

CURRICULUM VITAE

Education and Experience

Education

University of Notre Dame

Notre Dame, Indiana
Master of Fine Arts, May 2003

Indiana University

Bloomington, Indiana
Bachelor of Fine Arts in Graphic Design, August 1993

Experience

Lead Designer/Art Director – Booksource Inc., St. Louis, Missouri

June 2020 to Present

I am the lead creative for Booksource Inc., a national trade book distributor focused on the K-12 education market. I lead the work to re-brand and push the visual presence of the company across a wide range of print, digital marketing and communication materials. I have been responsible for overhauling the production process of our largest publications for clarity and production efficiency and also expanded the company's visual brand to better connect with the broader K-12 literacy market. I am involved in all phases of the design and production process creating solutions for company marketing campaigns. This includes three annual catalogs, downloadable teaching resources, sales brochures and fliers, and 20+ digital marketing campaigns a year incorporating social channels and CRM with HubSpot.

Associate Professor of Design – Wittenberg University, Springfield, Ohio

August 2012 to May 2020

I independently created and grew the graphic design program at Wittenberg University. I was responsible for curriculum development, advising and mentoring students at all levels of the graphic design program, teaching three courses each semester. I organized trips in the region for programs by the AIGA and CSCA. I served as senior thesis advisor for design students preparing for graduation and final exhibition. I organized "after hours" presentations for the students including programs on portfolio preparation, resume development, and strategies for how to obtain internships and ultimately jobs in design. I oversaw Craft, the student run design agency, which provided professional quality design services to the Hagen Center for Civic and Urban Engagement, Wittenberg University and clients in the Springfield area. I proactively worked to develop new opportunities and make changes to the program ensuring that students gained experience for a profession that by its nature is constantly changing. Additionally I served on

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several committees at the university, including chair of the Academic Computing and Library Policies Committee. As a member of the Innovation Task Force, I worked with the Vice President for Strategic Initiatives at Wittenberg identifying areas for growth within the university and identified opportunities for new initiatives and programs.

Assistant Professor of Design – Lamar University, Beaumont, Texas

August 2010 to May 2012

I was responsible for developing, advising and mentoring undergraduate students at all levels of the graphic design program, teaching three courses each semester. I organized and planned trips to the Houston area for programs sponsored by the AIGA. I served as thesis advisor for senior BFA students preparing for graduation and final exhibition. I organized a number of “after hours” presentations for the students including programs on portfolio preparation, resume development, and strategies for how to obtain internships and jobs in design. Additionally I served on several committees within the department and college, including the scholarship and SACS accreditation committee. I worked with the Department of Communications on a cross-department collaboration for an annual student competition promoted by the American Advertising Federation with the Lamar AdFed club and the Department of Communications. I mentored design and advertising majors in the creative development and production of advertising campaigns to presented in this national competition.

Visiting Assistant Professor of Design – University of Notre Dame, Notre Dame, Indiana

August 2009 to May 2010

I was responsible for teaching and mentoring graduate and undergraduate students in the graphic design program, and directing the independent study of BFA thesis students. I served as the faculty advisor for the AIGA student design club and facilitated the planning of trips to Chicago and Indianapolis for programs sponsored by the respective local chapters. I worked to include members of the local and university community as clients, guest critics and speakers in support of class projects. I taught and mentored at all skill levels in both print and interactive design. Additionally, I worked to incorporate design history and topical discussion into every course to provide a rich learning experience in and out of the classroom.

Senior Art Director – Phoenix Creative Co., St. Louis, Missouri

July 2005 to June 2009

At Phoenix Creative I focused on the design, development and promotion of brand identity across a wide range of business-to-business and business-to-consumer marketing and communication materials. I created work for clients in business, education and retail, and have developed point of sale branding campaigns for Anheuser-Busch, as well as internal and external corporate communications for SSM Health Care and Busch Entertainment Corporation. I developed identities and brands for smaller private start-ups and organizations. I was involved in all phases of the design and production process with direct client contact to develop concepts and produced solutions for a variety of complex corporate communication problems.

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Design Director – ProWolfe Partners, Inc., St. Louis, Missouri

July 2004 to July 2005

I created corporate communication material including annual reports, identity, and marketing collateral while working with clients like Zimmer Holdings, Phelps Dodge Corporation, E.W. Scripps, Washington University in St. Louis and other privately held companies. I handled the design and production process through contact with clients, producing solutions for a variety of corporate communication problems. I worked with and directed photographers, illustrators, printers and other vendors in the production process. In addition to doing my own creative work, I served as the creative mentor for half of the creative team at ProWolfe working with younger designers to guide their design solutions and help them grow professionally. This mentorship extended to the hiring and development of the firms design internship program.

Assistant Professor of Design – East Carolina University, Greenville North Carolina

August 2003 to May 2004

I was responsible for directing and mentoring undergraduate students at all levels of the graphic design program, teaching three courses each semester. I served as the faculty advisor for the student design club and facilitated the activities of the club in the planning of trips to the Raleigh area for programs sponsored by the local AIGA chapter. I also organized and ensured that the club participated in various seasonal fund raisers throughout the academic year to earn funds to support student trips and bring in guest speakers. I reviewed senior portfolios for graduation exhibitions and made myself available at any time for informal advising. Additionally, I did a number of “after hours” presentations for the students including programs on portfolio preparation, resume development, and strategies for how to obtain internships.

Graduate Instructor – University of Notre Dame, Notre Dame, Indiana

August 2000–May 2003

I helped develop the curriculum and independently taught the required 2D foundations course used at Notre Dame. This involved working closely with faculty and new graduate students to help them understand the intention and relevance of each project. The basic syllabus I developed continues to be taught in essentially the same manner. The course is designed to challenge students in the areas of figure/ground and basic form/element/color relationships as well as to address and improve craft skills. 2D Foundations is a critical course because it is normally the first time the students have dealt with the kind of problem solving and critical analysis associated with creative exploration. For this reason I place a great deal of emphasis on critique and class discussion. Additionally, the course serves as a controlled introduction to the computer, presenting it as an important tool while still emphasizing hand and craft skills.

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Senior Designer – Paragraphs Design, Inc., Chicago, Illinois

August 1998 to August 2000

At Paragraphs I focused on the design and development of corporate communications material, annual reports, identity, and marketing collateral. I handled all phases of the design and production process and had direct contact with clients to develop concepts and produce solutions. I worked with Fortune 500 clients like United States Gypsum, Baxter Healthcare, and Smurfit-Stone Container Corporation as well as with smaller publicly traded companies and consulting firms like Pittway Incorporated, Diamond Technology Partners, and a wide variety of privately held companies and start-ups.

Senior Designer – McGraw-Hill Higher Education, Burr Ridge, Illinois

April 1995 to August 1998

At McGraw-Hill I developed the interior and cover designs for up to forty textbooks per year. I worked closely with the editors and authors to produce, improve function and usability of college text books. At McGraw-Hill I managed the design department's college internship program. I was responsible for contacting schools, interviews and the management of students hired for semester, paid internships. I worked closely with students, helping them develop skills needed to be effective in a professional creative environment. My objective for each intern was for them to independently manage their own projects from start to finish by the end of their experience. I was also responsible maintaining the departments computers, and disbursement of budgeted funds for upgrades and technology development.

Designer – Lipmann Hearne, Inc., Chicago, Illinois

October 1993 to April 1995

I worked with other staff designers and writers to produce a variety of marketing campaign materials and financial report information to support not-for-profit, philanthropic, health care, and higher education institutions. I personally produced two issues of the John D. and Catherine T. MacArthur Foundation Annual Report of Activities. The annuals' two-hundred plus pages documented and outlined the yearly giving activities from their two-billion-dollar endowment. I was also responsible for the supervision and updating of the department's computer systems and other technology.

Student Computer Consultant – University Computing, Indiana University

Bloomington, Indiana, August 1992 to December 1992

Consultant in graphic computer labs solving user problems. Responsibilities performing general computer maintenance, and working with other consultants as a team to solve network problems.

Graphics Editor – Indiana Daily Student, Indiana University, Bloomington Indiana

January 1992 to May 1992

I managed and trained a staff, assistant editor, designers, illustrators, and freelance cartoonists for the 20+ page full size daily paper. I supervised the visual structure of the paper, designed, directed and oversaw the production of all graphic elements: masts, story tags, info graphics, TV guide and weekly special sections. Always working under the strict deadlines of a daily newspaper. My work contributed to the winning of a number of national awards.

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Professional Activities

Awards and Honors

**Graphic Design USA 58th Anniversary Inhouse Design Award
Bilingual Elementary Workbook to Support at Home Reading**, August 2021
Juried national design competition for creative work in the United States.

**Honorable Mention, London International Creative Competition,
2020 Empty Bowls Poster**, December 2021.
Juried international design competition for creative work.

**American Graphic Design Awards, Mother Stewart's Brewing
Company Identity**, September 2016
Juried national design competition for creative work in the United States.

Print Magazine Regional Design Annual Selection, Empty Bowls Poster,
October 2015. Juried national design competition for creative work in the United States.

American Graphic Design Awards, Empty Bowls Poster, December 2014
Juried national design competition for creative work in the United States.

AIGA Design Revival, First place, design concept development.
September 2014. First place award for childrens book concept design and development
for the conference design competition.

Kaneb Center Teaching Award, 2003
Following my nomination by Notre Dame Art Department faculty, I was presented with
the outstanding teaching award, which is given to graduate students that have shown
exceptional skills in the classroom and as mentors.

The Juggler: Creative mentor, art director for *The Juggler*, Notre Dame's student literary magazine.
With student design volunteers, I helped the publication win several design awards from the Indiana
Collegiate Press Association in the Literary Magazine category, including:

Literary Magazine of the Year, 2003
First Place: The Juggler

Best Cover Design:
Third Place: The Juggler, Spring 2003

Best Single Issue:
First Place: The Juggler, Winter 2003
Second Place: The Juggler, Spring 2003

Best Overall Design:
First Place: The Juggler, Spring 2003
Second Place: The Juggler, Winter 2003

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Awards and Honors

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Featured in: **2001 The Big Book of Design Ideas**, copyright 2001, Watson Guptill Identity and Stationary System for Physicians Interactive, an on-line drug information system.

Silver Medal, Best All Around Presentation, 1999 ARC Awards

United States Gypsum (USG) 1999 annual report "The Better Way". The central idea of the annual was to promote the workforce of the corporation and illustrate how every employee is working to do their job in the most efficient way possible.

Star Performer, McGraw Hill Higher Education

Nominated and awarded by managers and peers. Eight employees out of nine-hundred received this award in 1997–1998

Regional and National Pacemaker and Best of Show, Best Overall College Newspaper, 1992 Group award presented to the editorial staff of the Indiana Daily Student while I served as Graphics Editor, given to the paper in recognition of its overall excellence.

Published Work

SO WHAT'S NEXT?, November 2010, AIGA Houston Voice Newsletter

SO WHAT'S NEXT?, November 2011, AIGA Houston Voice Newsletter

An article distributed to chapter student members discussing the opportunities and challenges awaiting them in the professional world of design, offering advice and mentorship as to what to do and how to proceed in preparing for and entering professional life after school.

The Big Book of Design Ideas, copyright 2001, Watson Guptill

Physicians Interactive Identity and Business Papers

Print Magazine Regional Design Annual Selection, 2015 Empty Bowls Poster,

October 2015. Inclusion in the annual review as juried by design professionals in the field of the best graphic design work done in the United States.

American Graphic Design Awards, 2014 Empty Bowls Poster, December 2014

Juried national design competition for creative work in the United States completed in 2014.

American Graphic Design Awards, Mother Stewart's Brewing

Company Identity, September 2016

Juried national design competition for creative work in the United States.

Graphic Design USA 58th Anniversary Inhouse Design Award

Bilingual Elementary Workbook to Support at Home Reading, August 2021

Juried national design competition for creative work in the United States.

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Creative
Research

Lamar University Web Site Redesign, Lamar University, Beaumont Texas
Worked as the design director along with the development team to define and create the visual and functional direction for the university's on line development.
Lamar University, on going work from August 2010 to May 2012

InTune, Wittenberg University
iPhone App design and development in partnership Professor Daniel Kazez,
Department of Music, November 2012

Fall Dance Concert, Wittenberg University, Department of Theatre and Dance,
November 2012

Big or Small Save Them All!!, Colleges Against Cancer T-shirt, October 2012

Optional June Orientation, Office of the Provost, Wittenberg University
Identity and print material design, June 2013

The Natural Springs Assessment Workshop, Office of the Provost,
Wittenberg University, Poster and brochure design, May 2013

BTI Financial, Identity and Promotion materials, March 2013

City of Springfield, Ohio Storm Water Utility, April 2013
Storm water advertising outdoor campaign

Covenant Children's Academy, Identity and materials, April 2013

Grace or the Art of Climbing, Wittenberg University, Department of Theatre and Dance,
Poster Design, February 2013

The Open Classroom Project, Office of the Provost, Wittenberg University
Poster Design, February 2013

The Mystery of Edwin Drood poster, Wittenberg Theater Department, March 2014

Habitat for Humanity of Clark County, Benefit materials, March 2014

Wittenberg Annual Report, Office of Advancement, 2014

Bullock Math Academy Annual Report, September 2014

Boy Gets Girl, Wittenberg University Theater Department February 2014

Empty Bowls Poster, Wittenberg University, 2014

2015/16 Wittenberg Series Poster, Wittenberg University, June 2015

Wittenberg Summer Camp Registration and camp materials, May 2015

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Creative Research

CONTINUED

Mother Stewart's Brewing Company

Identity, branding and print and digital collateral Mother Stewart's Brewing Company, Springfield Ohio, October 2015.

Hagen Center Identity, Wittenberg University, November 2015

Empty Bowls Poster, Wittenberg University, 2015

2016/17 Wittenberg Series Poster, Wittenberg University, June 2016

Springfield Culture Fest 2016, Promotion, Identity development and electronic collateral July 2016

Exhibition Catalog for the work of Dallas, Texas artists Phil Shore, Sculptor and Sherry Giryotas, Painter, October 2016

Summer School Promotional Materials, Wittenberg School of Graduate and Professional Studies, March 2018 and 2019

Professional Membership

Columbus Society of Communicating Arts (**CSCA**), Member 2012-2020
University and College Designers Association (**UCDA**), Member since 2010-2019
American Institute of Graphic Arts (**AIGA**), Member since 1990-2020

AIGA Houston, **Education Director**, June 2010- December 2012

Chicago Book Clinic, Pub Tech, **Conference Design Chair
and Design Director** July 1998

Lectures, Presentations

February 2010, **Lecture and Presentation** of creative work and design philosophy, University of West Georgia, Carrollton, Georgia

January 2010, Lecture and presentation of creative work and discussion of design for social issues, College of St. Scholastica, Duluth Minnesota

October 2011, **Lecture and Presentation on Identity Design**, Millsaps College, Jacksonville Mississippi

Invited guest AIGA Cincinnati Board of Directors meeting, October 2012
Asked to attend and contribute ideas to develop ideas for how the chapter could better create programming to serve its student membership.

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Lectures,
Presentations

CONTINUED

March 2013, **Presentation to the Wittenberg University Board of Directors** on the mission and development of the student design firm Craft.

October 2013, Louisville Kentucky, University and **College Designers Association, Design Conference Presentation, Vantage Point!**. Member of a panel of designers who each gave a presentation on creative motivation and idea generation then sat as a member of the panel for the session discussion.

Invited guest AIGA Cincinnati Board of Directors meeting, November 2012

CSCA **Creative Best Judging Team**, November 2014,
Part of the team of designers tasked with the review and judging of work submitted by members to the organization's annual creative review.

Invited Critic, November 2014, Cedarville University, Senior design student reviews

Invited lecture and presentation, Ethics in Graphic Design, April 2015
Presentation to undergraduate students at Indiana University, Indiana University, Henry Radford School of Fine Arts, Bloomington, Indiana

Senior Portfolio Reviews, Indiana University, Indiana University, Henry, April, 2015
Radford School of Fine Arts, Bloomington, Indiana
Invited to critique the work of 28 senior design majors portfolios.

Program
Review

April 2015, **Advisory Board Member**, Cedarville University, Design Program
Invited as part of a five member committee of educators and practicing designers from Cincinnati, Columbus and the Miami Valley to critique and evaluate the design program at the university. The board reviewed all aspects of the Cedarville design program from foundations to capstone and internship programs and then gave recommendations for areas of improvement and development.

April 2019, **Program Review**, University of Massachusetts Lowell
Invited as part of a committee to evaluate the design program at University of Massachusetts Lowell. The review is in support of their effort to become accredited with the National Association of Schools of Art and Design (NASAD).

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Lectures and
Presentations

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Henry Radford School of Fine Arts, Bloomington, Indiana

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Lowell. The review is in support of their effort to become accredited with the National Associa-
tion of Schools of Art and Design (NASAD).

Grant
Applications

Faculty Research Fund, Spring 2015, for development of silk sreen studio, \$1500

Course Revision Grant for improvements in ART 101, 2D Foundations Course, \$200

Course Revision Grant for improvements in ART271, Graphic Design, \$200

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Workshops Given

Millsaps College, Jacksonville Mississippi, October 2011

Ran a two-day workshop on design and social issues. Developed designs with students to encourage and call attention to the importance of everyone's participation in the democratic process through voting.

Workshops Attended

Silk Screen Workshop, Dayton Printmakers Cooperative, Dayton Ohio, August 2014

I attended the two-day workshop on silk screen to increase my understanding of the process, critique created work and learn new techniques used in the silk screen printing production.

Silk Screen Workshop, Dayton Printmakers Cooperative, Dayton Ohio, August 2016

I attended for a second time the two-day workshop on silk screen to increase my understanding of the process, critique created work and learn new techniques used in the silk screen printing production. I chose to attend a second time because my first experience proved valuable in my effort to continue to push my creative work off of the computer.

Professional Meetings, Lectures and Conferences

I make a strong effort to inject my students and myself into the design community in the Miami Valley and beyond. These efforts have included the development of the design firm CRAFT and attendance of events with the AIGA and CSCA. The exposure of my students to the professional world of design has primarily been through the organization of trips to events in Columbus, Cincinnati and Indianapolis. I continually work to encourage and arrange for students to attend these programs with me.

As a result of this effort I have students that are now members of the CSCA and AIGA and have volunteered assisting with events. This is important on two fronts, first that it allows our students to meet professionals in the field and second it gets the word out in the creative community that Wittenberg has an active and engaged design program.

The following is a partial list of events I have attended with my students.

September 2012, Lecture by **Brian Singer** for the CSCA

September 2012, **CSCA Design Summit: Inside the mind of the client**

September 2013, lecture by **George Eid, Area 17**

August 2013, lecture by **Joe Ching, Lucas Arts**

July 2013, lecture by Ellen **Lupton, Curator, Cooper-Hewitt,
National Design Museum**

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Professional
Meetings,
Lectures and
Conferences

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March 2013, lecture by **Stephen Coles**, author and typographer
February 2013, **Volunteer Information Night** for the CSCA
January 2013, **Eric T Johnson**, designer, Charles S. Anderson Design Company
December 2013, lecture by **Jessica Walsh**, AIGA Cincinnati
January 2014, **CSCA Volunteer Meeting** for the CSCA
September 2014, **Design Revival Retreat**, AIGA Cincinnati
October 2014, **CSCA Design Summit**
January 2015, **CSCA Volunteer Meeting** for the CSCA
February 2015, lecture by **Hatch Show Prints**, CSCA
February 2015, lecture, **Crafting Type, Brian Patrick Todd**, AIGA Indianapolis
June 2015, UCDA Workshop, **A Day at The American Sign Museum**
August 2015, CSCA lecture by **Kathleen Shannon**
September, 2015, CSCA lecture by **Derek Friday**
October 2015, **CSCA Design Summit**
November 2015, AIGA Indianapolis, lecture by **Aaron Draplin**
November 2015, University of Cincinnati lecture by **Michael Bierut**
April 2016, **DKNG Lecture** for the CSCA
September 2016, **David Vawter**, for the CSCA
April 2019, **UCDA Design Summit**

University
Committee
Memberships

Academic Computing and Library Policies Committee, Wittenberg University,
2013-2016, Chair of committee as of the 2015 academic year.
University Programing Committee, Wittenberg University, 2013-2016
Innovation Task Force, Wittenberg University, 2013-2016
University Planning Commission, Wittenberg University, April 2016-2019
Athletic Policy and Recreation Committee, September 2016-2019

CRISPIN
PREBYS
Graphic
Designer

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References

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