

CURRICULUM VITA

ACADEMIC APPOINTMENTS

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| Assistant Professor of Graphic Design Indiana Wesleyan University Division of Art+Design | 2026–Present |
| Instructor of Graphic Design Indiana Wesleyan University Division of Art+Design | 2022–2026 |
| Director, The Foundry (In-House Design Studio) Indiana Wesleyan University Division of Art+Design | 2022–Present |

EDUCATION

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| Master of Fine Arts, Communication Design Kutztown University of Pennsylvania <i>Thesis: How Sports Branding Builds Culture & Community</i> | 2023–2026 |
| Bachelor of Science, Graphic Design & Photography Indiana Wesleyan University | 1997–2001 |

TEACHING & PEDAGOGICAL FOCUS

- Practice-based learning and client-embedded studio projects
- Professional portfolio development and career preparation
- Industry workflow simulation (branding, identity systems, UX & interface design)
- Design research, semiotics, and visual rhetoric
- Collaborative and interdisciplinary studio practice
- Faith-integrated design education and ethical professional practice

ACADEMIC TEACHING INTERESTS

- Branding systems, typography systems, and identity design
- Graphic design history in contemporary visual communication
- Sports branding, fan culture, and community-based design
- Design for impact and entrepreneurship
- Professional practice and career preparation in graphic design
- User experience and interface design
- Emerging technologies in design education
- Study-abroad and global design education

TEACHING EXPERIENCE

Practice-based graphic design educator specializing in branding, identity systems, typography, user experience, and professional preparation. Courses emphasize industry workflows, collaborative studio practice, client engagement, and design research informed by professional standards.

Studio & Core Courses:

DES-101 Design Fundamentals
 DES-201 User Experience Design
 DES-202 Typography
 DES-251 Making Meaning (Semiotics & Visual Rhetoric)
 DES-252 Advanced Typography
 DES-302 Identity Design
 DES-305 Interface Design
 DES-351 Service & Research Design
 DES-360 Advanced Graphic Design & Layout
 ART-392 Design for Sports Marketing

Capstone & Professional Practice:

DES-405 Capstone Studio
 DES-451 Design for Social Entrepreneurship

Faculty-Led Study Abroad & Travel Courses:

ART-392 Iceland Photography & Design — Lead Faculty
 ART-392 Switzerland & Germany Design Travel Course — Lead Faculty

PROGRAM & ACADEMIC LEADERSHIP

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| Coordinator Graphic Design Program Indiana Wesleyan University | 2022–Present |
| Coordinator Graphic Design Program Minor Indiana Wesleyan University | 2022–Present |
| Director The Foundry (In-House Design Firm) Indiana Wesleyan University | 2022–Present |
| Faculty Advisor IGNITE Indiana Wesleyan University | 2026–Present |
| Lead Faculty & Coordinator Iceland Photography & Design Travel Course | 2024 |
| Lead Faculty & Coordinator Switzerland & Germany Design Travel Course | 2026 |

PREVIOUS ACADEMIC APPOINTMENT

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| Adjunct Professor of Graphic Design Indiana Wesleyan University Division of Art+Design | 2003–2007 |
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Courses Taught:

273 Introduction to Computer Graphics
 473 Advanced Computer Graphics / Branding

PROFESSIONAL & CREATIVE PRACTICE (SELECTED)**RMD**

Principal/Creative Director

2006–Present

Practice focuses on branding systems, identity design, and strategic communication for public, private, and non-profit organizations. Responsibilities include creative direction, brand development, project management, budgeting, vendor relations, campaign concepting, copywriting, and leadership of multidisciplinary design teams.

Selected clients include: Ruth's Chris Steak House, TCC, KPaul, eGov Strategies, CORE Business Solutions, Mesa Medical, IMMI, City of Noblesville, US Sports Advisors, Preferred Global, INDOT, Priority Physicians, and WorkSmart Systems.

MediaSauce

Art Director

2005–2006

Responsible for the design and art direction on clients' websites. Other duties included team management and photo direction.

MillerBrooks

Art Director

2004–2005

Responsible for the concept and production of advertising, flash presentations, trade show graphics and marketing material.

Galyans Sports & Outdoor

Senior Designer

2002–2004

Responsibilities included advertising and brand concept development, private-label branding, environmental and retail graphics, art direction for photography, and national campaign production for retail and sporting goods environments.

PUBLICATIONS & DESIGN RECOGNITION

Jaffe Financial Services Branding | Logo Lounge Master Series, Volume 3

NatureScape Outdoor Branding | Logo Lounge, Volume 6

RESEARCH & CREATIVE ACTIVITY**Research**

Leipzig Is Ours

2025–Present

Practice-based research project examining how global and local sports brands shape cultural identity and community engagement, with case studies in European football branding and community-centered clubs.

Book Manuscript (in progress)

Beyond the Game - How Sports Branding Builds Culture & Community

2025–Present

Practice-based and research-informed book, developed from and expanded on from my MFA thesis research, examining the cultural, social, and economic impact of sports branding and design systems.

Creative Research Project (in development)

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| StoryBook AI | 2025-Present |
| AI-powered interactive storybook and projection-mapped learning environment for collaborative storytelling and real-time visual generation in design education. | |

EXHIBITIONS

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| Iceland Photography Group Exhibition | 2024 |
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INVITED LECTURES, PANELS & GUEST CRITIQUES

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| Indiana Wesleyan University, Business Division Guest Speaker & Presenter | 2007 |
| IUPUI Small Business Marketing Summit Speaker & Panelist | 2008 |
| Art Institute of Indianapolis Portfolio Review, Guest Critic & Speaker | 2010 |
| Indiana Wesleyan University Design Club Guest Speaker | 2011 |
| Indiana Wesleyan University Advertising & Marketing Guest Speaker & Presenter | 2013 |
| Noblesville High School Web Design Guest Speaker & Presenter | 2016-2017 |
| Indiana Wesleyan University Senior Seminar Guest Speaker & Presenter | 2017 |
| Indiana Wesleyan University Art + Design Division Guest Speaker & Presenter | 2022-Present |
| Heritage Christian School AP Art Guest Speaker & Presenter | 2022 |
| Indiana Wesleyan University Senior Portfolio Guest Speaker & Presenter | 2022 |
| Indiana Wesleyan University Capstone: Business Practices Guest Speaker | 2024-Present |
| Indiana Wesleyan University Ideation II Guest Speaker | 2025 |
| Heritage Christian School Photography Guest Speaker & Presenter | 2025 |

UNIVERSITY & PROFESSIONAL SERVICE**University Service:**

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| Indiana Wesleyan University Art + Design Division Marketing Committee | 2022-Present |
| Indiana Wesleyan University Art + Design Division Creative Research Group | 2022-2023 |
| Indiana Wesleyan University Athletic Committee | 2024-Present |
| Indiana Wesleyan University Wildcat Academy (Art + Design) Camp Co-Director | 2025 |

Professional & Community Service:

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| AYS Board Member Marketing Advisor | 2007-2010 |
| Six Points Church Awana Program Co-Leader | 2012-2017 |
| Six Points Church Capital Campaign Design & Marketing Advisor | 2016 |
| Marion Easter Pageant Design & Marketing Advisor | 2018-2025 |

PROFESSIONAL AFFILIATIONS

AIGA Indianapolis

TECHNICAL & PROFESSIONAL SKILLS

- Adobe Creative Cloud and web platforms
- Branding systems, identity design, and visual communication
- UX and interface design workflows
- Typography and visual systems
- Design research and design thinking methodologies
- Photography (film, digital, and commercial)
- Print production and digital publishing workflows
- Leadership of multidisciplinary creative teams

REFERENCES

Available upon request.