

Curriculum Vita

Thomas C. Berno
Associate Professor

Texas State University-San Marcos
College of Fine Arts and Communication
Department of Art and Design
Communication Design Program

June 8, 2011

I. Academic/Professional Background

A: Name: Thomas C. Berno, Title: Associate Director, School of Art and Design
 Associate Professor, Texas State University-San Marcos,
 School of Art and Design. (promoted to Associate 9/01/07)

B. EDUCATIONAL EXPERIENCE

<i>Degree</i>	<i>University</i>	<i>Year</i>	<i>Major</i>	<i>Thesis/Dissertation</i>
MFA	Texas State University-San Marcos	2010	Communication Design	Web Fonts: Breaking limitations to form customer-focused brand communication
BFA	Southwest Texas State University	1989	Commercial Art	NA

C. UNIVERSITY EXPERIENCE

<i>Position</i>	<i>University</i>	<i>Dates</i>
Associate Professor	Texas State University-San Marcos School of Art and Design Communication Design Program (CDP).	2001–2011.

D. RELEVANT PROFESSIONAL EXPERIENCE

<i>Position</i>	<i>Entity</i>	<i>Dates</i>
Senior Designer	fd2s inc. Austin, Texas.	5/00 to 8/01.

Responsible for taking a lead role in creative processes, working with studio manager and account coordinators in all phases of project delivery, and directing creative staff as appropriate in design and production phases. Gained experience in working with teams consisting of professionals with diverse design and architectural design experience, writing, and account service skills. Responsible for creating marketing and advertising materials, corporate identity, brochures and publications, trade show exhibits, web design and other miscellaneous assignments for internationally and nationally prominent clients such as Embraer, Pilatus Business Aircraft, FlightSafety International, and the Duke University Medical Center.

<i>Position</i>	<i>Entity</i>	<i>Dates</i>
Senior Designer	Judson Design Assoc. Houston, Texas.	10/98 to 5/00.

Responsible for creating and producing corporate identity, brochures and publications, annual reports, web design and other miscellaneous assignments for internationally and nationally prominent clients such as Continental Airlines, Crown Castle International, Hines, Pro-Mark Drumsticks, as well as prestigious local clients like the Museum of Fine Arts Houston, The Warwick Hotel, and Mardi Gras Galveston.

<i>Position</i>	<i>Entity</i>	<i>Dates</i>
Senior Designer	Pennebaker.LMC. Houston, Texas.	6/96 to 10/98.

Responsible for producing corporate identity, brochures and publications, annual reports, web and interactive design and other miscellaneous assignments internationally and nationally prominent clients such as Shell Services, Compaq, Houston Exploration Company, KPMG Peat Marwick, and the Houston Grand Opera.

<i>Position</i>	<i>Entity</i>	<i>Dates</i>
Designer	Hill/A Marketing Design Group. Houston, Texas.	3/92 to 6/96.

Responsible for producing corporate identity, brochures and publications, posters, invitations, advertising, editorial, and other assignments for clients such as internationally and nationally prominent clients such as JCB Bank/Dentsu, Hines, PepsiCo, Saudi Aramco, and Texas Children’s Hospital.

<i>Position</i>	<i>Entity</i>	<i>Dates</i>
Junior Art Director,	Taylor/Christian Adv. San Antonio, Texas.	7/89 to 3/92

An entry level position which involved working directly under Creative Director Roger Christian’s supervision. Introduced firm to Mac computer technology and specified the firm’s first systems to facilitate the transition to digital. Responsible for producing advertising, brochures and publications, annual reports, and other miscellaneous assignments for clients such as South Padre Island, La Mansión del Rio, SACU, and Valero Energy.

II. Teaching

A. TEACHING HONORS AND AWARDS

- Fall 2007 Best School Portfolio Award: AIGA Design in the Fast Lane conference. Houston, Texas. Recognition for Texas State CDP in this regional student design conference, organized by the Houston Chapter of AIGA, the national association for professional designers. Honor included a \$1,000 award for CDP scholarships.
- Spring 2006 Best School Portfolio Award: AIGA Design in the Fast Lane conference. Austin, Texas. Recognition for Texas State CDP in this regional student design conference, organized by the Austin Chapter of AIGA, the national association for professional designers. Honor included a \$1,500 award for CDP scholarships.

- Spring 2005 Best School Trophy: Dallas Society for Visual Communication (DSVC). Dallas, Texas. First Annual National Student Design Conference and Competition. The CDP faculty was honored by DSVC in a ceremony in October 2005.
- Fall 03 to Spring 04 Texas State University Excellence in Teaching & Learning Program. Selected to represent department in this year-long University program designed to implement best practices in teaching.
- Fall 2003 Best School Portfolio Award Runner-up: AIGA Design in the Fast Lane conference. Dallas, Texas. Recognition for Texas State CDP in this regional student design conference, organized by the Dallas Chapter of AIGA, the national association for professional designers. Honor included a \$1,000 award for CDP scholarships.

B. COURSES TAUGHT

- Summer 2011 ArtC 4302 | Art Direction II
ArtC 4306 | Environmental Graphic Design
- Spring 2011 ArtC 2304 | Communication Design Foundation IV (Conceptual Strategies)
ArtC 5331 | Corporate Identity (MFA Program)
ArtC 4313 | Special Problems in Communication Design
- Fall 2010 ArtC 2304 | Communication Design Foundation IV (Conceptual Strategies)
ArtC 3303 | Corporate Identity and Packaging
ArtC 4313 | Special Problems in Communication Design
- Summer 2010 ArtC 3301 | Art Direction I
ArtC 3304 | Corporate Marketing Materials
ArtC 4302 | Art Direction II
ArtC 4306 | Environmental Graphic Design
- Spring 2010 ArtC 2304 | Communication Design Foundation IV (Conceptual Strategies)
ArtC 3303 | Corporate Identity and Packaging
ArtC 4313 | Special Problems in Communication Design
- Fall 2009 ArtC 2304 | Communication Design Foundation IV (Conceptual Strategies)
ArtC 3303 | Corporate Identity and Packaging
ArtC 4313 | Special Problems in Communication Design

Summer 2009 ArtC 2304 | Communication Design Foundation IV (Conceptual Strategies)
 ArtC 3301 | Art Direction I
 ArtC 4302 | Art Direction II
 ArtC 4306 | Environmental Graphic Design
 ArtC 4313 | Special Problems in Communication Design

Spring 2009 ArtC 2304 | Communication Design Foundation IV (Conceptual Strategies)
 ArtC 3303 | Corporate Identity and Packaging
 ArtC 4313 | Special Problems in Communication Design

Fall 2008 ArtC 2304 | Communication Design Foundation IV (Conceptual Strategies)
 ArtC 3303 | Corporate Identity and Packaging
 ArtC 4313 | Special Problems in Communication Design

Summer 2008 ArtC 2304 | Communication Design Foundation IV (Conceptual Strategies)
 ArtC 3301 | Art Direction I
 ArtC 4302 | Art Direction II
 ArtC 4306 | Environmental Graphic Design
 ArtC 4313 | Special Problems in Communication Design

Spring 2008 ArtC 2304 | Communication Design Foundation IV (Conceptual Strategies)
 ArtC 3303 | Corporate Identity and Packaging
 ArtC 4313 | Special Problems in Communication Design

Fall 2007 ArtC 2304 | Communication Design Foundation IV (Conceptual Strategies)
 ArtC 3303 | Corporate Identity and Packaging
 ArtC 4313 | Special Problems in Communication Design

Summer 2007 ArtC 2304 | Communication Design Foundation IV (Conceptual Strategies)
 ArtC 3301 | Art Direction I
 ArtC 4302 | Art Direction II
 ArtC 4306 | Environmental Graphic Design
 ArtC 4313 | Special Problems in Communication Design

Spring 2007 ArtC 2304 | Communication Design Foundation IV (Conceptual Strategies)
 ArtC 3303 | Corporate Identity and Packaging
 ArtC 4313 | Special Problems in Communication Design

Summer 2007 ArtC 2304 | Communication Design Foundation IV (Conceptual Strategies)
 ArtC 3301 | Art Direction I
 ArtC 4302 | Art Direction II
 ArtC 4306 | Environmental Graphic Design

Spring 2007	ArtC 2304 Communication Design Foundation IV (Conceptual Strategies) ArtC 3303 Corporate Identity and Packaging ArtC 4313 Special Problems in Communication Design
Fall 2006	ArtC 2304 Communication Design Foundation IV (Conceptual Strategies) ArtC 3303 Corporate Identity and Packaging ArtC 4313 Special Problems in Communication Design
Summer 2006	ArtC 2303 Communication Design Foundation III (Typography) ArtC 3301 Art Direction I ArtC 4302 Art Direction II ArtC 4306 Environmental Graphic Design ArtC 4313 Special Problems in Communication Design
Spring 2006	ArtC 2304 Communication Design Foundation IV (Conceptual Strategies) ArtC 3303 Corporate Identity and Packaging ArtC 4313 Special Problems in Communication Design
Fall 2005	ArtC 2304 Communication Design Foundation IV (Conceptual Strategies) ArtC 3303 Corporate Identity and Packaging ArtC 4313 Special Problems in Communication Design
Summer 2005	ArtC 2303 Communication Design Foundation III (Typography) ArtC 3301 Art Direction I ArtC 4302 Art Direction II ArtC 4306 Environmental Graphic Design ArtC 4313 Special Problems in Communication Design
Spring 2005	ArtC 2304 Communication Design Foundation IV (Conceptual Strategies) ArtC 3303 Corporate Identity and Packaging ArtC 4313 Special Problems in Communication Design
Fall 2004	ArtC 2304 Communication Design Foundation IV (Conceptual Strategies) ArtC 3303 Corporate Identity and Packaging ArtC 4313 Special Problems in Communication Design
Summer 2004	ArtC 2303 Communication Design Foundation III (Typography) ArtC 3301 Art Direction I ArtC 4302 Art Direction II ArtC 4306 Environmental Graphic Design ArtC 4313 Special Problems in Communication Design

Spring 2004	ArtC 2304 Communication Design Foundation IV (Conceptual Strategies) ArtC 3303 Corporate Identity and Packaging ArtC 4313 Special Problems in Communication Design
Fall 2003	ArtC 2304 Communication Design Foundation IV (Conceptual Strategies) ArtC 3304 corporate marketing materials ArtC 4313 Special Problems in Communication Design
Summer 2003	ArtC 2303 Communication Design Foundation III (Typography) ArtC 3301 Art Direction I ArtC 4302 Art Direction II ArtC 4306 Environmental Graphic Design ArtC 4313 Special Problems in Communication Design
Spring 2003	ArtC 2304 Communication Design Foundation IV (Conceptual Strategies) ArtC 3304 corporate marketing materials ArtC 4313 Special Problems in Communication Design
Fall 2002	ArtC 2304 Communication Design Foundation IV (Conceptual Strategies) ArtC 3304 corporate marketing materials ArtC 4313 Special Problems in Communication Design
Summer 2002	ArtC 2303 Communication Design Foundation III (Typography) ArtC 3301 Art Direction I ArtC 4302 Art Direction II ArtC 4313 Special Problems in Communication Design
Spring 2002	ArtC 2304 Communication Design Foundation IV (Conceptual Strategies) ArtC 3303 Corporate Identity and Packaging ArtC 4313 Special Problems in Communication Design
Fall 2001	ArtC 2304 Communication Design Foundation IV (Conceptual Strategies) ArtC 4313 Special Problems in Communication Design

C. GRADUATE THESES/DISSERTATIONS OR EXIT COMMITTEES

Spring 2011	MFA Thesis Committee Member Served as a reader for the Graduate Thesis of Jeremy Honea.
Spring 2011	MFA Thesis Committee Member Served as a reader for the Graduate Thesis of Sameera Kapila.

- Fall 2010 MFA Thesis Committee Member
Served as a reader for the Graduate Thesis of Clinton Hoyt Haffelder.
- Spring 2004 Co-Chair: Spring CDP Exit Review.
With Co-Chair Assistant Professor Jeff Davis, assisted the student exit review committee in creating marketing materials and coordinating the event. Secured the appearance of speaker Mark Judson (Principal, Judson Design Associates, Houston, Texas) for the event. Setup production files for the event poster and secured film output for producing silkscreen poster limited editions. Assisted in printing of posters with Jeff Davis, Jeffrey Dell, and several student volunteers.
- Fall 2003 Co-Chair: Fall CDP Exit Review.
With Co-Chair Jeff Davis, assisted the student exit review committee in creating marketing materials and coordinating the event. Secured the appearance of speaker D.J. Stout (Partner, Pentagram, an international design consortium) for the event. Setup production files for the event poster and secured film output for producing silkscreen poster limited editions. Assisted in printing of posters with Jeff Davis, Jeffrey Dell, and several student volunteers.
- Spring 2003 Co-Chair: Spring CDP Exit Review.
With Co-Chair Associate Professor Holly Shields, assisted the student exit review committee in creating marketing materials and coordinating the event. Secured the appearance of speaker and Texas State CDP-alum Greg Valdez (Judson Design) for the event. Setup production files for the event poster and secured film output for producing silkscreen poster limited editions. Assisted in printing of posters with Jeff Davis, Jeffrey Dell, and several student volunteers.
- Fall 2002 Co-Chair: Fall CDP Exit Review.
With Co-Chair Holly Shields, assisted the student exit review committee in creating marketing materials, coordinating the event, and scheduling the appearance of Texas State CDP alum Nathan Savage (Red Herring, New York, NY).
- Spring 2002 Co-Chair: Spring CDP Exit Review.
With Chair Jeff Davis, assisted the student exit review committee in creating marketing materials and coordinating the event. Secured the appearance of speaker and Texas State CDP-alum Jody Laney (Laney/Gist, San Antonio, Texas) for the event. Setup production files and assisted in printing of posters with Jeff Davis, Jeffrey Dell, and several student volunteers.

Fall 2001 Co-Chair: Fall CDP Exit Review.
With Chair Jeff Davis, assisted the student exit review committee in creating marketing materials and coordinating the event. Secured the appearance of speaker and Texas State CDP-alumna Susan McIntyre-Young (Universal Studios, Los Angeles, CA) for the event. Setup production files for the event poster and secured film output for producing silkscreen poster limited editions. Assisted in printing of posters with Jeff Davis, Jeffrey Dell, and several student volunteers.

D. COURSES PREPARED AND CURRICULUM DEVELOPMENT

- ArtC 2303 Communication Design Foundation III—Typographic Design.
This course covers all the basic tools, techniques, and methodologies of typography through lectures, demonstrations, and studio work. Strong emphasis is placed on creativity, problem solving, organizational ability, technical precision, and the aesthetic use of typeforms.
- ArtC 2304 Communication Design Foundation IV—Poster Design.
This course emphasizes concept development through the production of public announcement and advertising posters. Lecture and project work introduces the student to creative problem-solving techniques as they relate to effective communications.
- ArtC 3301 Art Direction I.
The course familiarizes the student with the strategies and processes of advertising art direction. Students develop advertising concepts that directly relate to the creative strategies, marketing platforms, and psychology specific to the communication objectives of the client, and the specific type of media. Students explore various types of media and examine the differences in messaging within print, outdoor, television and the web.
- ArtC 3303 Corporate Identity and Packaging.
This course covers the comprehensive development, execution and implementation of corporate identity programs. Students study in lecture, exhibition and practice the importance of the “logo” and its place in the corporate world, and the global marketplace. A unit dedicated to Package design is also a part of the course.
- ArtC 3304 Corporate Marketing Materials.
This class covers the comprehensive development, execution and implementation of corporate marketing materials. Lecture, exhibition and practice introduce and

familiarize the student with the importance of corporate marketing materials and their place in the corporate world and the global marketplace.

ArtC 4302 Art Direction II.

This course presents the advanced study of advertising design/Art Direction In extended campaigns through research, studio problems, verbal critiques, and reading assignments. Students explore extended campaigns across a variety of media from an art direction perspective, and learn to develop advertising strategies and creative platforms based upon client objectives.

ArtC 4306 Environmental Graphic Design.

This class covers the application of graphic design theories to exterior and interior architectural design and signage. Students examine the unique opportunities offered in this area of design via lecture, project work, in-class discussion and critique, and independent research. Students will learn how environmental design can complement and extend branding and identity in the marketplace, in addition to performing its own unique functions as information, directional, and organizational graphics.

ArtC 4313 Special Problems in Communication Design.

This class focuses on advanced examination of corporate communication issues and advertising. Extended applications of design solutions for the purpose of portfolio development are implemented according to an independent-study model.

ArtC 5331 Corporate Identity.

This course addresses contemporary issues in the development of corporate brand identity. Project work focuses on shifting strategies, from the monolithic Corporate Identity Programs of the 20th Century, to the organic and flexible brand identity model that dominates the current market. Course taught as a hybrid of in-class and online instruction.

I. OTHER

Student exhibitions and competitions:

CDP students benefit from the exhibition of course project work in a variety of juried regional and national student design exhibitions and competitions. Below is an abbreviated list highlighting success from students in these various exhibitions and competitions across a range of courses taught:

- Spring 2011 Gold Medal for student Amberley Gutierrez, 2011 Brass Ring Awards; Figs & Rouge Trademark (ArtC 3303) Juried, Regional
- Spring 2011 Bronze Medal for student Amberley Gutierrez, 2011 Brass Ring Awards; Target “The Envy League” Advertising (ArtC 4302) Juried, Regional
- Spring 2011 Merit Award for student Jessica Artice, 2011 Brass Ring Awards; Hawaii Film Festival poster (ArtC 2304) Juried, Regional
- Spring 2011 Merit Award for student Victorio Marasignan, 2011 Creative Summit Awards; Real Ale direct mail (ArtC 3301) Juried, Regional
- Fall 2010 1 Bronze student medal and 5 awards of excellence at the Art Directors Club of Houston competition and exhibition; Juried, Regional
- Spring 2010 2 awards of excellence in the 2010 Dallas Society of Visual Communications National Student Show; Juried, National
- Spring 2010 3 awards of excellence in the 2010 Creative Summit Exhibition; Juried, Regional
- Fall 2009 1 Gold, 1 Silver, and 5 Bronze student medals at the Art Directors Club of Houston competition and exhibition, plus Best of Show honor for student Michelle Oros; Juried, Regional
- Summer 2009 Semi-finalist recognition in the Adobe Design Achievement Awards for student Daniel Moore; Juried, National
- Spring 2009 5 awards of excellence in the 2008 Dallas Society of Visual Communications National Student Show; 1 Portfolio Medal for student Ashley Cooper (content credit shared from multiple CDP faculty); Juried, National
- Spring 2009 Best in show award for student Daniel Moore at the 502 Pick & Pull Competition, sponsored by the 502 Alumni Group for Texas State CDP students; Juried, Local
- Spring 2009 Bronze Medal for student Stephen Hurley in Austin AAF Addy Awards student show; Juried, Local
- Fall 2008 7 pieces accepted in the Art Directors Club of Houston Show, including 1 Judge’s Choice Medal for student Cecilia DeJesus; Juried, Regional
- Spring 2008 Student Chyanont Loha-unchit’s work accepted for publication in *CMYK 40* (Summer 2008); Juried, National
- Spring 2008 3 awards of excellence in the 2008 Creative Summit; Juried, National

- Spring 2008 3 awards of excellence in the 2008 Dallas Society of Visual Communications National Student Show; Juried, National
- Fall 2007 Awards of excellence in the 2007 Art Directors Club of Houston Show; Juried, Regional
- Spring 2007 3 awards of excellence in the 2007 Creative Summit; Juried, National
- Spring 2007 3 awards of excellence in the 2007 Dallas Society of Visual Communications National Student Show; Juried, National
- Fall 2006 Awards of excellence in the 2006 Art Directors Club of Houston Show
- Fall 2006 *Graphis New Talent* (In press). Lauri Combest, Broken Social Scene Poster (ArtC 2304). Juried, International.
- Spring 2006 *CMYK Magazine #32* Portfolio Design Work. (Winter 2006) Markus Wohlfahrtdt, Love fashion boutique identity. (ARTC 3303). Juried. National.
- Spring 2006 21st Annual Creative Summit. San Marcos, Texas.
Nineteen schools participated in the competition. There were over 2000 pieces submitted; approximately 120 entries were accepted in the show and CDP students benefited from over \$12,000 of scholarship awards. Recognition received in 2006 Creative Summit by 14 students from ArtC 2304, ArtC 3301, ArtC 3303, ArtC 4306 and ArtC 4313 course sections.
- Fall 2005 50th Annual Art Directors Club of Houston (ADCH) Exhibition and Competition. Houston, Texas. Regional competition with entries from universities throughout Texas and Louisiana. Recognition awarded to a number of students from ArtC 2304, ArtC 3301, ArtC 3303, ArtC 3304, ArtC 4302, ArtC 4306 and ArtC 4313 course sections
- Spring 2005 20th Annual Creative Summit.
Nineteen schools participated in the competition. There were 2096 pieces submitted, 122 entries were accepted in the show and CDP students received over \$12,000 of scholarship awards. Recognition received in 2005 Creative Summit for a number of students from ArtC 2304, ArtC 3301, ArtC 3303, ArtC 4306 and ArtC 4313 course sections, including multiple Ralph award and scholarship winners.
- Spring 2005 Dallas Society of Visual Communications (DSVC). Dallas, Texas.
National Student Competition. Students representing universities from 25 states participated in the three-day show and conference. Texas State was honored as School of the Year. Recognition awarded to a number of students from ArtC

2304, ArtC 3301, ArtC 3303, ArtC 3304, ArtC 4302, ArtC 4306 and ArtC 4313 course sections

- Fall 2004 ADCH Exhibition and Competition.
Regional competition with entries from universities throughout Texas and Louisiana. Recognition in 2004 student show for students from courses ArtC 2304, and ArtC 4302.
- Spring 2004 19th Annual Creative Summit.
Recognition in 2004 Creative Summit for a number of students from ArtC 2304, ArtC 3301, ArtC 3303, ArtC 3304, ArtC 4302, ArtC 4306 and ArtC 4313 course sections, including multiple Ralph award and \$500 scholarship winners
- Spring 2004 DSVC Student Competition.
Recognition in 2004 Dallas Society of Visual Communications competition for a number of students from ArtC 2304 and ArtC 3304 course sections.
- Fall 2003 ADCH Exhibition and Competition.
Regional competition with entries from universities throughout Texas and Louisiana. Recognition in 2003 student show for eight students from ArtC 2304, ArtC 3301, ArtC 3304 and ArtC 4313 students. Honors included one Gold, two silver, and one bronze medal.
- Spring 2003 18th Annual Creative Summit.
Recognition in 2003 Creative Summit for a ten students from ArtC 2304, ArtC 3301, ArtC 3303, ArtC 3304, ArtC 4302, and ArtC 4313 course sections, including two Ralph Awards with accompanying \$500 cash scholarships.
- Spring 2003 DSVC Student Competition.
Recognition in 2003 Dallas Society of Visual Communications competition for eight students from ArtC 2304, ArtC 3301, ArtC 3303, ArtC 3304, and ArtC 4313 course sections.
- Spring 2003 American Advertising Federation: San Antonio Addy Awards. San Antonio, Texas. Recognition in 2003 San Antonio Addy Awards. One best of show and one gold medal awarded to group projects from ArtC 4302 and ArtC 3304, respectively.
- Fall 2002 ADCH Exhibition and Competition.
Recognition in 2002 student show for nine individual and group projects from courses ArtC 2304, ArtC 3301, ArtC 3303, and ArtC 4302, including one gold medal.

- Spring 2002 17th Annual Creative Summit.
Recognition in 2002 Creative Summit for a number of students from both ArtC 2304 and ArtC 3303 course sections, including four Ralph Award winners and two student scholarships of \$500.00 to Kerry Polcsik and Kris Norris.
- Spring 2002 DSVC Student Competition.
Recognition in 2002 Dallas Society of Visual Communications competition for a number of students from both ArtC 2304 and ArtC 3303 course sections, including Kerry Polcsik, who won best-of-category award for poster design.

Published photos and reviews of student work:
- Spring 2004 *Step Inside Design* Vol. 20 No. 1. Robert McGuire featured in a juried exhibition of excellence in national student design; four projects from ArtC 3304, ArtC 4302 and ArtC 4313 classes. Juried. National.
- Spring 2003 *CMYK Magazine #21*, Portfolio Design Work. (Spring 2003) Robert McGuire, ASCA Identity Program. ArtC 3304. Juried. National.

III. Scholarly Creative

A. WORKS IN PRINT

1. BOOKS

a. Scholarly Monographs

Spring 2003 Conroy, M., (Ed.). (2003). *Mingei Legacy*. Boulder, Colorado, USA. National Council on Education for the Ceramic Arts (NCECA).
Collaborated with the editor, Professor Michel Conroy and Professor Jeff Davis to design and produce this monograph. This work was created for an exhibition at the Mingei International Museum in San Diego, CA. in conjunction with 2003 Annual NCECA Conference. Print run was 2,000. Project scope: International. Not refereed.

e. Creative Books

Spring 2005 Olmsted-Kirk Paper Co. (March, 2005). *10 x 10: 100 Exhibits of Fine Paper*. Austin, Texas: Schultz, J. (Ed.).
Designed a special edition catalog for this exhibition curated by Judy Schulz and commissioned by Olmsted-Kirk Paper, a statewide paper merchant. Catalog was 124 pages in length and included a slipcase. Print run was 2,200. Project Scope: Regional. Not refereed.

2. ARTICLES

b. Non Refereed

Spring 2011 Berno, T. (2011, May). Design thinking versus creative intelligence. *DMI News & Views*. Retrieved June 8, 2011, from http://www.dmi.org/dmi/html/publications/news/viewpoints/nv_vp_tb.htm
DMI News & Views is the online newsletter for the Design Management Institute, with an approximate circulation of 20,000 addresses. Today, DMI is an international authority on design management with members in 44 countries. The Institute conducts research, publishes a quarterly magazine, produces teaching cases with the Harvard Business School, provides career advancement workshops, and produces four conferences on three continents (2011, dmi.org). Invited, Non Refereed, International.

6. COMMISSIONED DESIGN WORK

- Fall 2010 Mia's Table: In-store promotion concepts and brand messages for a new restaurant venture from well-known restaurateur Johnny Carrabba. Collaboration with Judson Design, Houston. Project Scope: Regional
- Fall 2010 Mia's Table: Brand consulting for a new restaurant venture from well-known restaurateur Johnny Carrabba. Collaboration with Judson Design, Houston. Project Scope: Regional
- Fall 2010 Mosaic: Advertising concepts and copywriting for a non-traditional outdoor advertising campaign for a luxury residence development in Houston, TX. Collaboration with Judson Design, Houston. Starwood Group, MA was the client. Project scope: International.
- Fall 2010 Mosaic: Message development for environmental graphics for a luxury residence development in Houston, TX. Collaboration with Judson Design, Houston. Starwood Group, MA was the client. Project scope: International.
- Fall 2010 Mitchell Historic Properties, Galveston, TX
Ad concepts and copywriting for the Hotel Galvez, to promote the property's Centennial Anniversary. Collaboration with Judson Design, Houston. Project Scope: National
- Summer 2010 Tootsies: Brand consulting for a prestigious Houston, TX-based fashion boutique. Collaboration with Judson Design, Houston. Project Scope: National
- Summer 2010 Tootsies: Copywriting for a brochure for a prestigious Houston, TX-based fashion boutique. Collaboration with Judson Design, Houston. Project Scope: National
- Summer 2010 Reserve on the East River: Advertising concepts and copywriting for a luxury residential community near Crested Butte, CO. Collaboration with Judson Design, Houston. Project Scope: National
- Spring 2010 Judson Design: Brand positioning for The Sporting Club at The Ford Plantation, a luxury real estate development on the site of Henry Ford's historic winter home near Savannah, GA. Collaboration with Associate Professor Jeff Davis Project Scope, National
- Spring 2010 Cessna Aircraft Company: Brand consulting and development of brochure designs for Cessna Aircraft's private jet business unit. Collaboration with

- Hammer & Tongs, Austin, Tx. Project Scope, International
- Spring 2010 Judson Design: Brand positioning and advertising concept development for The Ford Plantation, a luxury real estate development on the site of Henry Ford's historic winter home near Savannah, GA. Collaboration with Associate Professor Jeff Davis Project Scope, National
- Spring 2010 Judson Design: Brand identity development for Chevron Technology Ventures, Chevron's alternative energy and technology development division. Collaboration with Associate Professor Jeff Davis Project Scope, International
- Spring 2010 The Curriculum Project: Brand consulting and brand development for a consultancy specializing in improving low-performing schools via classroom coaching and training. Project Scope, National
- Spring 2010 The Curriculum Project: Brand identity design for a consultancy specializing in improving low-performing schools via classroom coaching and training. Project Scope, National
- Spring 2010 The Curriculum Project: Printed material design for a consultancy specializing in improving low-performing schools via classroom coaching and training. Project Scope, National
- Fall 2009 Judson Design: Brand Strategy Development for The Greenbrier
Comprehensive brand strategy presentation, including creative rationale, themeline development, and analysis of new media opportunities for The Greenbrier, a historic golf resort in West Virginia that was founded in the late 1700s. Collaboration with Associate Professor Jeff Davis. Project Scope: National
- Fall 2009 Judson Design: Texas Heritage Trails RFP submission
Comprehensive presentation of Brand Strategy, including creative rationale, themeline development, and advertising concepts. Collaboration with Associate Professor Jeff Davis.
Project Scope: Regional
- Fall 2009 Diamante, Cabo San Lucas, Baja, Mexico
Headline and copy development for a marketing/lifestyle brochure for an exclusive golf resort in Cabo San Lucas. Project Scope: International
- Fall 2009 BancPass P-Toll, Austin, Tx
Design for marketing sheets for a product launch for this toll transaction management software product, Project Scope: National

- Summer 2009 BancPass, Austin, Tx
Brand Development and consulting for a product launch for this transaction management software developer, Project Scope: National
- Summer 2009 Reserve at the East River Brochure. Crested Butte, Colorado.
Creative copywriting for a promotional advertisement for this development of luxury vacation homesites in Crested Butte, CO.; in conjunction with Judson Design, Houston. Project Scope: National.
- Summer 2009 Boot Ranch, Fredericksburg, Texas
Creative for a new promotional advertisement. Project Scope: National
- Summer 2009 Rae Cosmetics, Austin, Tx
Design and production of packaging for a new product. Project Scope: National
- Spring 2009 Lance Armstrong Foundation 2008 Annual Report
Design and Production of the foundation annual report financial results, 8 pp.,
Print Quantity: 1m. Project Scope: International
- Spring 2009 Mitchell Historic Properties, Galveston, TX
Comprehensive brand marketing for the organization's portfolio of historic hotel, restaurant, and entertainment properties. Project Scope: National (collaboration with Judson Design, Houston)
- Fall 2008 Mitchell Historic Properties, Galveston, TX
Ad concepts and copywriting for the Hotel Galvez, to promote the property's restoration after 2008's Hurricane Ike disaster. Project Scope: National (collaboration with Judson Design, Houston)
- Fall 2008 Mitchell Historic Properties, Galveston, TX
Ad concepts and copywriting for the Tremont House hotel, to promote the property's restoration after 2008's Hurricane Ike disaster. Project Scope: National (collaboration with Judson Design, Houston)
- Fall 2008 Mitchell Historic Properties, Galveston, TX
Ad concepts and copywriting for the Harbor House hotel, to promote the property's restoration after 2008's Hurricane Ike disaster. Project Scope: National (collaboration with Judson Design, Houston)
- Fall 2008 Amerex.
Brand Development and Copywriting for an energy-trading and consulting group, National (collaboration with Judson Design, Houston)

- Fall 2008 Body Within
Web interface design for a web-based business (founded by Dr. Garth Brooks of Discovery Health's *Big Medicine*) offering healthy living programs to the obese population, Project Scope: National (collaboration with Jeff Davis)
- Fall 2008 Body Within
Brand Development and naming for a web-based business (founded by Dr. Garth Brooks of Discovery Health's *Big Medicine*) offering healthy living programs to the obese population, Project Scope: National (collaboration with Jeff Davis)
- Summer 2008 Citrus/Lotus.
Brand Development and Copywriting for a bar/lounge/restaurant concept being developed for the Austin, TX market, Project Scope: Local (collaboration with Jeff Davis)
- Summer 2008 BancPass.
Brand Development and Identity Design for a transaction management software developer, Project Scope: National
- Summer 2008 BancPass.
Corporate Stationery Design for a transaction management software developer, Project Scope: National
- Spring 2008 Lance Armstrong Foundation 10th Anniversary Annual Report
Design, Copywriting, and Production of the foundation annual report, 48 pp., Print Quantity: 750. Project Scope: International
- Spring 2008 Lance Armstrong Foundation 10th Anniversary Poster.
Design, Copywriting, Photography and Production for a poster and timeline commemorating the foundation's first 10 years of operations. Print Quantity: 1,500. Project Scope: International
- Spring 2008 Boot Ranch, Fredericksburg, Texas
Concepts and copywriting for a property sales brochure for a master-planned, luxury golf/vacation community located in Fredericksburg, Tx, Project Scope: National (collaboration with Judson Design, Houston)
- Spring 2008 Boot Ranch, Fredericksburg, Texas
Concepts and copywriting for a n interactive web site for a master-planned, luxury golf/vacation community located in Fredericksburg, Tx, Project Scope: National (collaboration with Judson Design, Houston)

- Spring 2008 Boot Ranch, Fredericksburg, Texas
Concepts and copywriting for a direct mail campaign for a master-planned, luxury golf/vacation community located in Fredericksburg, Tx, Project Scope: National (collaboration with Judson Design, Houston)
- Spring 2008 Boot Ranch, Fredericksburg, Texas
Concepts and copywriting for a print ad campaign for a master-planned, luxury golf/vacation community located in Fredericksburg, Tx, Project Scope: National (collaboration with Judson Design, Houston)
- Spring 2008 Boot Ranch, Fredericksburg, Texas
Brand Development for a master-planned, luxury golf/vacation community located in Fredericksburg, Tx, Project Scope: National (collaboration with Judson Design, Houston)
- Spring 2008 NCECA 2009 Clay National Exhibition Prospectus.
Concept, design, and production of a call for entries for this ceramic art competition. Project Scope: National
- Spring 2008 NCECA 2008 Regional Student Juried Exhibition Poster.
Concept, design, and production of a promotional poster for this ceramic art competition. Print quantity was 4,500. Project Scope: National
- Spring 2008 NCECA 2008 Invitational Exhibition Catalog *Voices*.
Concept, design and production for a catalog documenting a prestigious exhibition of ceramic arts, 72 pp., Print quantity was approximately 2,000. Project Scope: National
- Spring 2008 Spa at the Hotel Galvez,
On-going Brand Development, Ad Concept Development, Copywriting for a spa located in one of Galveston's most historic hotel properties, National (collaboration with Judson Design, Houston)
- Spring 2008 GID Urban Development/Regent Square.
On-going Brand Development, Ad Concept Development, Copywriting for a mixed-use urban development project. Project Scope: National (collaboration with Judson Design, Houston)
- Fall 2007 Crab Cay. Exuma, the Bahamas.
Brand development, marketing, and naming concepts for a luxury real estate development on this private island adjacent to Great Exuma island in the

- Bahamas; in conjunction with Judson Design, Houston. Project Scope: International.
- Fall 2007 Aspen Valley Ranch, Aspen, Colorado.
Brand positioning and marketing consulting for this luxury residence and resort project in Aspen; in conjunction with the Hill Group, Houston. Project Scope: International.
- Fall 2007 GID/Regent Square. Houston, Texas
Comprehensive brand development and advertising for a master-planned, mixed-use community in central Houston developed by GID Urban Development Group; in conjunction with Judson Design, Houston. Project Scope: National.
- Fall 2007 Mitte Foundation memorial wall exhibit design. San Marcos, Texas
Design for an on-site memorial documenting the Mitte Foundation, and recognizing its scholars and founding donors: Roy and Joann Cole Mitte. Project Scope: Regional.
- Fall 2007 Astrodome Redevelopment Commission. Houston, Texas
Advertising concepts to promote the preservation of the Houston Astrodome—the nation’s first indoor baseball/football stadium; in conjunction with Judson Design, Houston. Project Scope: Regional.
- Fall 2007 Spa at the Hotel Galvez. Galveston, Texas
Brand development and advertising concepts for an exclusive spa at the Hotel Galvez, a landmark hotel on Galveston Island; in conjunction with Judson Design, Houston. Project Scope: Regional.
- Summer 2007 The Manning at Bellmeade. Nashville, Tennessee
Brand development for a luxury residence project in an exclusive community near Nashville; in conjunction with Judson Design, Houston. Project Scope: National.
- Spring 2007 Uncle Billy’s Brew & Cue. Austin, Texas.
Brand Development and consulting for a new casual barbecue and microbrewery restaurant in Austin; in conjunction with Professor Jeff Davis. Project Scope: Local.
- Spring 2007 Cooper Industries. Houston, Texas.
Special event invitation for a VIP dinner at the Embassy of the Russian Federation, Washington, D.C.; in conjunction with Judson Design, Houston. Project Scope: International.

- Spring 2007 Galveston Island Visitor and Convention Bureau. Galveston, Texas
Advertising and brand development for a comprehensive tourist advertising campaign; in conjunction with Judson Design, Houston. Project Scope: National.
- Spring 2007 Hines—Troummassee. St. Lucia
Brand development and advertising concepts for a luxury resort on St. Lucia in the Windward Islands; in conjunction with Judson Design, Houston. Project Scope: International.
- Spring 2007 Palisade Palms. Galveston, Texas.
Advertising and Brand positioning for a luxury high rise project on Galveston Island; in conjunction with Judson Design, Houston. Project Scope: Regional.
- Spring 2007 NCECA Regional Student Juried Exhibition Poster.
Concept, design, and production of a promotional poster for this ceramic art competition. Print quantity was 4,000. Project Scope: National
- Spring 2007 NCECA Clay National Catalog.
Concept, design, and production of a 88-page exhibition catalog for NCECA's biennial invitational exhibition. Print quantity was 2,000. Project Scope: National
- Fall 2006 Crab Cay. Exuma, the Bahamas.
Brand development, marketing, and naming concepts for a luxury real estate development on this private island adjacent to Great Exuma island in the Bahamas; in conjunction with Judson Design, Houston. Project Scope: International.
- Fall 2006 The Tower Residences at the Ritz-Carlton, Dallas. Dallas, Texas.
Copywriting for a large-format brochure to market this second phase development of luxury high-rise residences developed by the Ritz-Carlton, Dallas; in conjunction with the Hill Group, Houston. Project Scope: International.
- Fall 2006 The Tower Residences at the Ritz-Carlton, Dallas. Dallas, Texas.
Concept development and copywriting for a direct mail piece to market this second phase development of luxury high-rise residences developed by the Ritz-Carlton, Dallas; in conjunction with the Hill Group, Houston. Project Scope: International.
- Summer 2006 Capella Pedregal. Cabo San Lucas, Baja, Mexico.
Brand positioning and marketing consulting for this luxury residence and resort project in Cabo San Lucas, at the tip of the Baja peninsula; in conjunction with the Hill Group, Houston. Project Scope: International.

- Summer 2006 Capella Pedregal. Cabo San Lucas, Baja, Mexico.
Copywriting for direct mail and e-mail for the Capella Rendezvous, an exclusive buyers event for this luxury residence and resort project in Cabo San Lucas, at the tip of the Baja peninsula; in conjunction with the Hill Group, Houston.
Project Scope: International
- Summer 2006 Hill Country Harbor. Graford, Texas.
Copywriting for a marketing brochure for Hill Country Harbor, a development of luxury vacation homes on Possum Kingdom Lake; in conjunction with the Hill Group, Houston. Project Scope: Regional.
- Summer 2006 Capella Pedregal. Cabo San Lucas, Baja, Mexico.
Copywriting for a purchaser's information guide for this luxury residence and resort project in Cabo San Lucas, at the tip of the Baja peninsula; in conjunction with the Hill Group, Houston. Project Scope: International.
- Summer 2006 Hill Country Harbor. Graford, Texas.
Copywriting for a direct mail brochure for Hill Country Harbor, a development of luxury vacation homes on Possum Kingdom Lake; in conjunction with the Hill Group, Houston. Project Scope: Regional.
- Summer 2006 Hill Country Harbor. Graford, Texas.
Concept development and copywriting for print advertising for Hill Country Harbor, a development of luxury vacation homes on Possum Kingdom Lake; in conjunction with the Hill Group, Houston. Project Scope: Regional.
- Summer 2006 Uncle Billy's Brew & Cue. Austin, Texas.
Brand Development and consulting for a new casual barbecue and microbrewery restaurant in Austin; in conjunction with Professor Jeff Davis. Project Scope: Local.
- Spring 2006 Portico. South Padre Island, Texas.
Brand consulting, name development, and advertising copywriting for Portico, a 16-acre development of luxury vacation homes in South Padre Island; in conjunction with Judson Design, Houston. Project Scope: Regional.
- Spring 2006 The Tower Residences at the Ritz-Carlton, Dallas. Dallas, Texas.
Concept development and copywriting for announcement advertising to market this second phase development of luxury high-rise residences developed by the Ritz-Carlton, Dallas; in conjunction with the Hill Group, Houston. Project Scope: International.
- Spring 2006 Transwestern Commercial Services. Houston, Texas.

- Brand Consulting, corporate themline development, and advertising copywriting for a re-branding of Transwestern Commercial Services; in conjunction with the Hill Group, Houston. Project Scope: National.
- Spring 2006 Hill Country Harbor. Graford, Texas.
Concept development and advertising copywriting for Hill Country Harbor, a development of luxury vacation homes on Possum Kingdom Lake; in conjunction with the Hill Group, Houston. Project Scope: Regional.
- Spring 2006 Caseta Technologies. Austin, Texas.
Brand identity development for Caseta Technologies, a software and services provider to the toll road industry. Project scope: National
- Spring 2006 NCECA Invitational Exhibition Catalog.
Concept, design, and production of a 48-page exhibition catalog for NCECA's biennial invitational exhibition. Print quantity was 2,000. Project Scope: National
- Fall 2005 Ocean Club Residences and Marina. Paradise Island, the Bahamas.
Copywriting and consulting for a Direct Mail Brochure for this 88-unit luxury residence development on Paradise Island, Bahamas; in conjunction with the Hill Group, Houston. Project Scope: International.
- Fall 2005 Ocean Club Residences and Marina. Paradise Island, the Bahamas
Copywriting and consulting for a Large format Brochure for this 88-unit luxury residence development on Paradise Island, Bahamas; in conjunction with the Hill Group, Houston. Project Scope: International.
- Fall 2005 Continental Airlines. Houston, Texas
Copywriting, creative rationale and cover theme concepts for the corporation's 2005 Annual Report. In collaboration with Judson Design, Houston. Project Scope: International.
- Fall 2005 Residences at the Ritz-Carlton, Dallas. Dallas, Texas.
Concept and copy development for positioning themes and advertising for a landmark private residence project located in the new Ritz-Carlton Hotel in Dallas; in conjunction with the Hill Group, Houston. Project Scope: National
- Fall 2005 Blue Bell Ice Cream. Brenham, Texas.
Concepts and copy for promotional sales sheets for three new products from the Texas-based creamery; in conjunction with the Hill Group, Houston. Project Scope: Regional.
- Summer 2005 Ocean Club Residences and Marina. Paradise Island, the Bahamas.

- Concept development, copywriting and consulting for an extensive ad campaign for this 88-unit luxury residence development on Paradise Island, Bahamas. Ads appeared in high-visibility publications including the *Wall Street Journal*, *Robb Report*, and *Cigar Aficionado*; in conjunction with the Hill Group, Houston.
- Summer 2005 Bridgelands. Houston, Texas.
Concept development, copywriting, and marketing consulting to launch a new master-planned community marketing campaign in Houston. Collaboration with Judson Design. Project Scope: Regional.
- Summer 2005 NCECA 2006 RJSE exhibition.
Collaboration with Professor Michel Conroy to produce a call for entries for the Regional Juried Student Exhibition, in conjunction with the national conference in Portland, OR. Project Scope: Regional.
- Summer 2005 Ringers Sports Lounge. Austin, Texas.
Ad design and copywriting for an upscale sports bar and grill in downtown Austin. Project Scope: Local.
- Summer 2005 Ringers Sports Lounge. Austin, Texas.
Menu design and copywriting for an upscale sports bar and grill in downtown Austin. Project Scope: Local.
- Summer 2005 Crush—A Wine Bar. Austin, Texas.
Identity design developed for a concept wine bar in Austin. Project Scope: Local.
- Spring 2005 Ocean Club Residences and Marina. Paradise Island, the Bahamas.
Copywriting and consulting for website for an 88-unit luxury residence development in an exclusive Paradise Island, Bahamas enclave. Site was an interactive sales tool that was a prime delivery vehicle for marketing; in conjunction with the Hill Group, Houston. Project Scope: International.
- Spring 2005 Residences at the Ritz-Carlton, Dallas. Dallas, Texas.
Concept and copy development for positioning themes and advertising for a landmark private residence project located in the new Ritz-Carlton Hotel in Dallas; in conjunction with the Hill Group, Houston. Project Scope: National.
- Spring 2005 Reserve at the East River. Crested Butte, Colorado.
Advertising copywriting for this development of luxury vacation homesites in Crested Butte, CO.; in conjunction with Judson Design, Houston. Project Scope: National.
- Spring 2005 NCECA 2005 Clay National exhibition.

- Collaboration with Professor Michel Conroy to produce an exhibition catalog in conjunction with the national conference in Baltimore, MD. Print run was 2,100. Project Scope: National.
- Spring 2005 NCECA 2005 RJSE exhibition.
Collaboration with Professor Michel Conroy to produce an exhibition poster for the Regional Juried Student Exhibition in conjunction with the national conference in Baltimore, Md. Print run was 4,000. Project Scope: Regional.
- Spring 2005 10 x 10: 100 Exhibits of Fine Paper. Austin, Texas.
Designed a special edition composite catalog for this exhibition curated by Judy Schulz for Olmsted-Kirk Paper, statewide paper merchant. Catalog was 124 pp. in length and included a slipcase. Print run was 2,200. Project Scope: Regional.
- Spring 2005 10 x 10: 100 Exhibits of Fine Paper. Austin, Texas.
Designed an event invitation for four separate events in Austin, Dallas Fort Worth, and Houston, at which the full exhibit was on display, and the catalog was distributed. Print run was 2,000. Project Scope: Regional.
- Fall 2004 Continental Airlines. Houston, Texas.
Copywriting for 2003 Annual Report creative rationale and themes. In collaboration with Judson Design. Project Scope: International.
- Fall 2004 Reserve at the East River Brochure. Crested Butte, Colorado.
Brochure copywriting for a promotional brochure for this development of luxury vacation homesites in Crested Butte, CO.; in conjunction with Judson Design, Houston. Project Scope: National.
- Fall 2004 Blue Bell Ice Cream. Brenham, Texas
Concepts and copy for promotional sales sheets for five new products from the Texas-based creamery; in conjunction with the Hill Group, Houston. Project Scope: Regional.
- Fall 2004 NCECA Regional Student Juried Exhibition.
Produced a Call for Entries announcement for an annual collegiate competition and exhibition of ceramic arts. Project Scope: Regional.
- Fall 2004 Randall's Grocery Stores. Houston, Texas
Concepts and copy for ads announcing the acquisition of the chain by its founding family owners; in conjunction with Judson Design, Houston. Project Scope: Regional.

- Fall 2004 Olmsted-Kirk Papers—10 x 10 exhibition identity. Austin, Texas.
Logo Design for an exhibition of excellence in design that showcases unique uses of paper in the process. The exhibition of design is curated for a traveling display and accompanying exhibition called 10 x 10. Project Scope: Regional.
- Summer 2004 Reserve at the East River Advertising. Crested Butte, Colorado.
Concept and copywriting for launch ad campaign for this development of luxury vacation homesites in Crested Butte, CO.; in conjunction with Judson Design, Houston. Project Scope: National.
- Summer 2004 RFP participation—Judson Design.
Consulting, creative strategy and writing for a competitive presentation to Cockrell Interests, a private investing company. Proposal created for a development near Crested Butte, CO called the Reserve at the East River. Proposal helped Judson win the competitive process and secured the extensive marketing and design services for the project. Project Scope: National.
- Summer 2004 OneConnect. Houston, Texas.
Concept and copywriting for ads and direct mail brochures for this startup company that offers wireless internet access to rural customers in southeast Texas; in conjunction with the Judson Design, Houston. Project Scope: Regional.
- Summer 2004 Museum of Fine Arts, Houston. Houston, Texas.
Created promotional ad concepts for the Museum for two separate exhibitions; in conjunction with the Judson Design, Houston. Project Scope: Regional.
- Spring 2004 Crown Castle International. Houston, Texas.
Corporate annual report theme development for this U.S./U.K. -based operator of communications infrastructure for wireless and satellite communications; in conjunction with Judson Design. Project Scope: International
- Spring 2004 Spinnaker Exploration. Houston, Texas.
Theme development for this Houston-based oil and gas exploration and production company; in conjunction with Judson Design, Houston. Project Scope: National.
- Spring 2004 Residences at the Ritz-Carlton, Dallas. Dallas, Texas.
Concept and copy development for positioning themes and advertising for a landmark private residence project located in the new Ritz-Carlton Hotel in Dallas; in conjunction with the Hill Group, Houston. Project Scope: National.
- Spring 2004 NCECA invitational exhibition.
Collaborated with Professor Michel Conroy and Assistant professor Jeff Davis to

- create the exhibition catalog *Biomimicry—the art of imitating life*. This is a national exhibition conducted in conjunction with an annual conference, held this year in Indianapolis, IN. Project Scope: National.
- Spring 2004 International Polo Club Palm Beach. Wellington, Florida.
Developed advertising to promote the hosting of the U.S. Open Polo Championships; in conjunction with the Hill Group, Houston. Project Scope: National.
- Spring 2004 Fraser Papers/Clampitt Paper. Austin, Texas.
Designed and produced an event invitation featuring Fraser’s Pegasus line of printing papers and the creative photography and illustration talent of Schumann & Company, a Chicago-based artist representation firm. Project Scope: National.
- Spring 2004 Hamilton Photography. Chicago, Illinois.
Designed advertising for this Chicago-based still life and food photography specialist. Project Scope: National.
- Spring 2004 Allegro Homes. Houston, Texas.
Concepts and copy for advertising for this Houston custom homebuilder; in conjunction with Judson Design, Houston. Project Scope: Local.
- Fall 2003 Continental Airlines. Houston, Texas.
Copywriting for 2003 Annual Report positioning statement and theme. In collaboration with Judson Design. Project Scope: International.
- Fall 2003 International Polo Club, Palm Beach. Wellington, Florida.
Creative for advertising and marketing of a premier polo club in the Palm Beach area of South Florida. Positioning and creative for advertising and direct mail. In collaboration with the Hill Group. Project Scope: National.
- Fall 2003 NCECA SOFA exhibition.
Collaborated with Professor Michel Conroy to produce a small exhibition card for the Sculptural Objects and Functional Art exhibition and conference in Chicago. Project Scope: National.
- Fall 2003 NCECA. Erie, Colorado.
Collaborated with Professor Michel Conroy to create this mailing brochure of NCECA scholarly publications and merchandise. Project Scope: National.
- Fall 2003 Blue Bell Ice Cream, Brenham, Texas.
Creative for promotions for four new snack packages from this popular brand of ice cream. Project Scope: Regional.

- Fall 2003 HEB 100th Anniversary. San Antonio, Texas.
Concept development for a theme celebrating of the Texas-based grocer's 100th year. In collaboration with Judson Design. Project Scope: Regional.
- Fall 2003 Decorative Iron. Houston, Texas.
Creative concepts and copywriting for advertising campaign for this producer of metal architectural ornaments and accessories. In collaboration with the Hill Group. Project Scope: Regional.
- Summer 2003 Carolyn Wonderland *Bloodless Revolution*. Austin, Texas.
Produced packaging for this full-length CD by Austin musician Carolyn Wonderland. Project Scope: Regional.
- Summer 2003 AIGA Austin. Austin, Texas.
Produced a conceptual invitation for a lecture by Minneapolis designer C.S. Anderson. The letterpress-printed invitation included a 3D paper "Creative Muscle Builder" cutout for the recipients to assemble and keep on their desks. Project Scope: Regional.
- Spring 2003 NCECA *Mingei Legacy* monograph.
Collaborated with Professor Michel Conroy and Asst. Professor Jeff Davis to produce this monograph in conjunction with an exhibition at the Mingei National Museum in San Diego, CA. Project Scope: International.
- Spring 2003 Mitsubishi/Caterpillar Forklifts. Houston, Texas.
Collaborated with the Hill Group to create advertising and direct mail brand campaign concepts for this Houston-based manufacturer of forklifts. Brand strategy, headline concepts, positioning lines, and direct mail strategy were included in the creative. Project Scope: National.
- Fall 2002 NCECA Clay National Catalog.
Collaborated with Professor Michel Conroy and Asst. Professor Jeff Davis to produce the exhibition catalog for this national ceramic arts education council. Positioning lines, and direct mail strategy were included in the creative. Project Scope: National.
- Fall 2002 Blue Bell Ice Cream. Brenham, Texas.
Advertising concepts for a series of new products for in-store promotions. Project Scope: Regional.
- Summer 2002 Crown Castle International. Houston, Texas.
Proposal for the creation of a new identity for Crown Castle, an operator of cellular transmission towers and digital broadcasting centers. Prepared for Judson

- Design. Project Scope: International.
- Summer 2002 Judson Design. Houston, Texas.
Copywriting for a capabilities brochure for this Houston-based design firm.
Project Scope: National.
- Summer 2002 Museum of Fine Arts, Houston. Houston, Texas.
Advertising concepts for a series of visiting exhibitions to the Museum. In
collaboration with Judson Design. Project Scope: Regional.
- Summer 2002 Mirabeaux Antiques. Houston, Texas.
Advertising concepts for a campaign for Mirabeaux, a Houston-based dealer of
high-end antiques for interior designers and architects. In collaboration with
Judson Design.
Project Scope: Local.
- Spring 2002 Catalog for NCECA 2002 invitational exhibition
Collaborated with Professor Michel Conroy and Asst. Professor Jeff Davis to
produce *Material Speculations*, an exhibition catalog for the exhibition in Kansas
City, MO. Project Scope: National.
- Spring 2002 StudioSide. Chicago, Illinois.
Identity and Business Papers for StudioSide, a Chicago-based photography
studio. This identity was created as a brand extension of Stephen Hamilton
photographics, and the identity is related to the Stephen Hamilton identity, but
reflecting a more value-based service level. Project Scope: National.
- Spring 2002 West Michigan Speedskating Club. Holland, Michigan.
Proposed logos for an amateur athletic club. Project Scope: Regional.
- Spring 2002 Idea21 design. Austin, Texas.
Logo for personal design pursuits. Project Scope: Local.
- Fall 2001 Pilatus PC-12. Denver, Colorado.
Product advertising campaign designed to generate sales leads for this superbly
engineered and built Swiss turboprop. The campaign increased sales leads to
dealers by approximately 300%. Project Scope: International.
- Fall 2001 Embraer Legacy Corporate Jet. Fort Lauderdale, Florida.
Graphics package for the aircraft's full-size fuselage booth mockup. Used to
reinforce the Identity Program (credit: Tom Berno) and to make the mockup a
centerpiece to generate traffic in the booth. Project Scope: International.

- Fall 2001 Continental Airlines. Houston, Texas.
Concepts and cover theme development for the 2001 Continental Annual Report to Shareholders. Project Scope: International.
- Fall 2001 Stephen Hamilton Photographics. Chicago, Illinois.
Identity and Business Papers for Stephen Hamilton, a Chicago-based photographer. Created as an evolution of an existing identity in order to more effectively market to the creative community in Chicago and, eventually, nationwide. Project Scope: National.
- Fall 2001 The Warwick Hotel. Houston, Texas.
Created headlines and concepts for five separate advertising directions for The Warwick, a luxury hotel in Houston's Hermann Park/Museum District. The hotel had suffered flood damage and was in need of an effective campaign to position the hotel's unique location upon reopening. Created in conjunction with Judson Design. Project Scope: National.

B. WORKS NOT IN PRINT

2. INVITED TALKS, LECTURES AND PRESENTATIONS

- Spring 2009 Acadiana Ad Federation Lecture; Lafayette, LA
Presentation of brand design work to this local chapter of the AAF.
In conjunction with the jurying of the AAF 7th District Addy Awards.
- Spring 2006 American Institute of Graphic Arts (AIGA): Austin, Texas.
Design in The Fast Lane Conference Presentation.
Moderated a distinguished panel of national and regional designers who were invited to present lectures at this design conference for university students and educators at St. Edward's University, Austin, TX.
- Summer 2004 Panelist: Austin AIGA professional roundtable; Austin, Texas.
Participated in a roundtable discussion to identify initiatives and priorities for the National AIGA for the 2004-2005 year. Representation as both a practicing designer and design educator. Results were collected from all regional AIGA chapters for review by the national AIGA.
- Spring 2003 Panelist: Austin AIGA Student portfolio review; Austin, Texas.
Participated in critiques of student portfolios in an event coordinated by AIGA Austin. The panel included prominent Austin creatives and principals.

7. MULTIMEDIA DESIGN PRODUCTIONS

- Summer 2010 The Curriculum Project: Website design for a consultancy specializing in improving low-performing schools via classroom coaching and training. Project Scope, National
- Summer 2010 Reserve on the East River: Copywriting for website for a luxury residential community near Crested Butte, CO. Collaboration with Judson Design, Houston. Project Scope: National
- Fall 2009 BancPass P-Toll, Austin, Tx
Web design for a product launch for this toll transaction management software product, Project Scope: National
- Spring 2005 Website for NCECA China exhibition.
Collaborated with Professor Michel Conroy and adjunct Ed Heinz to complete the interface and graphics for a website chronicling an exhibition of American ceramic art in PR China. Project Scope: International.
- Summer 2004 NCECA Interactive CD.
Designed interface and disc art for CD-ROM interactive showcasing the National Invitational exhibition and installation. Project Scope: National.

8. EXHIBITIONS

- Fall 2010 *Print Regional Design Annual* (Nov/Dec 2010). Award of Excellence. Juried. National. Client: Lance Armstrong Foundation
- Fall 2010 Budelmann, K., Kim, Y., and Wozniak, C., (2010). *Brand identity essentials: 100 principles for designing logos and building brands*. Beverly, MA: Rockport Press. Juried. International. Client: Crush Wine Bar
- Fall 2010 Budelmann, K., Kim, Y., and Wozniak, C., (2010). *Brand identity essentials: 100 principles for designing logos and building brands*. Beverly, MA: Rockport Press. Juried. International. Client: Uncle Billy's
- Fall 2010 Budelmann, K., Kim, Y., and Wozniak, C., (2010). *Brand identity essentials: 100 principles for designing logos and building brands*. Beverly, MA: Rockport Press. Juried. International. Client: The Chicken Shack/Uncle Billy's
- Fall 2010 Budelmann, K., Kim, Y., and Wozniak, C., (2010). *Brand identity essentials: 100 principles for designing logos and building brands*. Beverly, MA: Rockport Press. Juried. International. Client: Red Star Fish Bar

- Fall 2010 Budelmann, K., Kim, Y., and Wozniak, C., (2010). *Brand identity essentials: 100 principles for designing logos and building brands*. Beverly, MA: Rockport Press. Juried. International. Client: Yellow Bike Project Austin
- Fall 2010 Budelmann, K., Kim, Y., and Wozniak, C., (2010). *Brand identity essentials: 100 principles for designing logos and building brands*. Beverly, MA: Rockport Press. Juried. International. Client: Goodnight Exterminators
- Fall 2009 Gardner, B., (2009). *Logo Lounge 5: 2,000 International identities by leading designers*. Beverly, MA: Rockport Press. Juried. International.
Lotus — Collaborated with professor Jeff Davis brand identity design for an upscale lounge and live music venue located in Austin, Texas.
- Fall 2009 Fishel, C. & Gardner, B. (in press). *Logo lounge master series: 3000 animals & mythology logos*. (Vol. 2). Beverly, MA: Rockport publishers. Juried. International.
Leap — Collaborated with professor Jeff Davis in the brand identity design for a Web-based company called Leap, a company created to facilitate successful entrepreneurial enterprises.
- Fall 2009 Fishel, C. & Gardner, B. (2009). *Logo lounge master series: 3000 initial & crest logos*. Beverly, MA: Rockport publishers. Juried. International.
Uncle Billy's — Collaborated with professor Jeff Davis in the brand identity design for barbeque restaurant, brewpub, and live music venue located in Austin, Texas.
- Spring 2009 Master of Fine Arts Communication Design Program student exhibition, Texas State University San Marcos. Not juried.
- Fall 2008 Art Directors Club of Houston Exhibition and Competition. Juried. Regional.
- Spring 2008 Gardner, Bill. (2008). *Logo Lounge 4: 2,000 International Identities By Leading Designers*. USA: Rockport Press. Juried. International.
- Spring 2008 StoltzeDesign. (2008). *1000 Music Graphics*. USA: Rockport Press. Juried. International.
- Spring 2008 Sibley/Peteet Design. (2008). *The best of business card design/8*. USA: Rockport Press. Juried. International.
- Fall 2007 *Print Regional Design Annual* (Nov/Dec 2007). Juried. National.
- Fall 2007 Art Directors Club of Houston Exhibition and Competition. Juried. Regional.
- Fall 2006 *Print Regional Design Annual* (Nov/Dec 2006). Juried. National.

- Fall 2006 Art Directors Club of Houston Exhibition and Competition. Juried Regional.
- Summer 2006 American Advertising Federation. National Addy Awards. Juried. National.
- Summer 2006 DSVC Exhibition and Competition. Juried. Regional.
- Spring 2006 "Intelligent Design", Tribeza, #, pg#.
- Spring 2006 American Advertising Federation. 10th District Addy Awards. Juried. Regional.
- Spring 2006 American Advertising Federation. Austin Addy Awards. Juried. Regional.
- Fall 2005 *Print Regional Design Annual* (Nov/Dec 2005). Juried. National.
- Fall 2005 Art Directors Club of Houston Exhibition and Competition. Juried Regional.
- Spring 2005 10 x 10 International Design Exhibition; 100 Exhibits of Design Featured on Fine Paper. Touring exhibition. International.
- Spring 2005 DSVC Exhibition and Competition. Juried. Regional.
- Spring 2005 Gardner, Bill. (2005). *Logo Lounge 2: 2,000 International Identities By Leading Designers*. USA: Rockport Press. Juried. International.
- Fall 2004 *Print Regional Design Annual* (Nov/Dec 2004). Juried. National.
- Fall 2004 ADCH: Houston Show 2004. Juried. Regional.
- Fall 2004 A Dressy Capabilities Brochure, (Oct. 2004). *How Magazine Self-Promotion Annual* [Special issue], pp. 133-34. Juried. National.
- Spring 2004 DSVC Exhibition and Competition. Juried. Regional.
- Fall 2003 Art Directors' Club of Houston Exhibition and Competition Juried. Regional.
- Fall 2003 CASE Awards Juried. National.
- Fall 2002 ADCH: Houston Show 2002. Juried. Regional.
10. PUBLISHED PHOTOS AND REVIEWS OF CREATIVE WORK
- Fall 2010 *Print Regional Design Annual* (Nov/Dec 2010). Award of Excellence. Juried. National. Client: Lance Armstrong Foundation
- Fall 2010 Budelmann, K., Kim, Y., and Wozniak, C., (2010). *Brand identity essentials: 100 principles for designing logos and building brands*. Beverly, MA: Rockport Press. Juried. International. Client: Crush Wine Bar
- Fall 2010 Budelmann, K., Kim, Y., and Wozniak, C., (2010). *Brand identity essentials: 100 principles for designing logos and building brands*. Beverly, MA: Rockport Press. Juried. International. Client: Uncle Billy's

- Fall 2010 Budelmann, K., Kim, Y., and Wozniak, C., (2010). *Brand identity essentials: 100 principles for designing logos and building brands*. Beverly, MA: Rockport Press. Juried. International. Client: The Chicken Shack/Uncle Billy's
- Fall 2010 Budelmann, K., Kim, Y., and Wozniak, C., (2010). *Brand identity essentials: 100 principles for designing logos and building brands*. Beverly, MA: Rockport Press. Juried. International. Client: Red Star Fish Bar
- Fall 2010 Budelmann, K., Kim, Y., and Wozniak, C., (2010). *Brand identity essentials: 100 principles for designing logos and building brands*. Beverly, MA: Rockport Press. Juried. International. Client: Yellow Bike Project Austin
- Fall 2010 Budelmann, K., Kim, Y., and Wozniak, C., (2010). *Brand identity essentials: 100 principles for designing logos and building brands*. Beverly, MA: Rockport Press. Juried. International. Client: Goodnight Exterminators
- Fall 2009 Gardner, B., (2009). *Logo Lounge 5: 2,000 International identities by leading designers*. Beverly, MA: Rockport Press. Juried. International.
Lotus — Collaborated with professor Jeff Davis brand identity design for an upscale lounge and live music venue located in Austin, Texas.
- Fall 2009 Fishel, C. & Gardner, B. (2009). *Logo lounge master series: 3000 initial & crest logos*. Beverly, MA: Rockport publishers. Juried. International.
Uncle Billy's — Collaborated with professor Jeff Davis in the brand identity design for barbeque restaurant, brewpub, and live music venue located in Austin, Texas.
- Spring 2008 Gardner, Bill. (2008). *Logo Lounge 4: 2,000 International Identities By Leading Designers*. USA: Rockport Press. Juried. International.
- Spring 2008 StoltzeDesign. (2008). *1000 Music Graphics*. USA: Rockport Press. Juried. International.
- Spring 2008 Sibley/Peteet Design. (2008). *The best of business card design/8*. USA: Rockport Press. Juried. International.
- Fall 2007 *Print Regional Design Annual* (Nov/Dec 2007). Juried. National.
- Fall 2006 *Print Regional Design Annual* (Nov/Dec 2006). Juried. National.
- Spring 2006 Aravelos, Stephen. (March 2006) Intelligent Design. *Tribeza*, 56, pg 46. Local.
- Fall 2005 *Print Regional Design Annual* (Nov/Dec 2005). Juried. National.
- Spring 2005 10 x 10 International Design Exhibition; 100 Exhibits of Design Featured on Fine Paper. Juried. International.

- Spring 2005 Gardner, Bill. (2005). *Logo Lounge 2: 2,000 International Identities By Leading Designers*. USA: Rockport Press. Juried. International.
- Fall 2004 *Print Regional Design Annual* (Nov/Dec 2004). Juried. National.
- Fall 2004 A Dressy Capabilities Brochure, (Oct. 2004). *How Magazine* Self-Promotion Annual [Special issue]. pp. 133-34. Juried. National.
- Fall 2003 Gándara, Ricardo . (2003, April 12). "Big name on campus," *Austin American Statesman*, sec. E3. Juried. Regional.

11. CONSULTANCIES

- Fall 2001–present Principal, idea21—Personal research practice for brand development, design and advertising for clients such as the Ritz-Carlton Residences (Dallas), Capella Pedregal (Cabo San Lucas, Baja), Crab Cay/CushmanWakefield (Exuma, Bahamas), Transwestern, General Growth Properties, Cockrell Interests, Ocean Club Residences and Marina (Paradise Island, Bahamas), Mitsubishi/Caterpillar, Hines, HEB, Blue Bell Ice Cream, Olmsted-Kirk Paper, Museum of Fine Arts, Houston, American Institute of Graphic Arts—Austin Chapter, and National Council for Education in the Ceramic Arts.

12. WORKSHOPS

- Summer 2010 DMI Design/Management Thinking Conference; San Francisco, CA
Re-Thinking ... the future of design, a 2-day series of panel presentations on Design Thinking by leading practitioners in design and business.
- Fall 2009 AIGA National Design Conference; Memphis, TN.
Attended the AIGA Make|Think national conference, a comprehensive, 3-day program of presentations and panel discussions that included participation of some of the international design community's leading thinkers.
- Spring 2009 AIGA Design Ranch. Hunt, Texas.
Attended the AIGA Design Ranch conference, a 3-day creative retreat that included participation of some of the U.S. design community's leading thinkers.
- Spring 2008 HOW Design Conference, Boston, MA
Attended the *HOW* magazine national design conference, a 3-day conference featuring presentations from leading practitioners in the design industry, as well as demonstrations and workshops addressing new technologies for designers.
- Spring 2007 AIGA Design Ranch. Hunt, Texas.
Attended the AIGA Design Ranch conference, an intense, 3-day creative retreat

that included participation of some of the U.S. design community's leading thinkers.

- Spring 2005 AIGA Design Ranch. Hunt, Texas.
Attended the AIGA Design Ranch conference, an intense, 3-day creative retreat that included participation of some of the U.S. design community's leading thinkers.
- Fall 2004 Adobe Software Workshop, Houston, Texas.
Attended a one-day lecture and demonstration for Adobe CS, the entire Adobe product line that included Photoshop, InDesign, Illustrator and Acrobat. On hand were Adobe representatives and professional service companies to both demonstrate new product features and answer questions from workshop attendees.

C. GRANTS AND CONTRACTS

2. SUBMITTED BUT NOT FUNDED INTERNAL GRANTS AND CONTRACTS

- Fall 2002 SWT Research Enhancement Grant Application. Created a joint proposal with Professor Berno for a multimedia/book publishing project, which examines artist's sources and inspirations for creative ideas.
- Fall 2001 SWT Research Enhancement Grant Application. Created a joint proposal with Professor Berno for a multimedia/book publishing project, which examines artist's sources and inspirations for creative ideas.

D. FELLOWSHIPS, AWARDS, HONORS

- Fall 2010 *Print Regional Design Annual* (Nov/Dec 2010). Award of Excellence. Juried. National. Client: Lance Armstrong Foundation
- Fall 2010 Budelmann, K., Kim, Y., and Wozniak, C., (2010). *Brand identity essentials: 100 principles for designing logos and building brands*. Beverly, MA: Rockport Press. Juried. International. Client: Crush Wine Bar
- Fall 2010 Budelmann, K., Kim, Y., and Wozniak, C., (2010). *Brand identity essentials: 100 principles for designing logos and building brands*. Beverly, MA: Rockport Press. Juried. International. Client: Uncle Billy's
- Fall 2010 Budelmann, K., Kim, Y., and Wozniak, C., (2010). *Brand identity essentials: 100 principles for designing logos and building brands*. Beverly, MA: Rockport Press. Juried. International. Client: The Chicken Shack/Uncle Billy's

- Fall 2010 Budelmann, K., Kim, Y., and Wozniak, C., (2010). *Brand identity essentials: 100 principles for designing logos and building brands*. Beverly, MA: Rockport Press. Juried. International. Client: Red Star Fish Bar
- Fall 2010 Budelmann, K., Kim, Y., and Wozniak, C., (2010). *Brand identity essentials: 100 principles for designing logos and building brands*. Beverly, MA: Rockport Press. Juried. International. Client: Yellow Bike Project Austin
- Fall 2010 Budelmann, K., Kim, Y., and Wozniak, C., (2010). *Brand identity essentials: 100 principles for designing logos and building brands*. Beverly, MA: Rockport Press. Juried. International. Client: Goodnight Exterminator
- Fall 2009 Gardner, B., (2009). *Logo Lounge 5: 2,000 International identities by leading designers*. Beverly, MA: Rockport Press. Juried. International. Client: Lotus Lounge
- Fall 2009 Fishel, C. & Gardner, B. (in press). *Logo lounge master series: 3000 animals & mythology logos*. (Vol. 2). Beverly, MA: Rockport publishers. Juried. International. Client: Leap
- Fall 2009 Fishel, C. & Gardner, B. (2009). *Logo lounge master series: 3000 initial & crest logos*. Beverly, MA: Rockport publishers. Juried. International. Client: Uncle Billy's
- Fall 2008 Art Directors Club of Houston Exhibition and Competition. Gold Medal
Juried. Regional. Client: Boot Ranch (w/Judson Design)
- Fall 2008 Art Directors Club of Houston Exhibition and Competition. Silver Medal
Juried. Regional. Client: ADCH (w/Judson Design)
- Spring 2008 Gardner, Bill. (2008). *Logo Lounge 4: 2,000 International Identities By Leading Designers*. USA: Rockport Press. Award of Excellence. Juried. International. Client: Uncle Billy's (w/Jeff Davis)
- Spring 2008 Gardner, Bill. (2008). *Logo Lounge 4: 2,000 International Identities By Leading Designers*. USA: Rockport Press. Award of Excellence. Juried. International. Client: Uncle Billy's (w/Jeff Davis)
- Spring 2008 StoltzeDesign. (2008). *1000 Music Graphics*. USA: Rockport Press. Award of Excellence. Juried. International. Client: Uncle Billy's (w/Jeff Davis)
- Spring 2008 StoltzeDesign. (2008). *1000 Music Graphics*. USA: Rockport Press. Award of Excellence. Juried. International. Client: Uncle Billy's (w/Jeff Davis)

- Spring 2008 Sibley/Peteet Design. (2008). *The best of business card design/8*. USA: Rockport Press. Award of Excellence. Juried. International.
Client: Uncle Billy's (w/Jeff Davis)
- Fall 2007 *Print Regional Design Annual* (Nov/Dec 2007). Award of Excellence. Juried. National. Client: Crush Wine Bar
- Fall 2007 Art Directors Club of Houston Exhibition and Competition. Award of Merit. Juried. Regional.
- Spring 2007 College of Fine Arts and Communications Presidential Excellence Award. Runner-up, Creative/Scholarly excellence
- Fall 2006 2006 *Print Regional Design Annual*. Certificate of Merit. Juried. National. Client: NCECA
- Fall 2006 2006 *Print Regional Design Annual*. Certificate of Merit. Juried. National. Client: Olmsted-Kirk Paper
- Fall 2006 Art Directors Club of Houston Exhibition and Competition. Silver Medal. Juried. Regional.
- Summer 2006 American Advertising Federation. National Addy Awards. Finalist. Juried. National. Client: Olmsted-Kirk Paper
- Summer 2006 DSVC Exhibition and Competition. Silver Medal. Juried. Regional. Client: Olmsted-Kirk Paper
- Spring 2006 American Advertising Federation. 10th District Addy Awards. Silver Medal. Juried. Regional. Client: Olmsted-Kirk Paper
- Spring 2006 American Advertising Federation. Austin Addy Awards. Gold Medal. Juried. Regional. Client: Olmsted-Kirk Paper
- Fall 2005 2005 *Print Regional Design Annual*. Certificate of Merit. Juried. National. Client: NCECA
- Fall 2005 2005 *Print Regional Design Annual*. Certificate of Merit. Juried. National. Client: Fraser Papers/Clampitt Paper
- Fall 2005 Art Directors Club of Houston Exhibition and Competition. Gold Medal. Juried. Regional. Client: Olmsted-Kirk Paper
- Fall 2005 Art Directors Club of Houston Exhibition and Competition. Silver Medal. Juried. Regional. Client: NCECA
- Spring 2005 Dallas Society of Visual Communications Exhibition and Competition. Bronze

- Medal. Juried. Regional.
- Spring 2005 Dallas Society of Visual Communications Exhibition and Competition. Award of Merit. Juried. Regional.
- Fall 2004 *Print Regional Design Annual*. Certificate of Merit. Juried. National.
Client: AIGA Austin
- Fall 2004 ADCH: Houston Show 2004. Silver Medal. Juried. Regional.
- Fall 2004 ADCH: Houston Show 2004. Bronze Medal. Juried. Regional.
- Fall 2004 ADCH: Houston Show 2004. Award of Merit. Juried. Regional.
- Spring 2004 DSVC: Dallas Show 2004. Juried. Regional.
- Fall 2003 Art Directors' Club of Houston Exhibition and Competition. Award of Merit. Juried. Regional.
- Fall 2003 Art Directors' Club of Houston Exhibition and Competition. Award of Merit. Juried. Regional.
- Spring 2003 Council for the Advancement and Support of Education (CASE). Gold Medal. Juried. National.
- Spring 2003 Council for the Advancement and Support of Education (CASE). Bronze Medal. Juried. National.
- Fall 2002 ADCH: Houston Show 2002. Award of Merit. Juried. Regional.^L

IV. Service

A. UNIVERSITY

- Fall 2008–2010 University Suspension Appeals Committee
- Summer 2003 Texas State University name change initiative
Collaborated with Professor Jeff Davis in design of primary university identity, and production of graphic standards guidance with the department of Media Relations and Publications.

B. DEPARTMENTAL

- Spring 2009–2010 School of Art and Design Director Search Committee.
Appointed to this committee to search for a director for the newly designated School of Art and Design.

- Fall 2002–present Faculty Advisor: American Institute of Graphic Arts (AIGA) TX State Student Chapter. Ongoing advisory role for a student chapter of the AIGA, the largest professional organization for communication designers in the U.S. The organization is a professional development resource, and maintains chapters in all major design markets. Accepted position as Faculty Advisor following the successful founding of the chapter in 2002.
- Fall 2002–present Art and Design Department Promotions committee.
Appointed to this committee to assist in marketing efforts for the department. The committee advises the department chair on the current and future graphic design and marketing projects regarding promotional materials for the Web and print areas. Committee members take an active role in production of informational and marketing materials for both external and internal audiences
- Fall 2004–present Art and Design Department Visiting Artists committee.
Appointed to this committee for the 2004-2005 school year to assist in selecting guest artist presentations and workshops for the Department.
- Fall 2008 Art and Design Research/Grants/Awards Committee
Appointed to this committee to assist in nomination of faculty representatives for the Presidential Excellence Awards
- Fall 2009 Entry Coordinator, ADCH Student Exhibition and Competition.
Coordinated with the CDP faculty to create comprehensive submission of entries to the ADCH Student Show.
- Fall 2008 Entry Coordinator, ADCH Student Exhibition and Competition.
Coordinated with the CDP faculty to create comprehensive submission of entries to the ADCH Student Show.
- Spring 2008 Volunteer Coordination, Creative Summit Conference.
Coordinated with the conference organizers and AIGA Texas State student group to develop volunteer opportunities for students in this prestigious design event.
- Fall 2007 Art and Design Department Search Committee.
Appointed to this committee for the 2007-2008 school year for a search for a tenure-track professor candidate in the CDP program.
- Fall 2007 Entry Coordinator, ADCH Student Exhibition and Competition.
Coordinated with the CDP faculty to create comprehensive submission of entries to the ADCH Student Show.

- Spring 2007 Volunteer Coordination, Creative Summit Conference.
Coordinated with the conference organizers and AIGA Texas State student group to develop volunteer opportunities for students in this prestigious design event.
- Spring 2007 Art and Design Department Hiring committee.
Appointed to this committee for the 2006-2007 school year for a search for a tenure-track professor candidate in the CDP program.
- Spring 2007 Art and Design Department Faculty Search Presentations.
Participated in candidate presentations and question/answer forums for Studio Drawing and CDP faculty candidates for tenure-track professor lines.
- Fall 2006 Art and Design Department Hiring committee.
Appointed to this committee for the 2006-2007 school year for a search for a tenure-track professor candidate in the CDP program.
- Spring 2006 Art and Design Department Faculty Search Presentations.
Participated in candidate presentations and question/answer forums with three Art History and three CDP faculty candidates for tenure-track professor lines.
- Spring 2006 Creative Summit Volunteer Coordination.
Enlisted the membership of the AIGA student chapter to provide student volunteers to assist in the organization and operation of the Creative Summit conference. Volunteers were given the unique opportunity to meet and interact with internationally and nationally prominent designers as personal guides, and assisted with the judging and presentation of the student portfolio competition.
- Spring 2006 AIGA Student Conference Portfolio Show.
Organized the submission of a representative portfolio of Texas State student work for submission to *Design in the Fast Lane*, a statewide conference for communication design students. The Portfolio was recognized with a best-in-show award.
- Fall 2005 Adjunct Faculty Review.
Participated in review of all CDP faculty adjunct candidates
- Fall 2005 Entry Coordinator, ADCH Student Exhibition and Competition.
Coordinated with the CDP faculty to create comprehensive submission of entries to the ADCH Student Show.
- Summer 2005 Art and Design Department Gallery Marketing Materials.
In collaboration with Jeff Davis and Mary-Mikel Stump, two separate mailers for Fall and Spring, plus individual exhibition postcards, were produced.

- Contribution included the initial design process and follow through on production through the printing process.
- Spring 2005 Art and Design Hiring committee.
Appointed to this committee for the Spring semester to assist in the search for candidates for two tenure-track positions.
- Spring 2005 Academic Computing Committee (ACC) Grant Application (co-author).
Assisted Professor Holly Shields in preparing an ACC Grant to replace Mac workstations in the department's digital video editing suite.
- Spring 2005 Creative Summit Volunteer Coordination.
Enlisted the membership of the AIGA student chapter to provide student volunteers to assist in the organization and operation of the Creative Summit conference. Volunteers were given the unique opportunity to meet and interact with internationally and nationally prominent designers as personal guides, and assisted with the judging and presentation of the student portfolio competition.
- Fall 2004 2004 Runner-Up, Presidential Award for Excellence in Service. College of Fine Arts and Communication, Department of Art and Design.
- Fall 2004 Department of Art and Design—CDP Direct Mail Piece.
Wrote and edited copy for, and assisted in the design and production of, a recruitment brochure which targeted nationally-prominent Communication Design MFA programs to recruit for two tenure-track positions for the Department.
- Fall 2004 Entry Coordinator, ADCH Student Exhibition and Competition.
Coordinated with the CDP faculty to create comprehensive submission of entries to the ADCH Student Show.
- Fall 2004 Adjunct Faculty Review.
Participated in review of all CDP faculty adjunct candidates
- Fall 2004 Art and Design Department Newsletter Design and Production.
Design and production for the first edition of a regular departmental newsletter; collaboration with Acting Chair Dr. Erik Nielsen and Professor Jeff Davis.
- Summer 2004 Art and Design Department Gallery Marketing Materials.
In collaboration with Jeff Davis and Mary-Mikel Stump, two separate mailers for Fall and Spring, plus individual exhibition postcards, were produced.
Contribution included the initial design process and follow through on production through the printing process.

- Spring 2004 ACC Grant for CDP Class Computer Lab.
Authored follow-up report documenting a successful grant that provided substantial funding to replace the obsolete workstations from the ART 502A lab.
- Spring 2004 Co-Chair, Spring CDP Exit Review.
With Co-Chair Assistant Professor Jeff Davis, assisted the student exit review committee in creating marketing materials and coordinating the event. Secured the appearance of speaker Mark Judson (Principal, Judson Design Associates, Houston, Texas) for the event. Setup production files for the event poster and secured film output for producing silkscreen poster limited editions. Assisted in printing of posters with Jeff Davis, Jeffrey Dell, and several student volunteers.
- Spring 2004 Creative Summit Volunteer Coordination.
Enlisted the membership of the AIGA student chapter to provide student volunteers to assist in the organization and operation of the Creative Summit conference. Volunteers were given the unique opportunity to meet and interact with internationally and nationally prominent designers as personal guides, and assisted with the judging and presentation of the student portfolio competition.
- Spring 2004 Participant in Excellence in Teaching & Learning Program.
Continued participation in this University-sponsored, year-long program on behalf of the department.
- Fall 2003 Co-Chair, Fall CDP Exit Review.
With Co-Chair Jeff Davis, assisted the student exit review committee in creating marketing materials and coordinating the event. Secured the appearance of speaker D.J. Stout (Partner, Pentagram, an international design consortium) for the event. Setup production files for the event poster and secured film output for producing silkscreen poster limited editions. Assisted in printing of posters with Jeff Davis, Jeffrey Dell, and several student volunteers.
- Fall 2003 Fall Illustration Program Marketing Materials.
Created and produced Posters and Postcards to promote a joint appearance by Illustrator Anita Kunz at the university. Program was coordinated by adjunct faculty member Marc Burckhardt.
- Fall 2003 AIGA Student Conference Portfolio Show.
Organized the submission of a representative portfolio of Texas State student work for submission to *Design in the Fast Lane*, a statewide conference for communication design students. The Portfolio was recognized with a \$1,000 scholarship award.

- Fall 2003 Entry Coordinator, Art Directors Club of Houston Exhibition and Competition.
Coordinated with the CDP faculty to create comprehensive submission of entries to the Art Directors Club of Houston Student Show.
- Fall 2003 AIGA Student Paper Seminar.
Organized a seminar about printing and paper for the AIGA student chapter.
Enlisted the aid of Amanda Soisson from Clampitt Paper, Austin.
- fall 2003 Participant in Excellence in Teaching & Learning Program.
Selected to participate in this year-long program by the department.
- Summer 2003 Art and Design Department Gallery Marketing Materials.
In collaboration with Jeff Davis and Mary-Mikel Stump, two separate mailers for Fall and Spring, plus individual exhibition postcards, were produced.
Contribution included the initial design process and follow through on production through the printing process.
- spring 2003 DSVC Entry Coordination.
Assisted the CDP faculty with the submission of entries to the Dallas Society of Visual Communications Student Show.
- Spring 2003 Lyle Metzdorf Library Donation.
Secured the donation of a substantial reference library of communication design books, periodicals, and additional materials from this late Texas advertising icon.
Personally picked up and delivered the collection from Houston, and unloaded with the help of several student volunteers.
- Spring 2003 Creative Summit Volunteer Coordination.
Enlisted the membership of the AIGA student chapter to provide student volunteers to assist in the organization and operation of the Creative Summit conference. Volunteers were given the unique opportunity to meet and interact with internationally and nationally prominent designers as personal guides, and assisted with the judging and presentation of the student portfolio competition.
- Spring 2003 ACC Grant for CDP Class Lab.
Authored a successful grant which provided over \$40,000 to replace the obsolete workstations from the old ART 502A lab. Grant purchase equipped a full classroom in the new Joann Cole Mitte Art and Design facility
- Spring 2003 Co-Chair, Spring CDP Exit Review.
With Co-Chair Associate Professor Holly Shields, assisted the student exit review

committee in creating marketing materials and coordinating the event. Secured the appearance of speaker and Texas State CDP-alum Greg Valdez (Judson Design) for the event. Setup production files for the event poster and secured film output for producing silkscreen poster limited editions. Assisted in printing of posters with Jeff Davis, Jeffrey Dell, and several student volunteers.

- Fall 2002 Co-Chair, Fall CDP Exit Review.
With Co-Chair Holly Shields, assisted the student exit review committee in creating marketing materials, coordinating the event, and scheduling the appearance of Texas State CDP alum Nathan Savage (Red Herring, New York, NY).
- Fall 2002 Fall Illustration Program Marketing Materials.
Created and produced Posters and Postcards to promote a joint appearance by Illustrators the Clayton brothers at the university. Program was coordinated by adjunct faculty member Marc Burckhardt.
- Summer 2002 Art and Design Department Gallery Marketing Materials.
In collaboration with Jeff Davis and Mary-Mikel Stump, two separate mailers for Fall and Spring, plus individual exhibition postcards, were produced. Contribution included the initial design process and follow through on production through the printing process.
- Spring 2002 Co-Chair, Spring CDP Exit Review.
With Chair Jeff Davis, assisted the student exit review committee in creating marketing materials and coordinating the event. Secured the appearance of speaker and Texas State CDP-alum Jody Laney (Laney/Gist, San Antonio, Texas) for the event. Setup production files and assisted in printing of posters with Jeff Davis, Jeffrey Dell, and several student volunteers.
- Fall 2001 Promotion & Tenure Document Review Committee.
Served as member of the Promotion & Tenure Document Review Committee. Made revisions to the document to more accurately reflect the activities of instructors in various areas. Document was adopted in the Spring 2002 semester.
- Fall 2001 Art and Design Brochure Design.
Design for an information brochure for the Department in produced in conjunction with acting chair Dr. Erik Nielsen.
- Fall 2001 Co-Chair, Fall CDP Exit Review.
With Chair Jeff Davis, assisted the student exit review committee in creating marketing materials and coordinating the event. Secured the appearance of

speaker and Texas State CDP-alumna Susan McIntyre-Young (Universal Studios, Los Angeles, CA) for the event. Setup production files for the event poster and secured film output for producing silkscreen poster limited editions. Assisted in printing posters with Jeff Davis, Jeffrey Dell, and student volunteers.

- Fall 2001 Fall Illustration Program Marketing Materials.
Created and produced Posters and Postcards to promote a joint appearance by Illustrators Jack Unruh and Jon Flaming at the university. Program was coordinated by adjunct faculty member Larry McIntire.
- Fall 2001 Library Acquisition Recommendations.
Submitted a list of desirable acquisitions for the university library specific to the study of communication design. Submission was made to James Housefield, Chair of the Visual Resource Center (VRC) Committee.
- Fall 2001 Curriculum Committee.
Though not an official member of the committee, I participated in several meetings with the CDP faculty and with the chair. Discussed possible enhancements to the curriculum to respond to issues of technological advancement and needs generated by the changing corporate environment.

C. COMMUNITY

- Spring 2008 Volunteer: Lance Armstrong Foundation.
Contributed assistance in the form of pro bono design services for the LIVESTRONG Challenge, an annual event series that welcomes grassroots fundraisers in the fight against cancer from across the country.
- Fall 2005 Volunteer: Lance Armstrong Foundation.
Contributed assistance in the setup of the annual Peleton Project/Ride for the Roses Weekend, an annual event in Austin that welcomes grassroots fundraisers in the fight against cancer from across the country.

D. PROFESSIONAL

- Fall 2002–present AIGA Austin Board Member.
Currently serving on the governing board of the Austin chapter of AIGA, a national professional organization and advocacy group for designers.
- Fall 2005 Organizer: AIGA Student Design Conference.
Played a lead role in organizing the 2006 AIGA Design in the Fast Lane Conference in Austin. Duties included recruiting event speakers, included nationally-prominent designer Dana Arnett of VSA Partners) Chicago, IL),

design of promotional materials, and moderation of a round table panel of speakers.

- Fall 2005 Organizer: AIGA Austin Fundraiser.
Played lead role in organizing fundraising event Bettin' the Ranch, which raised over \$1,500.00 to help fund chapter activities for professional development and education.
- Summer 2004 Panelist: Austin AIGA Professional Roundtable.
Participated in a roundtable discussion to identify initiatives and priorities for the National AIGA for the 2004-2005 year. Representation as both a practicing designer and design educator. Results were collected from all regional AIGA chapters for review by the national AIGA.
- Summer 2003 AIGA National Leadership Retreat.
Participated in the national organization's leadership retreat in Austin. This 3-day seminar featured presentations from many of the leading designers in the country, as well as workshops on topics such as design education, best practices, ethics, management, and cross-cultural issues.
- Spring 2003 Panelist: Austin AIGA Student portfolio review.
Participated in critiques of student portfolios in an event coordinated by AIGA Austin. The panel included many prominent Austin creatives and principals.

E. ORGANIZATIONS

2. PROFESSIONAL

- Fall 02 to present Member, AIGA.
The leading national, professional organization for communication designers.

F. SERVICE HONORS AND AWARDS

- Spring 2009 Jury Appointment, AAF 7th District Addy Awards
Invitational appointment to for a jury panel for the 7th District Addy Awards, encompassing 900 entries from Alabama, Georgia, Louisiana, Mississippi, and Tennessee. Gold and Silver selections became National Addy finalists
- Fall 2007 2007 Runner-Up, Presidential Award for Excellence in Service. College of Fine Arts and Communication, Department of Art and Design.

- Fall 2006 2006 Runner-Up, Presidential Award for Excellence in Service. College of Fine Arts and Communication, Department of Art and Design.
- Fall 2004 2004 Runner-Up, Presidential Award for Excellence in Service. College of Fine Arts and Communication, Department of Art and Design.