

EDUCATION

August 2004 MFA in Advertising/Design, Marywood University, GPA 3.98

May 1989 BA in Art, Concentration Graphic Design, Mercyhurst College, Summa Cum Laude

TEACHING EXPERIENCE

Fall 96 – 98 Mercyhurst College Part-time Instructor, Non-Tenure Track

Fall 98 – 04 Mercyhurst College Full-time Instructor & Graphic Design Program Director, Non-Tenure Track

Fall 04 – 10 Mercyhurst College Assistant Professor & Graphic Design Program Director, Non-Tenure Track

Fall 10 – 13 Mercyhurst University Assistant Professor & Graphic Design Program Director, Tenure Track

Fall 14 Mercyhurst University Associate Professor & Chair of the Art Department, Tenured

Responsibilities include:

- Curriculum development and instruction of the classes listed below.
- Program Direction (uncompensated) which include course development to build an overall successful and complete program for student training and experiential learning
- Oversight of a 21 unit Mac computer lab.
- Facility and supply maintenance.
- Advisement, on average, of 40 students.
- Recruitment and training of Adjunct Graphic Design Faculty.
- Developer of Individualized Studios (uncompensated until 2011) for focused independent student learning. This includes 13 Lumen Individualized Studios over the years.

CourseWork:

Intro to Graphic Design 28 classes:

Students learn to create and evaluate graphic design through proper use and understanding of communication and design theory, idea generation and design techniques, terminology, and technology. Adobe CS6 computer applications are introduced with emphasis on idea generation, stages of design, and craftsmanship. Blackboard instructional technology is utilized.

Type & Publication Design 14 classes, 2 tutorials:

Students are introduced to InDesign CS6. Style Sheets, grids and proper construction of multi-page documents are stressed through various projects with a culminating brochure project for a not-for-profit client. Student also translate one project into an e-publication. Students finally prepare their resume and portfolio in order to pursue an internship.

Graphic Design History 5 classes, 2 tutorials:

An overview of the last 150 years of Western Graphic Design. The cyclical nature of design styles is examined. Theories of design are compared. In an effort to codify a student's understanding of the outward appearance unique to a design movement, he or she constructs a series of labels in the style of various designers and movements.

COURSE WORK *CONTINUED*

Corporate Identity & Branding *14 Classes:*

Students fully explore contemporary concepts in branding creating a flexible design system for a company of their creation. Then, they apply their acquired knowledge to a client of the Erie Small Business Development Center in small groups creating and pitching branding for local small businesses.

Computer Illustration *10 Classes:*

Students utilize the knowledge acquired from past courses as well as advanced techniques in Illustrator CS6. From the resources provided, students may create illustrations for a book cover, a series of editorial illustrations, giftware ensembles, local businesses, playing cards, and portraiture.

Portfolio Development *15 Classes:*

Students refine and revise past projects, work on one team project, and create self-promotion items. Their refined portfolios have been reviewed at the Mosaic Career Fair in Washington DC, the Erie Ad Club Portfolio Review and both the Cleveland and the Pittsburgh AIGA Portfolio Review. Students must set a personal goal regarding their post-graduate life and investigate a city, geographic area, or graduate school options in order to start applying for employment. The course culminates with a portfolio review by a team of professional designers from the community.

Classes Taught Previously:

Digital Imagery *14 Classes:*

Emphasis is placed on proper care and navigation of a Mac. Tests are administered to ensure proper understanding of the Mac platform, draw programs, and design principles. Projects explore Vector vs. Pixel illustration, Typography/Visual Literacy, and introduce students to their first client.

Introduction to Web Design *5 Classes:*

The application of good design on the web is the focus of this course. DreamWeaver is introduced after students work with HTML code. Information architecture is focused on as an aid to creating a well-structured site.

Senior Annual (Yearbook) *10 Classes:*

A seminar class that dealt with the student production of a 124 page book inclusive of Senior Portraits, sports teams, and the social events in the lives of seniors all constructed around a theme. The 1998 Senior Annual won a recognition in the prestigious Annual How Designs awards. Many other editions won Student Addy Awards.

WINTER 97

INSTRUCTOR, JAMESTOWN COMMUNITY COLLEGE

Intro to Graphic Design Programs:

Students are introduced through a variety of assignments to three major graphics programs Illustrator 5.5, QuarkXpress 3.32, and PhotoShop 4.0. Macintosh Navigation, creativity, basic graphic design concepts, and file management are emphasized.

Layout and Publishing Basics:

Publication Design using QuarkXpress 3.2. Creativity, graphic design concepts, and file management are emphasized.

FALL 96

INSTRUCTOR, EDINBORO UNIVERSITY

Advanced Communication Graphics I: Advanced Publication Design using QuarkXpress 3.2

PREVIOUS WORK HISTORY

OCT. 95 – SEPT. 96

NPR, NATIONAL PUBLIC RADIO, ART DIRECTOR

- Care and Implementation of the NPR Visual Image. Design or Supervision of design projects from concept through completion.

These items include: Corporate Identity maintenance; subsidiary entities; Logo & Business systems; Promotional & Marketing kits; Catalog/Magazine & Newsletters; Merchandise such as pledge incentives; compact discs, Teachers' guides, books, etc.; Business-to-Business Advertisements; Brochures; Direct mail; and company-wide monitoring of design-oriented projects.

- Oversee activities of designers, interns, freelance artists, photographers and printers.
- Maintain budget records for all projects; Make budget recommendations for the design group.
- Interface with printers and suppliers.
- Maintain and make recommendations regarding Mac design programs and hardware.
- Actively participate in various committees: The Capital Committee; Entrepreneurial Task Force; Member Services; 25th Anniversary; Communications.

JAN. 92 – SEPT. 95

NPR'S MARKETING DEPT., PUBLICATION COORDINATOR

- Create marketing design projects from concept through completion.

These items include: Marketing kits; Ads; Brochures; Direct mail pieces; Postcards; *Quarterly Edition* catalog/magazine; National pledge incentives; and all marketing design oriented projects as the need arises.

- Oversee activities of graphics interns, freelance artists, and photographers.
- Interface with printers and suppliers.
- Maintain Mac system and hardware.

SEPT. 89 – DEC. 91

WQLN, PUBLIC BROADCASTING OF NWPA, ART DIRECTOR

- Execute all design projects from concept through completion.

These items include: *Q Programmer*, Advertising; Special event promotion; Press kits; Business system; Pledge incentives; Set design; and all design oriented projects as the need arises.

- Interface with printers and suppliers.
- Oversee activities of graphics interns and volunteers.
- Actively participate in various special events with responsibilities ranging from specific item coordination to total chairmanship.

Events included: *Who Are the People in Your Neighborhood?* Job Fair; Annual TV Auction; March of Dimes Walk-America Remote; Year of the Family Salute; Canadian Fall Preview; Bluegrass Festival; Annual Membership drives.

SCHOLARSHIP: ART SHOWS, PRESENTATIONS & GRANTS

2015 SHOWS

- Meadville Council on the Arts, Photography Show, Meadville, PA
 - Awarded Best in Show for *Tantrum*
- National Association of Women Artists (NAWA) organized by UniteWomen.org, *Voices: An Artist's Perspective*, New York, NY
 - Online Feature: *A Lover and A Fighter* and *Shooting at Castles in the Air*
- *Worn*, a two woman show, 3rd on 3rd, Jamestown NY

PRESENTATIONS

- *Meta-Themes in Graphic Design History*, University College Design Association (UCDA) Education Summit, Brookings, SD

2014 SHOWS

- *Concealed | Revealed*, One Woman Exhibition, Cumming Gallery, Mercyhurst University, Erie, PA
- Mid-Atlantic Juried Exhibition, Hoyt Center for the Arts, New Castle PA
- The 78th National Midyear Juried Exhibition, The Butler Institute of American Art, Youngstown OH
- *The Annual Juried Exhibit*, Delaplaine Visual Arts Education Center, Frederick MD
- *Art Takes Times Square*, See.me.org, New York NY
- Mercyhurst University Faculty Show, Erie PA
- *Friends of Mercyhurst Art Exhibit*, Erie PA

2013 SHOWS

- 40th Annual Hoyt Regional Juried Art Show, New Castle PA
- Mid-Atlantic Juried exhibition, Hoyt Center for the Arts, New Castle PA
- *Art Takes Paris*, See.me.org, (Formerly ArtistWanted.org) New York NY, Artwork featured in Paris show.

2012 SHOWS

- Trumbull Gallery Exhibit, NPAA, Warren OH
- *Creative Hands* Exhibit, NPAA, Erie PA
- Mercyhurst University Faculty Show, Erie PA
- *Friends of Mercyhurst Art Exhibit*, Erie PA
- *The Annual Juried Exhibit*, Delaplaine Visual Arts Education Center, Frederick MD
 - F&M and Kline Galleries, June 2-July 22, Awarded Second Prize: *Mascara*, mixed media mask

PRESENTATIONS

- Co-Presentor at International Society for Technology in Education (ISTE)
 - *Making Beautiful Pixels: Multimedia Design Meets Art Theory*, <http://acelearning.wikispaces.com/>
- *Art Takes Time Square*, ArtistsWanted.org, New York, NY, Artworks featured on Times Square Billboards
- *In Her Shoes*, a grant-funded multimedia production with colleagues Solveig Santillano and Rebecca Ryan; included community involvement, Erie PA
 - Produced 6 short videos and masks utilized for dance number
 - Worked with Technical Director to run video during performance

2011 SHOWS

- Mercyhurst University Faculty Show, Erie PA
- *Friends of Mercyhurst Art Exhibit*, Erie PA

- NPAA Biennial at the Ferrero Gallery, Erie PA
- Women in Art*, Art Show, Schuster Gallery, Erie PA
- Women Create*, Juried Art Show, 3rd on 3rd Gallery, Jamestown NY

GRANT

- Diversity Grant for a Student Poster Design Contest to raise awareness around women's rights and challenges.

2010 SHOWS

- Mercyhurst University Faculty Show, Erie PA
- Erie Summer Festival of the Arts, Juried Art Show, Erie PA

GRANT

- Student Research Fund with Lisa Bathory to stage a show of Artwork,
 - Shown at the Studio 7 Gallery, Show Title: *12 x 12*

2009 SHOWS

- Mercyhurst University Faculty Show, Erie PA
- Women in Art*, Juried Art Show, Schuster Gallery, Erie PA
- Erie Summer Festival of the Arts*, Juried Art Show, Awarded Best in Photography

2005-2008 SHOWS

- Mercyhurst University Faculty Show, Erie PA

2004 SHOWS

- Mercyhurst University Faculty Show, Erie PA
- Go Fish! "Leap Frog"* Public Art Event, Erie PA

2003 SHOWS

- Mercyhurst University Faculty Show, Erie PA
- Mercyhurst Prep Alumni Show, Erie PA

SCHOLARSHIP

- IHM Graduate Scholarship, Scranton PA

2002 SHOWS

- Mercyhurst University Faculty Show, Erie PA
- Go Fish! "Fish Tales"* Collaboration with Toni Kelly, Erie PA

SCHOLARSHIP

- IHM Graduate Scholarship, Scranton PA

2001 SHOWS

- Erie Art Museum Spring Show, Erie PA
- Mercyhurst University Faculty Show, Erie PA

SCHOLARSHIP

- IHM Graduate Scholarship, Scranton PA

2000 SHOWS

- Mercyhurst University Faculty Show, Erie PA

SCHOLARSHIP: DESIGN AWARDS & CLIENT WORK

2009 ERIE AD CLUB AWARDS (AAF DISTRICT 2)

1 Gold: Logo System: *MassiveRush.com*

1 Silver: Website Design: *MassiveRush.com*

2006 ERIE AD CLUB AWARDS (AAF DISTRICT 2)

3 Student Gold: Collateral: Senior Annual; 2006 Art

2005 ERIE AD CLUB AWARDS (AAF DISTRICT 2)

1 Silver: Self-Promo: *Erie Ad Club Goes Retro*

2002 IABC AWARDS

1 Bronze: *Creative Arts Division* Recruitment postcards

2001 ERIE AD CLUB AWARDS (AAF DISTRICT 2)

1 Silver: Erie Art Museum poster: *Continuous Wave*

1999 ERIE AD CLUB AWARDS (AAF DISTRICT 2)

1 Bronze: (formerly distinctive Merit): *TourErie.com*

1998 ERIE AD CLUB AWARDS (AAF DISTRICT 2)

1 Gold: CyberInk Business System

2 Silver: Classified Animated Banner ads; *Aromas WebSite*

3 Distinctive Merit: *Dinger's Dog Bakery Web Site*; *Local Bands Web Site*; *GoErie.com*

FREELANCE CLIENT WORK

JAN. 89 – 92, 2007 – CURRENT

WILL DESIGN FOR FOOD FREELANCE DESIGN

*Freelance design services for a variety of clients.

Client list includes: Bensus Advertising; Cashmere Elegance; CyberInk-Ip; Diamond Cafe; Erie Art Museum; Erie Historical Society; EuroSource; Indigo Ink; National Bank of North East; National Public Radio; Northshore Technological; Massanutten Waterpark; Meridian Creative Group; Northwestern Pennsylvania Artist Association; Pax Christi USA; The Regional Cancer Center; SoMar Dance Group; Sister, Servants of IHM; The Sky Group; The Tillman Group.

*Providing temporary or contract design staffing on a part-time or temporary full-time basis.

SCHOLARSHIP: STUDENT RESEARCH/DESIGN AWARDS

2015 STUDENT ERIE AD CLUB AWARDS (AAF DISTRICT 2)

- 1 Student Gold award
- 1 Student Silver award
- 6 Student Honorable Mentions (Formerly Bronze Awards)

2014 STUDENT ERIE AD CLUB AWARDS (AAF DISTRICT 2)

- 4 Student Gold or Silver awards, to be awarded on March 21st
- 4 Student Honorable Mentions (Formerly Bronze Awards)

2013 STUDENT ERIE AD CLUB AWARDS (AAF DISTRICT 2)

- 1 Gold Award: Art Department Scholarship Brochure
- 1 Silver Award: Student Union Recycling Center,
- 3 Student Bronze awards: ck Brand Strategy Package; *Lumen* Interactive Poetry Chapbook, BrewHurst Beer Labels

2012 NO SUBMISSIONS DUE TO TECHNOLOGICAL DIFFICULTIES WITH THE AAF WEBSITE.

2011 STUDENT ERIE AD CLUB AWARDS (AAF DISTRICT 2)

- 1 Student Silver: Collateral: *Lumen* Interactive Poetry Chapbook

2010 STUDENT ERIE AD CLUB AWARDS (AAF DISTRICT 2)

- 1 Student Gold: Digitally Enhanced Photography, *Through the Looking Glass*

2009 STUDENT ERIE AD CLUB AWARDS (AAF DISTRICT 2)

- Student Best in Show: *Lumen* Poetry Chapbook & Interactive Design
- 3 Student Gold: Collateral: *Lumen* Poetry Chapbook; *Lumen* Interactive Design, *Lumen* Editorial Spread

2008 STUDENT ERIE AD CLUB AWARDS (AAF DISTRICT 2)

- Student Best in Show: *Vegetative Best Management Practices* Manual
- 4 Student Gold: Collateral: *Lumen* Poetry Chapbook, Senior Annual, *Vegetative Best Management Practices* Manual, *Pink Ladies* Greeting Card Set.
- 2 Student Silver: Collateral: *Insert•Yourself* Art Department Promotional Poster; *Men are Pigs* Greeting Card Set
- 1 Student Bronze: Collateral: *Lumen* Interactive Design

2007 STUDENT ERIE AD CLUB AWARDS (AAF DISTRICT 2)

- 3 Student Gold: Collateral: Senior Annual, *Lumen* Poetry Chapbook, *Lumen* Interactive Design
- 2 Student Silver: Collateral: *Eat. Sleep. Breath. Be. Art.* Promotional Poster; *Flora* Card & Gift design

2006 STUDENT ERIE AD CLUB AWARDS (AAF DISTRICT 2)

- 3 Student Gold: Collateral: Senior Annual; 2006 Art Department Calendar; *Elements of Design*: Digital Collage: Environmental Photography

2005 STUDENT ERIE AD CLUB AWARDS (AAF DISTRICT 2)

- Student Best of Show: *Art is...*
- 2 Student Gold: Collateral: Senior Annual; *Art is...*
- 1 Student Silver: Collateral: *Lumen* mixed media

ADDY DISTRICT 2: New York, Washington, Pennsylvania

- 1 Student Gold: *Art is...*
- 1 Student Silver: Mercyhurst College Senior Annual

NATIONAL STUDENT ADVERTISING ADDY AWARD:

- 1 Student Silver: *Art is...*

2004 STUDENT ERIE AD CLUB AWARDS (AAF DISTRICT 2)

2 Student Silver: publication: Senior Annual; Student design: *Lumen*

2003 STUDENT ERIE AD CLUB AWARDS (AAF DISTRICT 2)

2 Student Bronze: Publication: Senior Annual; IABC Call for Entries

2002 STUDENT ERIE AD CLUB AWARDS (AAF DISTRICT 2)

2 Student Gold: Publication: Senior Annual; Student design: *Lumen*

1 Student Silver: Pro Bono work for *Hooked on Books!* holiday card

IABC AWARDS

- 1 Student Gold: Publication: *Art Department* Calendar
- 1 Student Bronze: Publication: Senior Annual

2001 ERIE AD CLUB AWARDS (AAF District 2)

- 1 Student Gold: Publication: Senior Annual
- 1 Student Bronze: *Lumen* Poetry Chapbook

2000 ERIE AD CLUB AWARDS (AAF District 2)

- 1 Student Gold: Publication: Senior Annual

ANNUAL HOW DESIGN AWARDS: The Senior Annual

SERVICE: ERIE/LOCAL COMMUNITY PROJECTS

- 2014 Portfolio Development: *Fresh Face Forward Membership Kit* • Mercyhurst Organizational Leadership Graduate Program
Portfolio Development: *Western PA Undergraduate Psychology Conference* • Psychology Department
- 2012, 2013 Portfolio Development: Snow Board Designs • Core Creative, Erie PA
Board chosen to be produced and sold at Target
- 2007-2015 Corporate Identity & Branding: Logo Design • Small Business Development Center, Erie, PA
Crafty's Beer Tours, Erie PA Simply Put Technology, Erie, PA
Lengel Brothers Farm & Market, Grove City, PA KRS Machining, North East, PA
Al's Awning Shop, Inc., Erie, PA Erie Ale Works, Erie, PA
Talon 6-3, Erie, PA Urbaniak's, Erie, PA
Natural Options, Grove City, PA Scattergun Reserve, Conneautville, PA
Pulakos 926, Erie, PA Engineered Plastics, Inc. (EPI), Erie, PA
Fusion, Erie, PA NickelPlate Mills, Erie, PA
Breakiron, Erie, PA Burton, Erie, PA
3-D Dynamics, Life Coach, Erie, PA Dr. Mak, Erie, PA
Meals on Wheels, Erie, PA Travel Touch Massage, Erie, PA
Erie Promotions, Erie, PA Curriculum Solution Center, Erie PA
SendUs, Erie PA
- 2012 Computer Illustration Technique: • Presque Isle Casino and Racetrack, Erie, PA
- 2011, 2012 Computer Illustration Technique: Book Covers • JMD Productions, Erie, PA
Ghost Rider *Terragon 2050*
Jeremy's Christmas Shoes *Danielle's Wish*
Sleep Whisperer
- 2000-2013 Intro to Graphic Design: Logo Design
i-cubed, North East, PA Condo Behavior Consulting
Munnel Run Farms, Mercer, PA Erie Opera Theatre, Erie, PA
- 2010, 2009 *Women in Transition* Silent Art Auction • Mercyhurst Communication Department
- 2007 Individualized Studio:
Vegetative Best Management Practices A Manual for PA Lake Erie Bluff Landowners
• Mercyhurst & the PA Coastal Zone Management Program, Erie, PA
- 2005 Computer Illustration Technique:
Holiday Card Designs for *Hooked on Books!* • Gannon University, Erie, PA
- 2004-2005 Board Member & Student Affairs Coordinator of the Erie Ad Club
- 2003 Individualized Studio: Publication Design:
Directions II: Guide to Understanding the Well-Being of Children & Families in Erie County, PA.
• Mercyhurst, Civic Institute, Erie, PA

SERVICE: UNIVERSITY COMMUNITY PROJECTS

2013/4	Tom Ridge Archive Gala Project	Mercyhurst University, Erie, PA
2013	COMPUTER ILLUSTRATION TECHNIQUES Recycling System Design for Laker Inn BrewHurst Beer Labels <i>Eurydice</i> , Spring Theatrical Production Promotions	Mercyhurst Office of Sustainability, Erie, PA Mercyhurst BrewHurst, Erie, PA Mercyhurst Theatre Program, Erie, PA
1999-2013	TYPE & PUBLICATION: Art Scholarship Brochure	Mercyhurst Art Department, Erie, PA
2000-2013	INTRO TO GRAPHIC DESIGN: Logo Design Mercyhurst Equality of Women, RSCO, Erie, PA Earth Day, Mercyhurst University, Erie, PA Earth Week, <i>Lose Your Footprint</i> , Erie, PA Evelyn Lincoln Institute for Ethics & Society, Erie, PA <i>Becoming a Global Citizen in Mercy</i> , Mercy Conference, Erie, PA	Earth Day Logo, <i>Seed Soil Soul</i> , Erie, PA Sustainable Community Development, Erie, PA <i>Laker TV</i> , Communications Dept. Erie, PA Mercyhurst College Green Team, Erie, PA
1999-2014	INDIVIDUALIZED STUDIO: <i>Lumen</i> Design	Mercyhurst English Department, Erie, PA
2000-2013	AIGA/ADPRO ADVISOR: Project Sampling AdPro: Calendar Design District & School Mascot & Logo Redesign AAF Portfolio Review chaperone, Heineken Public Service Advertising Campaign, <i>Member Jeremy Hewitt won second place in this national competition</i> National Student Advertising Competition,	Mercyhurst, Erie, PA Fairview School District, Fairview, PA Chicago, IL New York, NY New York, NY
2012	Divine Word Seminary Poster	Mercyhurst History Dept, Erie, PA
2011/12	EXPLORING GENDER & RELATIONSHIPS Oversaw Publicity for events: Posters for the term Flyers for independent events, liaison with PR. Worked with Workstudy to create some pieces. Met with team to get approval. Over 20 events were promoted during that year.	Academic Theme for 2011/12
2011	PORTFOLIO DEVELOPMENT: Gala Invites Green Roof Kiosk Airport Banner Design & Output	PAC Gala, Erie, PA Mercyhurst Green Team, Erie, PA Mercyhurst History Dept., Erie, PA
2015, 2014, 2011, 2010	FSAT CHAPERONE	Mercyhurst Study Abroad, Dunnegarven Ireland Mercyhurst Study Abroad, Southern Italy Mercyhurst Study Abroad, London & Paris Mercyhurst Study Abroad, European Mosaic Mercyhurst Study Abroad, Southern Italy

1999-2007	INDIVIDUALIZED STUDIO: <i>Senior Annual Design</i>	
2006	PORTFOLIO DEVELOPMENT: Presidential Inauguration Design	Mercyhurst, Erie, PA
2004-2006	ART DEPARTMENT: Calendar Design	Mercyhurst Art Department, Erie, PA
2006	Computer Illustration Technique: Banner Designs	Bookstore, Erie, PA

SERVICE: UNIVERSITY COMMITTEES

2014-15	CHAIR OF THE ART DEPARTMENT UNIVERSITY-WIDE MARKETING COMMITTEE	
2012/13-14	FACULTY SENATE SECRETARY DIVERSITY AND INCLUSION COMMITTEE	Chairperson
2011/12	INTERNATIONAL EDUCATION COMMITTEE President's Task Force on MERCYHURST WOMEN IN LEADERSHIP	
2010/11	Integrated Marketing Curriculum Development Committee President's Task Force on MERCYHURST WOMEN IN LEADERSHIP	
2003/07	FACULTY DEVELOPMENT COMMITTEE	Member 03-07; Chair 05-06
2004/05	ASSESSMENT COMMITTEE	

MEMBERSHIP

Erie Ad Federation (Formerly Erie Ad Club)	American Advertising Federation	1998-2010
Northwestern Pennsylvania Artist Association (NPAA)		2011-Current
American Institute of Graphic Arts (AIGA)		2012-Current
National Association of Photoshop Professionals (NAPP)		2013-14
International Baccalaureate (IB) Reviewer		2008-2010
International Society for Technology in Education (ISTE)		2012-2013