » Developing concepts for Cre8tive Warehouse shows, exhibitions, and contests.
- » Organizing and promoting all exhibition/installation receptions held at the warehouse through newspaper, TV, and radio.
- » Designing and printing of advertising collaterals for exhibitions and contests.
- » Hosted all shows and exhibitions, arranging timelines for events during the show.
- » Worked directly with artists to help set up their show, including building or installing all necessary materials required by the artist for the exhibition.
- » Took photography of shows for the Cre8tive Warehouse website.
- » Organizing and managing all meetings with warehouse renters, which gave the renter’s an opportunity to voice their opinion, needs, or wishes to the warehouse.
- » All building and construction (i.e. roof patching, gallery lighting, building walls for the gallery, demolition, painting, any needs from renters such as building desks or hanging walls).
- » Organized and lead all client meetings
- » Writing up all renter and client contracts
- » Taught a weekly individual study in drawing.
- » Helped set up the Starkville Community Market held weekly

August 2009

Created pro-bono branding identity for humanitarian organization Green Starkville.

July 2009

Taught an illustration class for MSU Academic Outreach Program.

April 2009

Helped organize and host Starkville's first annual Art's Walk.

February 2009

Assisted nationally recognized artist Brent Funderburk in developing an oral presentation for Walter Anderson entitled "Ecstasy – the Mystical Landscapes of Walter Anderson" which has been held at numerous schools across the Southeast.

November 2008

Co-wrote a television pilot that was accepted by MSU Television Network for production.

October 2008

Helped organize and setup the Johnny Cash Festival Sidewalk Chalk Competition.

May – July 2007

Attended MSU Study Abroad program in Italy. Courses were taught in various cities focusing on bookmaking, drawing, watercolor, and photography.

Accepted Papers

June 2007

"Finding Your Place in the Animation Industry: A Pathway Through Animation" deemed one of the best papers written in the program by the MSA Graduate Program Director Dr. Larry Barrow. It was accepted for publication and inserted into the MSU Architecture Library research database.

Software / Code Skillset

Photoshop	Autodesk Maya	PHP
Illustrator	Rhino	Actionscript 2.0 & 3.0
InDesign	Flash	Javascript
Dreamweaver	Sketchbook Pro	Powerpoint
After Effects	html5	Excel
Premiere	CSS	Word

Clients

Web

www.artinoddplaces.org

www.juvajuice.com

www.axisenergydrink.com

www.under21staydry.com

www.myowndi.com/di/

www.kbhequipment.com

www.hollysenter.com

www.projectpassonline.com (maintained until 09/09)

www.cre8tivewarehouse.com (maintained until 08/09)

Branding/Identity

Alply Building Systems

Tupelo Furniture Market

The city of Grenada, MS

Step Up Campaign

Project P.A.S.S.

KNOW Now

T.K. Martin Center

Project Link

Team Starkville