



QUALIFICATIONS

M.A. Visual Communication (equivalent to an M.F.A. in the U.S.A.)
University of Central England, Birmingham, U.K.

BTEC Higher National Certificate in Graphic Design (equivalent to an associate degree in the U.S.A.)
Matthew Boulton College, Birmingham, U.K.

BTEC National Certificate in Computers
Walsall College of Technology, Walsall, U.K.

BTEC First Certificate in Business & Finance
Walsall College of Technology, Walsall, U.K.

TEACHING EXPERIENCE

Adjunct Faculty (part-time)
City College, San Francisco

1/2010 to 12/2011

Duties: I taught an intermediate graphic design and multimedia process and production classes. In the intermediate graphic design class students were taught concept development strategies through a series of assignments and exercises which demonstrated design process and application of key principles and visual theories to design projects.

The multimedia process and production class introduced students to key components of the process behind creating websites from concept design, pre-planning documentation such as project briefs, site maps, personas, wireframes, storyboards through to production using Dreamweaver, XHTML, CSS and final online delivery using FTP. A section of the class was taught online using Insight/Moodle content management system.

Responsibilities involved designing online, in-person and hybrid versions of courses and developing appropriate content for each, setting up group collaboration forums, assigning clients to student groups and supervising the re-design of existing websites to include improved design features, such as new logo/brand designs, page layouts, color schemes and navigational systems, as well as integrating technical aspects such as css, blogs, rss feeds and content management systems. Previously I taught an advanced multimedia production class where students worked in teams on real-world projects and with clients to produce websites.

E-learning Adjunct Faculty (part-time)
Academy of Art University, San Francisco

9/2009 to 12/2011

Duties: I taught the following online classes: Graduate Digital Design Studio, Digital Tools, History of Graphic Design and Graphic Design 1: Visual Communication, using a proprietary online content management system. Duties involved managing discussions on key subject areas relating to design, updating of online course material, providing feedback on designs during critique sessions and grading.

Visiting Professor in Design and Technology
San Francisco Art Institute, San Francisco

1/2008 to 5/2010

Duties: My role involved teaching the following classes: Conceptual Design and Practice, Digital Literacy, Internet Tools and Techniques and Graphic Agitation. Responsibilities included designing classes around the practice and integration of media and digital technologies, both online and offline. Courses included research, practice and theory ranging from concept development, through to production of fully functional websites and motion graphics utilizing design principles, information design and interactivity. I also participated in curriculum development, assessment, graduate portfolio reviews and national portfolio days.

Adjunct Professor in Graphic Design/Animation/Media Arts
California College of the Arts, San Francisco

9/2007 to 5/2008

Duties: I designed and taught the following classes in the graphic design and media arts departments:

Flash Workshop – students were introduced to animation principles and techniques, storyboarding, motion theory, sound, video, digital art, interface design and creative/functional navigation design in order to create online websites and animations using Flash.

Introduction to Graphic Design – a course covering fundamental principles and elements of design through a series of lectures, readings, discussions and assignments on key aspects of design and typography. Emphasis was placed on generating ideas, concept development strategies, and acquiring problem-solving skills using both hand and computer-based skills. Students were also introduced to Illustrator, Photoshop and InDesign.

Tools 1 – an introductory course where students learned to use Photoshop, Illustrator and InDesign. Key concepts relating to print design and output were covered along with concept development strategies through the application of software to design based assignments.

Duties: As the coordinator of the graphic design emphasis, my duties involved curriculum development, scheduling of classes, supervising the work of the Director of Visual Arts Technology, development and integration of student advisement strategies, mentoring of students through directed studies/external design projects, assigning of classes to adjunct faculty, preparation of yearly budget items in regards to technology/equipment needs and undertaking various committee work throughout the University including job searches. My professional practice involves undertaking design work for both internal and external clients. Research interests include examining successful methodologies of integrating learning technologies and processes behind creative problem solving into a design curriculum. I taught and designed the following classes.

Design for Web – a junior/senior level class presenting a cross-disciplinary approach to learning key aspects of web design through a series of theoretical, practical and design-related workshops, concentrating on approaches to creative problem-solving, graphic design for screen, human-centered design, interactive and interface design principles, information architecture, optimization and navigational strategies, accessibility and usability issues for the online delivery of content. Students were introduced to XHTML and CSS based technologies as well as Dreamweaver and Flash.

Design Portfolio – a senior level class concerned with producing a final self-promotional package including web/cd/dvd design portfolio, flat book portfolio and complete stationery set – cover letter, resume and business card. Students participated in critique sessions on creative and conceptual development of portfolio material. Theoretical aspects pertaining to developments of Internet and network technologies were presented and discussed through case studies and articles. Issues such as cross platform development, search engine optimization, design for web, information design, integration of digital video, compression techniques, as well as job search strategies, targeting employers and preparing for interviews were covered. Guest lecturers from industry, alumni and career planning were invited to attend and participate in class critiques and discussions.

Motion Graphics – a junior/senior level class introducing students to time-based communication strategies through the integration of a range of media and visual and/or oral narratives. Students were required to present creative media design solutions utilizing storyboarding techniques and develop their process of problem-solving strategies using a sketchbook. Readings and case studies provided insight into historical and theoretical aspects of motion design as well as discussions on the cultural context of target audiences from a global perspective. Students were given opportunities to develop their understanding of animation, timing, use of typography, composition and visual literacy aspects that could be utilized effectively as part of a motion graphics project using sound, video, graphics and animation. Students were introduced to After Effects, Final Cut Pro and Soundtrack.

Introduction to Graphic Design – a freshman/sophomore level class, introducing students to principles of graphic design, grids, visual hierarchy, and typography through readings, lectures, assignments, discussions and critique sessions. Sketchbook/concept development, design history, publication design and print based design techniques were also covered through practical and theoretical assignments. Students were introduced to Adobe InDesign, Illustrator and Photoshop.

Assistant Professor of Graphic Design **8/2004 to 8/2005**
University of San Francisco, San Francisco

Professor of Computer Art **9/1999 to 6/2004**
Savannah College of Art and Design, Savannah, Georgia

Lecturer/Senior Lecturer, Electronic Media **2/1999 to 9/1999**
University of Wolverhampton, Wolverhampton, England

Visiting Lecturer, Graphic Communication **9/1997 to 6/2000**
University of Wolverhampton, England

Visiting Lecturer, Electronic Media **9/1996 to 6/1999**
University of Wolverhampton, England

Temporary Lecturer, NVQ II Information Technology **1/1995 to 6/1995**
Bilston Community College, England

Visiting Lecturer, staff development **9/1994 to 12/1994**
University of Wolverhampton, England

Visiting Lecturer, Photography **9/1993 to 6/1995**
University of Wolverhampton, England

**PROFESSIONAL
DESIGN
EXPERIENCE**

Web Graphic Designer (contract) **10/2011 to 12/2011**
Levi Strauss & Co., San Francisco

Duties involved concept design and production of a range of web assets for e-commerce including email newsletters from concept through to final delivery using HTML, extensive editing of images, including color correction, cropping and creative placement on a variety of banner sizes, optimization of images for web, design of landing pages and updates to current web sites.

Web Designer (contract) **12/2010 to 2/2011**
BeeBliss, California

Duties involved editing existing web pages including design of new type treatments, layout of content areas, updating product image shots and production of online ads.

Designer (contract) **5/2010 to 10/2010**
CloudShare, Inc., San Mateo

Duties included design and production of sales and marketing collateral, brochures, online ads, postcards, article reprints, web-based product demos and page layouts.

Curriculum Designer and Coordinator (contract) **1/2010 to 2/2011**
The BizWorld Foundation, San Francisco

Duties involved designing and creating artwork for curriculum material, which taught school kids business skills. I designed layouts, charts, diagrams, newsletters, brochures, large multi-page workbooks, manuals and supplemental materials using Adobe InDesign, Photoshop and Illustrator, as well as coordinating production of curriculum kits with external companies and consultants. I also sourced and implemented stock imagery, undertook extensive photo editing and compiled images in Photoshop and Illustrator layouts for use in teaching and learning materials.

Art Director/Web/Print Designer **5/2009 to 6/2011**
Kenchez Hair Salon, Wolverhampton, England

Duties involved the design and development of a website, logo and print collateral including stationery, promotional material including full-color flyers and posters, loyalty cards, appointment cards and price lists.

Visual Interface/Web Designer **2/2008 to 12/2008**
PlanetOut, Inc. San Francisco

Duties involved the visual design of web pages, applications, graphical elements, headers, ad units, blog pages, e-commerce forms, email campaigns and newsletters, including production of page mockups from wireframes. Responsibilities also included updating style guides, producing icons and emoticons for use in chat applications, production of animated gifs, uploading status bars, masks, sourcing and editing stock imagery, preparation of Photoshop layout files for developers, which involved outlining detailed specifications of content areas, as well as generating assets in appropriate formats. I also participated in quality assurance and user testing aspects of site development, which involved generating documentation of feedback and extensive error reporting.

Art Director/Web/Print Designer
Ava Apple, San Francisco **4/2007 to 6/2008**

Duties involved the visual design and development of new website, logos and associated websites for Latin Symbolics, Symbolic Mambo and Ava and Rodolfo. Final sites can be viewed online at www.avaapple.com.

Freelance Web Designer **8/2007 to 4/2008**
Flair Designs, San Francisco

As a freelance designer, I worked on a range of web design projects, which involved production of animated gifs and web pages using CSS, XHTML, Dreamweaver and Flash.

**VOLUNTEER
EXPERIENCE**

AIGA San Francisco, Board Member/Chair of Education **6/2006 to 6/2008**

Responsible for organization and planning of studio 5 design outreach project, annual portfolio day, enrichment scholarship award and educational representative for the San Francisco chapter.

Promax/BDA North America and World Gold Awards, Judge 3/2006 and 3/2007
Reviewed/judged 120 entries of professional motion graphics work from all over the world consisting of motion graphics, stings, commercials and promos.

AIGA Events Committee, Volunteer 2/2006 to 9/2006
Duties involved setting up various design-related events for the design community, educators and professionals in San Francisco.

**EXHIBITIONS/
CONFERENCES/
ACHIEVEMENTS**

Motion Graphic Design: Applied History and Aesthetics by Jon Krasner, Focal Press 4/2007
Student work produced in motion graphics class during fall 2006 and fall 2004 published in book.

College Arts Association 95th Annual Conference, New York 2/2007
Presentation of peer-reviewed paper titled "**Application of a sketchbook to a motion graphics project**" published in annual conference proceedings.

Hawaii 5th Annual International Conference on Arts and Humanities, Honolulu 1/2007
Presentation of peer-reviewed paper titled "**Design in Motion**" published in annual conference proceedings.

AIGA Design Frontier Conference, Colorado 12/2006
Presentation of peer reviewed paper titled "**Flexibility and focus in the design of a Graphic Design curriculum**" published on web posting.

Teaching Motion by Steven Heller 4/2006
Student work produced in motion graphics class published in book.

Amnesty International USA 11/2004
Student work from motion graphics class requested for donation and inclusion in local events.

**PROFESSIONAL
MEMBERSHIPS**

AIGA, San Francisco 11/2004 to 11/2008

College Art Association (CAA) 5/2006 to 5/2007

Association for Computing Machinery (Siggraph) 3/2006 to 3/2007

Broadcast Design Association (BDA) 11/2005 and 11/2006

SOFTWARE SKILLS

Proficient in the following software on Macintosh and PC platforms:

PhotoShop	Illustrator	InDesign
Dreamweaver	XHTML	CSS
Fireworks	Flash	Basic ActionScripting
WordPress	Microsoft Office	After Effects
Final Cut Pro	SoundTrack Pro	3D Studio Max