

CURRICULUM VITAE

CLAUDIA ROESCHMANN, M.F.A.
Assistant Professor

TEXAS STATE UNIVERSITY-SAN MARCOS
School of Art and Design
Communication Design
M.F.A. Program

January 19, 2010

I. Academic | Professional Background

Claudia Roeschmann, Assistant Professor, Texas State University-San Marcos
School of Art & Design

EDUCATION

- 2007 – 2008 Texas State University-San Marcos, Texas, USA
Master of Fine Arts
- 1995 – 1998 Hochschule für Künste [School of Visual Arts], Bremen, Germany
Master of Arts, Typography
- 1992 – 1995 Hochschule für Künste [School of Visual Arts], Bremen, Germany
Bachelor of Fine Arts, Visual Communication

UNIVERSITY EXPERIENCE

- 2008 – ongoing Assistant Professor, Texas State University-San Marcos, M.F.A. Program,
School of Art & Design, Communication Design Program [CDP]
- 2003 – 2008 Full-time Faculty Senior Lecturer, Texas State University-San Marcos,
Department of Art & Design, CDP
- 2002 – 2003 Instructor, part-time year-to-year contract Southwest Texas State University,
Department of Art & Design, CDP

PROFESSIONAL EXPERIENCE

- 2007 – present Self-employed at ROESCHMANNdesign, creating print collateral and identity
systems. *Abbreviated client list:* CORE Health Care, Concordia University Austin,
The Junior League of Austin, Austin Classic Guitar Society, and BlueScope Water.
- 2001 – 2007 PrintGraphics, Austin, Texas
Senior Designer, developing identity systems, annual reports and print collateral.
Abbreviated client list: American Cancer Society, The Junior League of Austin,
Tejas Securities, Applied Materials, and Sitestuff.
- 2000 – 2001 Trilogy Software, Paris, France & Austin, Texas
Corporate Identity Director, overlooking all marketing efforts branding the
company internationally, developing collateral systems and recruiting materials.
- 1998 – 2000 Vignelli Associates, New York
Senior Designer/Studio Manager, creating print collateral, exhibition designs
& catalogues, annual reports, identity systems and their implementations.
Abbreviated client list: Museum of Fine Arts Houston [MfAH], MoMA, and BMW.
- 1992 – 1997 Maxsell Design Studio, Rotenburg/Wümme, Germany
Designer, creating packaging, print collateral and identity systems.
Abbreviated client list: Roha Arznei, Wöhl, Stahlbau Nord, and Campus Verlag.

II. Teaching

2008 HONORS & AWARDS
Presidential Award for Excellence in Teaching 2008
College of Fine Arts and Communication, Texas State University-San Marcos

SPRING 2010 GRADUATE COURSES TAUGHT
ArtC 5331 Typography [1 section]
ArtC 5332 Corporate Marketing Materials [1 section]
ArtC 5333 Experimental Book Design [1 section]
ArtC 5350 Special Problems CDP [2 student]
ArtC 5399 Thesis [1 student]
UNDERGRADUATE COURSES TAUGHT
ArtC 4313 Special Problems CDP [5 students]

FALL 2009 GRADUATE COURSES TAUGHT
ArtC 5331 Typography [1 section]
ArtC 5333 Experimental Book Design [1 section]
ArtC 5350 Special Problems CDP [1 student]
ArtC 5360 Word and Image [1 section]
ArtC 5399 Thesis [2 students]
UNDERGRADUATE COURSES TAUGHT
ArtC 4313 Special Problems CDP [4 students]

SUMMER II, 2009 GRADUATE COURSES TAUGHT
ArtC 5333 Experimental Book Design [1 section]

SUMMER I, 2009 GRADUATE COURSES TAUGHT
ArtC 5360 Word and Image [1 section]
ArtC 5399 Thesis [1 student]

MINI-MAY 2009 GRADUATE COURSES TAUGHT
ArtC 5331 Typography [1 section] – Field Trip Germany [6 students]

SPRING 2009 GRADUATE COURSES TAUGHT
ArtC 5331 Typography [1 section]
ArtC 5332 Corporate Marketing Materials [1 section]
ArtC 5350 Special Problems CDP [1 student]
ArtC 5399 Thesis [1 student]
UNDERGRADUATE COURSES TAUGHT
ArtC 4313 Special Problems CDP [3 students]

FALL 2008 GRADUATE COURSES TAUGHT
ArtC 5331 Typography [1 section]
ArtC 5332 Corporate Marketing Materials [1 section]
ArtC 5333 Experimental Book Design [1 section]

UNDERGRADUATE COURSES TAUGHT

ArtC 4313 Special Problems CDP [1 student]

Teaching prior to tenure track employment at Texas State University-San Marcos

- SPRING 2008 UNDERGRADUATE COURSES TAUGHT
ArtC 4305 Typographic Design [1 section]
ArtC 2303 Basic Typography [2 sections]
- FALL 2007 ArtC 4305 Typographic Design [1 section]
ArtC 2303 Basic Typography [2 sections]
ArtC 4313 Special Problems CDP [7 students]
- SPRING 2007 ArtC 4305 Typographic Design [2 sections]
ArtC 1302 Computer Imaging Introduction [1 section]
ArtC 4313 Special Problems CDP [6 students]
- FALL 2006 ArtC 4305 Typographic Design [2 sections]
ArtC 2303 Basic Typography [1 section]
ArtC 4313 Special Problems CDP [1 student]
- SPRING 2006 ArtC 4305 Typographic Design [3 sections]
ArtC 2303 Basic Typography [1 section]
ArtC 4313 Special Problems CDP [8 students]
- FALL 2005 ArtC 4305 Typographic Design [2 sections]
ArtC 2303 Basic Typography [1 section]
ArtC 4313 Special Problems CDP [5 students]
- SUMMER 2005 ArtC 4313 Special Problems CDP [3 students]
- SPRING 2005 ArtC 4305 Typographic Design [2 sections]
ArtC 2303 Basic Typography [1 section]
ArtC 4313 Special Problems CDP [5 students]
- FALL 2004 ArtC 4305 Typographic Design [2 sections]
ArtC 1302 Computer Imaging Introduction [1 section]
ArtC 4313 Special Problems CDP [5 students]
- SPRING 2004 ArtC 4305 Typographic Design [2 sections]
ArtC 1302 Computer Imaging Introduction [1 section]
- FALL 2003 ArtC 2303 Basic Typography [2 sections]
ArtC 1302 Computer Imaging Introduction [1 section]
- SPRING 2003 ArtC 2303 Basic Typography [2 sections]

FALL 2002 ArtC 2303 Basic Typography [1 section]

EXIT REVIEW COMMITTEES

SPRING 2008 Faculty Advisor, CDP, Senior Exit Review

In collaboration with David Shields as Faculty of Record and John Powell as faculty advisor, assisting with the organization/promotion of event, and portfolio preparation for 65 graduating seniors

FALL 2007 Faculty Advisor, CDP, Senior Exit Review

In collaboration with David Shields as Faculty of Record and Ivanete Blanco as faculty advisor, assisting with the organization/promotion of event, and portfolio preparation for 55 graduating seniors

SPRING 2007 Faculty Advisor, CDP, Senior Exit Review

In collaboration with Ivanete Blanco as Faculty of Record and David Shields as faculty advisor, assisting with the organization/promotion of event, and portfolio preparation for 70 graduating seniors

FALL 2006 Faculty Advisor, CDP, Senior Exit Review

In collaboration with David Shields as Faculty of Record and Ivanete Blanco as faculty advisor, assisting with the organization/promotion of event, and portfolio preparation for 45 graduating seniors

SPRING 2006 Faculty Advisor, CDP, Senior Exit Review

In collaboration with David Shields as Faculty of Record and Ivanete Blanco as faculty advisor, assisting with the organization/promotion of event, and portfolio preparation for 80 graduating seniors

FALL 2005 Faculty Advisor, CDP, Senior Exit Review

In collaboration with David Shields as Faculty of Record and Ivanete Blanco as faculty advisor, assisting with the organization/promotion of event, and portfolio preparation for 65 graduating seniors

OTHER

Student Introduction to International Scholarships, Programs, Exchanges

SPRING 2010 Planning Field Trip Germany/Netherlands, 5 students (Appointments at Linotype, MetaDesign studio tour, Irma Boom, Wim Crowell, etc.)

SPRING 2010 Planning German/Japanese Professor to teach one weekend Graduate Course in March, public lecture to Under-/ +Graduate Students

FALL 2009 Invited/organized German Professor to teach one weekend Graduate Course, public lecture to Under-/ +Graduate Students

- SPRING 2009 Field Trip Germany, 6 students (visited largest TypeConference in Europe, Appointments at Linotype, Heidelberger Druckmaschinen, MetaDesign studio tour, etc.)
- SPRING 2009 Fabrica Scholarship (one-year program Italy), 1 student admitted
- Student work published*
- FALL 2009 Art Directors Club Houston (ADCH). Gallery Materials, Bronze Medal
Jeremy Honea (ArtC 5350). National.
- FALL 2008 Art Directors Club Houston (ADCH). California Fire Poster Series, Silver Medal
Brian Wood (ArtC 4305). National.
- Student work published prior to tenure track employment*
- SPRING 2008 CMYK Magazine 40, Cactus Media Logo Design, page 37, no. 40
Lauren Norris (ArtC 4305). National.
- FALL 2007 Art Directors Club Houston (ADCH), Gold Medal, Red Cross Poster Series
Amy Rainbolt (ArtC 4305). National.
- FALL 2007 CMYK Magazine 38, Geyser Peak Wine Label, page 30, no. 38
Randy Steward (ArtC 4305). National.
- FALL 2006 Creative Summit, Jill Lockhard Poster (ArtC 4305). Gold Medal.
- FALL 2006 Graphis New Talent (05/2007). Hitchcock Film Poster Series, page 198.
Emerick Carlson (ArtC 4305). International.
- SPRING 2006 Dallas Society of Visual Arts (DSVC). Hall of Fame Poster Series, Bronze Medal
Ryan Berry (ArtC 4305). National.
- FALL 2005 Art Directors Club of Houston (ADCH), Winelabel, Silver Medal.
Matthew Kelley (ArtC 4305). National.
- FALL – WINTER 2006 CMYK Magazine 35, Portfolio Design Work (Winter 2006), page 36, no.13
Jennifer Forester, Hamilton Pharmaceuticals, Logo Design (ArtC 4313). National.
- SPRING 2006 CMYK Magazine 33, Portfolio Design Work (Spring 2006), page 38, no.18
Emerick Carlson, Hitchcock Film, Poster (ArtC 4305). National.
- SPRING 2005 Creative Summit, Zach Ferguson Poster (ArtC 4305). Gold Medal.

III. Scholarly Creative

WORKS IN PRINT

Books prior to tenure track employment

- 2000 Janet Laundry | Visitor Guide for The Museum of Fine Arts, Houston
Collaborated with author Janet Laundry and designer Piera Brunetta from Vignelli Associates to design the visitors guide for the museum.
National.
- 1997 Arne Andersen | Der Traum vom guten Leben
Collaborated with historian Arne Andersen and designer Martin Zech to design this documentary covering the 50s in Germany.
National [in Germany].
Awarded for Best Typographical Book in Germany 1998.

Commissioned (abbreviated) Design Work

- SPRING 2009 – ONGOING Austin Classical Guitar Society | Classical Guitar Convention 2010
Design of print collateral 2009/2010 season, International Guitar Convention.
- SUMMER 2009 – ONGOING ACTS Church Lakeway | Identity Design
Identity Design and Implementaion through collateral for renamed church in Lakeway.
- SUMMER 2009 – ONGOING American Civil Liberties Union of Texas (ACLU) | Collateral Design
Collateral Design consisting of Overview Brochure and Pocketfolder.
- SPRING 2009 Genealogy Club Kathy Leubner | Identity Design
Identity Design and Implementation.
- SPRING 2009 Concordia University Texas | Excellence in Leadership Gala
Third year to develop theme and invitation design for annual gala.
- WINTER 2008 – ONGOING The Junior League of Austin | A Christmas Affair
Fifth year to develop and implement concept for biggest annual fund-raiser 2009.

Commissioned (abbreviated) Design Work prior to tenure track employment

- SUMMER 2008 Concordia University Texas | Excellence in Leadership Gala
Second year to develop theme and invitation design for annual gala.
- SPRING 2008 The Junior League of Austin | A Christmas Affair
Fourth year to implement concept for biggest annual fund-raiser 2008.
- SPRING 2008 Austin Classical Guitar Society | Season Brochure
Design of print collateral introducing 2008 – 09 season.

- SUMMER 2007 Concordia University at Austin | Excellence in Leadership Gala
First year to develop theme and invitation design for annual gala.
- SPRING 2007 jSpace Gallery | Identity Design
Gallery name finding, Identity Design and Implementation.
- SPRING 2007 Austin Classical Guitar Society | Season Introduction
Design of print collateral introducing 2007 – 08 season.
- SPRING 2007 Concordia University at Austin | Excellence in Leadership Gala
First year to develop theme and invitation design for annual gala.
- SPRING 2007 Core Health Care | Collateral Materials
Collateral materials including overview brochure and monthly newsletter.
- SPRING 2007 The Junior League of Austin | A Christmas Affair
Third year to develop + implement concept for biggest annual fund-raiser 2007
- SPRING 2007 Tejas Securities Inc. | Annual Report
Third year to design financial report for investment banker.
- FALL 2006 Tejas Securities Inc. | 2nd Annual Investment Conference in NYC
Second year to develop all marketing materials for Fortune 500 conference.
- SPRING 2006 The Junior League of Austin | A Christmas Affair
Second year to implement existing concept for annual fund-raiser.
- SPRING 2006 Tejas Securities Inc. | Annual Report
Second year to design financial report for investment banker.
- SPRING 2006 American Cancer Society | Cattlebaron's Ball Austin, Texas
Program Design for annual fund-raiser.
- FALL 2005 Tejas Securities Inc. | 1st Annual Investment Conference NYC
First year to develop all marketing materials for a Fortune 500 conference including signage, speaker book, and collateral.
- SPRING 2005 Tejas Securities Inc. | Annual Report
First year to design financial report for investment banker.
- SPRING 2004 The Junior League of Austin | A Christmas Affair
First year to develop theme and concept for biggest annual fund-raiser in the fall of 2004 and its implementation through invitation, signage, advertisements.
- 2001 – 2003 FactoryLogic Inc. | Corporate Identity
Corporate Identity System and implementation for software company in Austin.

- 1999 – 2000 Museum of Fine Arts, Houston | Guidebook
Design of Visitor's Guidebook in cooperation with Piera Brunetta from Vignelli Associates, NY.
- 1998 – 2000 Zimmer + Rohde | Corporate Identity
Corporate Identity System for fabric company, headquartered in Germany, implemented with marketing teams throughout the US and Europe.
- FALL 1999 Archives of American Art, NY | Exhibition and Invitation Design
1997 – 1998 Campus Verlag | Der Traum vom guten Leben
Book Design in cooperation with the author and one other designer for the Campus Publishing House in Frankfurt, Germany.
- SPRING 1997 Staats Archiv Bremen | Corporate Identity
Corporate design for archive of the city of Bremen, Germany.
- SPRING 1997 André Villers | Vernissage Publication Design
Invitation and poster design for exhibition for different locations in Germany.

COMPETITIONS & PUBLICATIONS

- FALL 2009 Graphic Design USA | American Graphic Design Awards
December 2009, page 161, Genealogy Club Canyon Lake. Identity Design. National. Juried.
- FALL 2009 Graphic Design USA | American Graphic Design Awards
December 2009, page 78, "A Christmas Affair" Invitation 2008. National. Juried.
- FALL 2009 Graphic Design USA | American Graphic Design Awards
December 2009, page 105, Randall Reid Overview Brochure Design. National. Juried.
- SUMMER 2009 Graphis Poster Annual 2010
"CoRn" Poster Design, page 63, Collaboration with Jeff Davis. International. Juried.
- SUMMER 2009 Graphis Poster Annual 2010
"Drums of War" Poster Design, page 169, Collaboration with Jeff Davis. International. Juried.
- FALL 2008 Graphic Design USA | American Graphic Design Awards
December 2008, page 94, "Excellence in Leadership Gala" Event Logo and Invitation Design. National. Juried.
- FALL 2008 Graphic Design USA | American Graphic Design Awards
December 2008, page 210, jSpace Gallery Logo and Implementation on Business Card Series. National. Juried.

FALL 2008 Graphic Design USA | American Graphic Design Awards
December 2008, page 187, Elizabeth Christian PR, Paper System. National. Juried.

Competitions and Publications prior to tenure track employment

FALL 2007 Graphic Design USA | American Graphic Design Awards
December 2007, page 105 “Guitars under the Stars” Event Logo and Invitation
Design. National. Juried.

FALL 2007 Graphic Design USA | American Graphic Design Awards
December 2007, page 332, Self Promotion, Business Card Puzzle
ROESCHMANNdesign. National. Juried.

FALL 2005 Graphic Design USA | American Graphic Design Awards
December 2005, page 81, “A Christmas Affair” Invitation.
National. Juried.

1998 German Book Publishing Council | Best Designed Books 1998
March 1999
International. Juried.

1998 output | Awarded, international works by the German Design Council
June 1998, page 84
International. Juried.

1998 Ten Years University Bremen | 10:125
November 1998, page 1997|8-9
National [in Germany]. Juried.

GRANTS

Submitted but not funded internal Grants

FALL 2009 Texas State University-San Marcos Research Enhancement Grant Application.
Created a joint proposal with Professor Reid for a book publishing project.

FALL 2008 Texas State University-San Marcos Research Enhancement Grant Application.
Created a joint proposal with Professor Reid for a book publishing project.

WORKSHOPS & CONFERENCES

FALL 2009 AIGA Portfolio Review | Austin, Texas
Invited Reviewer/Design Professional at St. Edwards University for annual
AIGA Portfolio Review, with participating students and young professionals from Texas

- FALL 2009 24. Forum Typografie | Weimar, Germany
 “Bauhaus-hoch-n”; attended international type conference with 16 international speakers including Lucas de Groot, Ralf de Jong, Gerd Fleischmann, Alessio Leonardi, Albert-Jan Pool, Mariko Tagaki.
- SUMMER 2009 TypeCon | Atlanta
 Attended largest American type conference with 20 speakers, participating in pre-conference workshops with Kimberly Elam.
- SPRING 2009 TypoBerlin | Berlin, Germany
 Attended largest international type conference with 52 international speakers including Erik van Blokland, Gerard Unger, Heidrun Osterer, Gemma O’Brien, Sol Sender, Gesche Joost, Joshua Davis, Tim Ahrens, Adam Twardoch.
- Workshop and Conference Attendance prior to tenure track employment*
- SPRING 2003 – 2008 Creative Summit | San Marcos, Texas
- JUNE 2008 23. Forum Typografie | Bremen, Germany
 “Amsterdam meets Ulm”; international type conference with 16 international speakers including Franko Clivio, Peter Bilak, Peter von Kornatzki, Peter Rea, Detlev Rahe.
- SEPTEMBER 2007 Typo Workshop | Hamburg, Germany
 Type Design Exhibition and Workshop with dutch type designers at print studio.
- FALL 2006 profile intermedia | Bremen, Germany
 International media and design conference with an audience of 800 people from more than 10 countries for three days with international speakers.
- SPRING 2006 AIGA Design in the Fast Lane | Student & Educators Conference
 Dana Arnett of VSA Partners as keynote speaker in Austin, Texas.
- FALL 2005 profile intermedia | Bremen, Germany
 International media and design conference with an audience of 1.000 people from more than 12 countries for three days with international speakers.
- FALL 204 profile intermedia | Bremen, Germany
 International media and design conference with an audience of 1.200 people from more than 14 countries for three days with international speakers.

IV. Service

DEPARTMENTAL

- FALL 2009 – ONGOING ComDes Hiring Committee | Dr. Steven Beebe, Chair
Assisting in the search for CDP faculty (tenure-track) candidates.
Providing insight on the search scope, advertising, and search strategies.
- FALL 2007 – ONGOING Web Site Committee | Holly Shields, Chair
Serving as member of the committee under the leadership of chair, Holly Shields.
The committee reviewed and advised the department on the design and current and future needs regarding the CDP web site.
- FALL 2009 – ONGOING Outcome Committee | Dr. Erik Nielsen, Chair
Serving as member assisting with review and complete outcomes and tests for all courses under the leadership of Dr. Erik Nielsen.
- SUMMER 2009 Gallery Materials | Brochure and Postcard Design with Jeremy Honea
Collaborated with Dr. Eric Nielsen, Chair, Mary-Mikel Stump, Gallery Director, and Jeremy Honea, M.F.A. student, in the design and production of the brochure and postcards for the 2009–10 Art Gallery.
- SPRING 2009 M.F.A. Materials | Brochure and Poster Design with Sam Kapila, Jeff Davis, Tom Berno (M.F.A. students) and Bill Meek, M.F.A. Program Director
Collaborated in the design and production of the brochure and posters for the 2009–10 Art Gallery to promote the gallery on and off campus.

Departmental Services prior to tenure track employment

- SUMMER 2008 Gallery Materials | Brochure and Postcard Design with Hoyt Haffelder
Collaborated with Dr. Eric Nielsen, Chair, Mary-Mikel Stump, Gallery Director, and Hoyt Haffelder, M.F.A. student, in the design and production of the brochure and postcards for the 2008–09 Art Gallery. These materials were used to promote the gallery both on and off campus.
- FALL 2005 – SPRING 2008 CDP Senior Exit Review
Served as member of the committee, assisting with the organization of the events.
- FALL 2006 – SPRING 2008 Artwork Committee | Roger Colombik, Chair
Served as member of the committee, assisting with the organization of different student competitions and artist exhibitions.

COMMUNITY

- SUMMER 2009 Austin Classical Guitar Society | Overview Brochure
Tri-fold seasonal brochure design for Austin's classical guitar community.

- SPRING 2009 Ronald McDonald House | Bandana Ball 2010
Design for annual fundraising event including Save the Date and Invitation.
- SPRING 2009 Genealogy Club Canyon Lake | Identity Design
Logo and Identity Design for Genealogy Club at Canyon Lake.
- SPRING 2009 Austin Classical Guitar Society | “Guitars under the Stars” Gala
Third year to design and promote annual event including Invitation.
- SPRING 2009 Women’s Symphony League | Gala Invitation
Design Consultant for League’s annual fundraiser, Invite Implementation.
- SPRING 2009 CORE Healthcare | Poster Design
- WINTER 2008/2009 Randall Reid | Overview Brochure
Tri-fold brochure “Past, Present, Private”
- FALL 2008 The Junior League of Austin | A Christmas Affair 2009
Logo Design for annual fund-raiser “It’s a Wild Holiday”.
- SUMMER 2008 Classical Guitar for Young People | Book Design
64-page book design for young guitar community in Austin.
- SPRING 2008 Austin Classical Guitar Society | “Guitars under the Stars” Gala
Second year to design and promote annual event including Invitation.
- WINTER 2007 The Junior League of Austin | A Christmas Affair 2008
Logo Design for annual fund-raiser “Noël de Paris”.
- SPRING 2007 Austin Classical Guitar Society | “Guitars under the Stars” Gala
Annual Event design including Invitation.
- WINTER 2004 The Junior League of Austin | A Christmas Affair 2004
Logo Design for annual fund-raiser “Bellissimo Natale”.

ORGANIZATIONS

professional

- 1999 – PRESENT American Institute of Graphic Arts | AIGA
- 2005 – PRESENT Type Directors Club | TDC
- 1992 – PRESENT Bund Deutscher Grafiker | BDG
German Association of Graphic Designers