

Updated:
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Assistant Professor, Graphic Design
East Tennessee State University
College of Arts & Sciences
Art & Design Department
Ball Hall, 410
strube@etsu.edu
423-439-4627

104 Helen Court
Johnson City, TN 37604
johnathon@strube.design
strube.design
815-501-5012

I. EDUCATION

Degrees Conferred

2016 *Northern Illinois University—Master of Fine Arts, M.F.A.—Visual Communication*
School of Art & Design—College of Visual of Performing Arts—DeKalb, IL

2006 *Northern Illinois University—Bachelor of Arts, B.A.—History*
College of Liberal Arts & Sciences
Minor—Studio Art—Visual Communication
School of Art & Design—College of Visual of Performing Arts—DeKalb, IL

International Study

2009 *Northern Illinois University—Design & Architecture: Italy, Switzerland & Spain*
Study Abroad Summer Intensive
School of Art & Design, College of Visual of Performing Arts—DeKalb, IL

Licenses & Certifications

2022 *Google—Foundations of User Experience (UX) Design—Certificate*
Facilitated by Coursera
Feb 14

II. EXPERIENCE

Academic Appointments

2021- *Assistant Professor—Graphic Design*
East Tennessee State University—Johnson City, TN
Graphic Design Area—Art & Design Department
Visual Arts Program—College of Arts & Sciences

2019-21 *Assistant Professor—Graphic Design*
University of Nebraska at Omaha—Omaha, NE
Graphic Design Concentration—Studio Art Department
School of the Arts—College of Communication, Fine Arts & Media

2012-19 *Full-Time Instructor—Visual Communication*
Northern Illinois University—DeKalb, IL
Visual Communication Department—Design & Media Arts Division
School of Art & Design—College of Visual of Performing Arts

2017 *Adjunct Instructor—Graphic Design*
College of DuPage—Glen Ellyn, IL
Graphic Design Department—Arts, Communications & Hospitality Division

2011 *Adjunct Instructor—Visual Communication*
Northern Illinois University—DeKalb, IL
Visual Communication Department—Design & Media Arts Division
School of Art & Design—College of Visual of Performing Arts

2010 *Adjunct Instructor—Visual Communication*
Northern Illinois University—DeKalb, IL
Visual Communication Department—Design & Media Arts Division
School of Art & Design—College of Visual of Performing Arts

2009 *Adjunct Instructor—Visual Communication*
Northern Illinois University—DeKalb, IL
Visual Communication Department—Design & Media Arts Division
School of Art & Design—College of Visual of Performing Arts

Professional Practice & Studio Experience

- 2012-
Principal & Creative Director—Heart Giants—Johnson City, TN
Founder and owner of multi-disciplinary design studio working with small business and not-for-profit clients. As principal designer, lead all aspects of project development: client intake, research, strategy, design, art-direction, production, project management and execution.
- SELECT CLIENTS
Center for New Community, GlobeMed, Leap Year Project, Made by We, 988 Suicide & Crisis Lifeline, Woman Made Gallery, Youth Build
- 2011-12
Designer & Front-End Developer—Tilt Shift—Chicago, IL
Founder and partner of a multi-disciplinary design studio working with socially-conscious clients. As one of four in a small collaborative studio, duties included: client intake, strategy, design, production, project management and execution. Worked across all web and UI projects as sole Front-End Developer.
- SELECT CLIENTS
Future Founders Foundation, GlobeMed, Illinois Educational Foundation, Neighborhood Story Project, Zealous Good
- 2007-11
Designer—Illinois Association of School Business Officials—DeKalb, IL
In-house designer concerned with creation and coordination of all collateral materials, web material and online content. Responsible for creation of various motion/video projects for online and environmental presentation. Art Director of association magazine along with multiple print responsibilities.
- 2005-07
Associate Design Editor—Sun-Times News Group, Beacon News—Aurora, IL
Design-Editor/Art-Director of daily sports section, supplemental content presentations and weekly multi-regional advertorial sections across six publications.

III. TEACHING

Courses Taught: East Tennessee State University

- ARTA 5901
Graduate Independent Study: Graphic Design
Course created to operate in concert with ongoing graphic design sections or self-directed research. Enrolled students complete projects and a series of individual writings to expand their theoretical investigation and analytical understanding.
- ARTA 4989
Internship / Cooperative Education
Off-campus experiential learning that provides practical experience in a professional work environment. Students secure positions with agencies or businesses to gain mentorship while completing credit-based graphic design work and degree requirements.
- ARTA 4916
Graphic Design Portfolio & Exhibition
Preparation of student portfolios for graduate school, internships, and/or career opportunities. This course allows for the creation and presentation of self-defined design projects required for completion of the undergraduate BFA Capstone Exhibition.
- ARTA 4906
BFA Studio Art Capstone: Graphic Design
Culminating studio course for the BFA student, to be taken with the student's studio advisor during their final semester. Course format provides structured presentation and critique sessions with external reviewers toward culmination of BFA Capstone Exhibition.
- ARTA 4901
Undergraduate Independent Study: Graphic Design
Course operating in concert with ongoing graphic design sections or self-directed research.
- ARTA 4304
Senior Projects in Graphic Design
The focus of this graphic design studio course is to design and produce problem-based design solutions that will reflect professional standards in preparation for career objectives. The results of this individualized design investigation are directed toward the BFA Studio Art Capstone: Graphic Design and Graphic Design Portfolio & Exhibition.
- ARTA 3403
Advanced Typography
Course developed to expand expertise in designing with type. Typography projects will push creative boundaries of expression and experiment with diverse media. An emphasis on structural, technical, and communicative properties in contemporary design practice.

- ARTA 3402 *Intermediate Graphic Design*
Studio course devoted to the design and implementation of multi-dimensional concepts and solutions. Course introduces UX/UI principles using humanity-centered research methods to establish an objective-driven design process.
- ARTA 3401 *Typography*
Studio course exploring type form and content relationships. Projects emphasize type design, page layout, and font manipulation to bring visual resonance to a written message.
- ARTA 2401 *Graphic Design Theory*
Introductory course focusing on visual communication theory and concept development. The purpose of this course is to reinforce visual literacy, communication theory, research skills, and problem solving.
- ARTA 2202 *Layout and Production*
Introductory course focusing on fundamental theories related to layout, technical aspects of analog and digital reproduction or publication. This course uses project-based learning to engage a design process for crafting functional and objective visual communication.
- Courses Taught: University of Nebraska at Omaha**
- ART 4530 *Art Internship*
Tutored internship with local arts or design institutions that introduce students to working as an apprentice within a defined studio practice. Students gain pre-professional experiences and skills that increase awareness and practices within their field of study.
- ART 4170 *Graphic Design Studio*
An advanced, capstone course where students work individually and in teams to design thesis research projects, create professional portfolios, present work to the public and complete client projects for on and off-campus organizations.
- ART 3130 *Graphic Design I*
Students in this course focus on the essential elements of Graphic Design as a discipline and practice. Students learn tools, terminology and theory related to Graphic Design as a professional and artistic practice. Students learn conceptualization skills, digital/analog composition skills, an articulated design process and the relationship between the designer and their social/historical context.
- ART 2300 *Web Design*
Students gain an introduction to basic web design skills and topics, with an emphasis on interaction, functionality and usability principles by exploring how visual communication is created and presented in a Web-based environment.
- ART 2200 *Type Design & Typography*
Students explore the foundational practice of typeface design as well as the theory and practice of typography and layout. This intensive studio course focuses on the skills, theory, and history relevant to letterform construction and stylistic typographic application.
- Courses Taught: Northern Illinois University**
- ART 490 *Independent Research*
Advanced students explore independently defined topics and create self-initiated solutions related to an individually structured design process.
- ARTD 412 *Advanced Visual Communication II*
Students explore the design of content-rich and interactive publishing systems through the development of an editorial perspective and interdisciplinary campaigns.
- ARTD 411 *Advanced Visual Communication I*
Students explore visual identity and branding issues with a focus on organizational goals, strategic positioning and multi-platform implementation.
- ARTD 405 *Professional Practices in Design*
Students gain insight into being a working practitioner: client relationships, financial/legal issues, professional responsibilities and other associated industry matters.
- ARTD 319 *Interaction Design II*
Students expand experience with interaction, functionality and usability principles by designing solutions for content management systems and mobile platforms.

- ARTD 318 *Interaction Design I*
Students gain experience with interaction, functionality and usability principles by exploring how communication is created and presented in a Web-based environment.
- ARTD 311 *Intermediate Visual Communication I*
Students explore typography, imagery and design process through an introduction to visual/corporate identity, branding and related communication design issues.
- ARTS 215 *Fundamentals of Graphic Design*
Students explore typographic terminology, formal relationships and design process with a focus on concept, craft and presentation.
- ARTD 212 *Image in Visual Communication (formerly Type & Image)*
Students study type and image relationships with an emphasis on conceptual presentation as symbolic or representational narrative through singular or sequential formats.
- ARTD 211 *Typography*
Students explore the use of type within composition to further knowledge of terminology, typesetting standards, legibility and formal structure.
- ARTD 201 *Introduction to Visual Communication*
Students are introduced to graphic design in historical/contemporary contexts. Students explore design process with a focus on typographic and compositional structures.
- ART 102 *2-D Foundation Design*
Students explore design elements and formal principles through the study of space, composition and application within digital and analog media.

Courses Taught: College of DuPage

- GRDSN 2206 *Web/Interactive Design 2*
Students plan and develop interactive design concepts for use on the Web and mobile interface platforms using industry-standard tools and techniques.

Courses Taught: Historical & Scheduled Record

Course No.	Course title	Institution	Semester
ARTA 3401	Typography	ETSU	Fall 2024
ARTA 3402	Intermediate Graphic Design	ETSU	Fall 2024
ARTA 2401	Graphic Design Theory	ETSU	Spring 2024
ARTA 3403	Advanced Typography	ETSU	Spring 2024
ARTA 3402	Intermediate Graphic Design	ETSU	Fall 2023
ARTA 4304	Senior Projects in Graphic Design	ETSU	Fall 2023
ARTA 4906	BFA Studio Art Capstone: Graphic Design	ETSU	Fall 2023
ARTA 4916	Graphic Design Portfolio & Exhibition	ETSU	Fall 2023
ARTA 4989	Internship/Cooperative Education	ETSU	Fall 2023
ARTA 2401	Graphic Design Theory	ETSU	Spring 2023
ARTA 4304	Senior Projects in Graphic Design	ETSU	Spring 2023
ARTA 4906	BFA Studio Art Capstone: Graphic Design	ETSU	Spring 2023
ARTA 4916	Graphic Design Portfolio & Exhibition	ETSU	Spring 2023
ARTA 2202	Layout & Production	ETSU	Fall 2022
ARTA 3402	Intermediate Graphic Design	ETSU	Fall 2022
ARTA 4989	Internship/Cooperative Education	ETSU	Fall 2022
ARTA 5901	Graduate Independent Study: Graphic Design	ETSU	Fall 2022
ARTA 2202	Layout & Production	ETSU	Spring 2022
ARTA 2401	Graphic Design Theory	ETSU	Spring 2022
ARTA 5901	Graduate Independent Study: Graphic Design	ETSU	Spring 2022

Courses Taught: Historical & Scheduled Record (cont'd)

Course No.	Course title	Institution	Semester
ARTA 2401	Graphic Design Theory	ETSU	Fall 2021
ARTA 3402	Intermediate Graphic Design	ETSU	Fall 2021
ARTA 4901	Undergraduate Independent Study: Graphic Design	ETSU	Fall 2021
ART 2200	Type Design & Typography	UNO	Spring 2021
ART 3130	Graphic Design I	UNO	Spring 2021
ART 4170	Graphic Design Studio	UNO	Spring 2021
ART 4530	Art Internship	UNO	Spring 2021
ART 3130	Graphic Design I	UNO	Fall 2020
ART 4170	Graphic Design Studio	UNO	Fall 2020
ART 4530	Art Internship	UNO	Fall 2020
ART 2300	Web Design	UNO	Summer 2020
ART 3130	Graphic Design I	UNO	Spring 2020
ART 4170	Graphic Design Studio	UNO	Spring 2020
ART 3130	Graphic Design I	UNO	Fall 2019
ART 4170	Graphic Design Studio	UNO	Fall 2019
ARTD 319	Interaction Design II	NIU	Spring 2019
ARTD 212	Image in Visual Communication (formerly Type & Image)	NIU	Spring 2019
ARTD 212	Introduction to Visual Communication	NIU	Spring 2019
ARTD 411	Advanced Visual Communication I	NIU	Fall 2018
ARTD 201	Introduction to Visual Communication	NIU	Fall 2018
ARTD 319	Interaction Design II	NIU	Spring 2018
ARTD 212	Type & Image	NIU	Spring 2018
ART 490	Independent Research	NIU	Fall 2017
ARTD 311	Intermediate Visual Communication I	NIU	Fall 2017
ARTD 201	Introduction to Visual Communication	NIU	Fall 2017
ART 102	2-D Foundation Design	NIU	Fall 2017
GRDSN 2206	Web / Interactive Design 2	COD	Spring 2017
ARTD 319	Interaction Design II	NIU	Spring 2017
ARTD 212	Type & Image	NIU	Spring 2017
ARTD 311	Intermediate Visual Communication I	NIU	Fall 2016
ARTS 215	Fundamentals of Graphic Design	NIU	Fall 2016
ARTD 201	Introduction to Visual Communication	NIU	Fall 2016
ARTD 490	Independent Research	NIU	Spring 2016
ARTD 412	Advanced Visual Communication II	NIU	Spring 2016
ARTD 319	Interaction Design II	NIU	Spring 2016
ARTD 211	Typography	NIU	Spring 2016
ARTD 405	Professional Practices in Design	NIU	Fall 2015
ARTD 318	Interaction Design I	NIU	Fall 2015
ARTD 201	Introduction to Visual Communication	NIU	Fall 2015
ARTD 412	Advanced Visual Communication II	NIU	Spring 2015

Courses Taught: Historical & Scheduled Record (cont'd)

Course No.	Course title	Institution	Semester
ARTD 212	Type & Image	NIU	Spring 2015
ARTD 411	Advanced Visual Communication I	NIU	Fall 2014
ARTD 201	Introduction to Visual Communication	NIU	Fall 2014
ARTD 212	Type & Image	NIU	Spring 2014
ARTD 201	Introduction to Visual Communication	NIU	Fall 2013
ARTD 212	Type & Image	NIU	Spring 2013
ARTD 311	Intermediate Visual Communication I	NIU	Fall 2012
ARTD 201	Introduction to Visual Communication	NIU	Fall 2012
ARTS 215	Fundamentals of Graphic Design	NIU	Spring 2011
ARTD 212	Type & Image	NIU	Spring 2011
ARTS 215	Fundamentals of Graphic Design	NIU	Spring 2010
ARTD 212	Type & Image	NIU	Spring 2010
ARTS 215	Fundamentals of Graphic Design	NIU	Spring 2009

Directed Student Learning: East Tennessee State University

2024 SP	<p><i>Capstone Committee Member</i> Lydia McNabb, <i>Wicker</i> Samuel Musgrave, <i>Culturally Complex</i> Jady Sadlowski, <i>Find your Glimmers</i> Cassandra Van Roosendaal, <i>ADHD Rox</i> Tessa Williams, <i>Get Real</i> Nathan Wurmser, <i>Overkill</i></p>
2023 FA	<p><i>Capstone Committee Chair</i> Abigail Bennett, <i>SOAR</i> Emily Garcia, <i>D.E.F.Y.</i> Madison Miller, <i>Gather</i></p>
2023 SP	<p><i>Capstone Committee Chair</i> Audra Miller, <i>Curious & Curiouser</i> Carson Haley, <i>How Hate Grows: Empowering Communities to Stop Hate</i> Emily Gilland, <i>Miss Chaotic Creative</i> Saydee Nye-Fox, <i>White Out: Saving Tomorrow's Coral</i> William Rains, <i>Creative Vision</i></p>
2022 FA	<p><i>Capstone Committee Member</i> Caroline Gibson, <i>Zodiac Zines</i> Kelsey Hunley, <i>I Hope You Feel Something</i> Mackayla McBrien, <i>Interrelations</i> Madison Denny, <i>Why So Anxious?</i> Olivia Bloomer, <i>Smile</i> Sarah Grace Wright, <i>Lighter Dark</i></p>
2022 SP	<p><i>Capstone Committee Member</i> Dana Brown, <i>Final Girl Survival Co.</i> Emily Flores, <i>Flodex</i> Eric Terry, <i>Silent Auction</i> Jenesis Fisher, <i>Jot Plot</i> Keely Melton, <i>Hear Me</i> Mads Brewer, <i>The Derivative</i> Sierra Stanley, <i>The Religious Trauma Project</i></p>
2021 FA	<p><i>Capstone Committee Member</i> Austin Blevins, <i>The Educational Boundaries of ASD</i> Lianne Kelley, <i>Seasoned in the South</i> Steven Perrotta, <i>Garden Heat</i></p>

Student Awards

- 2024 Addy's, American Advertising Federation—REGIONAL, PROFESSIONALLY JURIED
Kaitlyn Honeycutt, *Teracot*
Cross Platform Integrated Campaign
Silver, Student
- 2023 *The Fletcher Exhibit: Social & Politically Engaged Art*—REGIONAL, PROFESSIONALLY JURIED
Nathan Lanning, *No Color*
Award of Design Excellence, Student
Kaitlyn Honeycutt, *Playgrounds for All*
Award of Design Excellence, Student
Madison Holman, *I Love You*
Award of Design Excellence, Student
- 2023 UCDA Student Poster Design Initiative: *Same/Difference*—NATIONAL, PROFESSIONALLY JURIED
Nathan Lanning, *No Color*
First Place
Kaitlyn Honeycutt, *Playgrounds for All*
Second Place
Madison Holman, *I Love You*
Honorable Mention
- 2023 Addy's, American Advertising Federation—REGIONAL, PROFESSIONALLY JURIED
Devyn Barger, *Pork-Fection*
Online/Interactive—Application (Mobile or Web-Based)
Judge's Choice, Student (Highest Honor)

Workshops & Teaching Beyond the Classroom

- INVITED & EXTERNAL WORKSHOPS
- 2020 *Start with an -ISM: Using Visual Rhetoric as Social and Cultural Discourse*—NATIONAL
Northern Illinois University—School of Art & Design—DeKalb, IL
Feb 11
Risograph printing workshop exploring visual rhetoric and activist production techniques.
This hands-on workshop engages participants to position their ideological perspectives as actionable communication. Participants review historical examples to understand oppressive ideology and cultural -isms. Participants then produce original messages that provoke dialogue or action.
- INTERNAL WORKSHOPS
- 2021 *Learning Together Day: "One Region, One Purpose, Every Child"*—REGIONAL
East Tennessee State University—Department of Art & Design—Johnson City, TN
Oct 22
Risograph printing workshop exploring visual rhetoric and photo re-production techniques.
Created to inspire K-12 art and design educators in using analog materials to produce original typographic messages or abstract images; explore how these techniques can be simulated with digital strategies; and adapt this experience as an interactive workshop within their own classrooms.
- 2018 *Exploring STEAM through Digital Arts*—INSTITUTIONAL
Northern Illinois University—School of Art & Design—DeKalb, IL
Jul 21-26
Visual storytelling workshop exploring digital tools to present personal narratives or emotions and cultural themes. Middle-school students explore digital photography and video-editing to create conceptual narratives—cultural perception, cyber-bullying and human kindness.
- 2017 *American Art & Design Education Program*—INSTITUTIONAL
Northern Illinois University—School of Art & Design—DeKalb, IL
Jun 23-27
Administered in conjunction with Xi'an University of Technology, Xi'an, China. This workshop explored the use of visual communication in presenting cultural narrative, allowing Chinese participants working in an American context to create works that conceptually presented their culture to an American audience, specifically Chicago, IL.

IV. SCHOLARSHIP

Publications

- 2022 *Discarded: Reflections on a Pandemic*. Ed. Saskia Van Kampen. April 2022, 126–127.
- 2021 Strube, Johnathon. “Quaran-Taught: An Educator’s Thoughts on the Issues of Remote Teaching.” *Designer*. Volume 46, Issue 3, Fall 2021, 10–12.
<https://www.ucda.com/quarantaught/>
- 2021 Strube, Johnathon. “Design Justice: Community-Led Practices to Build the World We Need.” Review of *Design Justice: Community-Led Practices to Build the World We Need*. *Design and Culture: The Journal of the Design Studies Forum*. Volume 13, Issue 2, July 2021, 246–248. DOI: 10.1080/17547075.2020.1831294
<https://www.tandfonline.com...10.1080/17547075.2020.1831294>

Sessions: Chair

- 2022 *Designing Ethics*—PEER-REVIEWED, NATIONAL
Water Shed: 2022 SECAC Annual Conference
Maryland Institute College of Art—Baltimore, MD
Oct 26–29
Conference session considering research and pedagogy that promotes ethical standards in design curriculum; explores design as a method for social, cultural, and ecological sustainability; seeks to redesign the role of technology and industry values; and prioritizes professional accountability toward elevating the human condition.
- 2021 *Designing Ethics*—PEER-REVIEWED, NATIONAL
SECAC Annual Conference
University of Kentucky—Lexington, KY
NOV 10–13 (event cancelled due to Covid-19 pandemic—to be delivered at 2022 conference)

Panels: Chair

- 2021 *Re-Centering (and De-Centering) in Design Education*—PEER-REVIEWED, NATIONAL
UCDA Design Education Summit: {Re-}
University of The Incarnate Word—San Antonio, TX
May 26 (delivered online as result of Covid-19 pandemic)
Panel discussion exploring the future of theory, methods, and content in the design classroom. Panelists included Anne Galperin, Associate Professor, State University of New York at New Paltz; Karin Jager, Associate Professor, University of the Fraser Valley; Saskia van Kampen, Assistant Professor, San Francisco State University; and Lesley-Ann Noel, Ph.D., Professor of Practice, Tulane University.

Panels: Contributor

- 2024 *Design Workshops as Transformative Teaching Tool*—PEER-REVIEWED, NATIONAL
UCDA Design Education Summit: Immerse
Arizona State University—Mesa, AZ
May 20–22
Panel discussion examining the precedents and methodologies informing design workshops. Aiming to unravel how design workshops are framed across educational levels, from pre-college to graduate studies, by highlighting case studies and shared experiences. The panel further discusses how the participatory design and co-design methods are incorporated into varied pedagogical practices.
- 2024 *Systems That Changed My Workflow*—INVITED, REGIONAL
AIGA, The Professional Association for Design—Asheville Chapter
Mojo Co-Working Event Hall—Asheville, NC
Mar 21
- 2023 *Beyond the Paperwork: A Discussion on How to Better Assist Students with Disabilities in the Creative Classroom*—PEER-REVIEWED, NATIONAL
UCDA Design Education Summit: Same/Difference
Bowling Green State University—Bowling Green, OH
May 21–22
Panel discussion aimed to start a dialogue about working with students with disabilities and/or those who are neurodiverse in the design classroom. Panelists discuss university resources (or lack thereof) and provide faculty with resources to address the challenges in assisting these students unique to art and design classrooms.

- Roundtables: Chair**
- 2022 *Diverse Discussions: Women’s Rights Are Human Rights*—INSTITUTIONAL
Reece Museum
East Tennessee State University—Johnson City, TN
Apr 28
- 2021 *Quaran-Taught: Lessons from Teaching in a Global Pandemic*—PEER-REVIEWED, NATIONAL
UCDA Design Education Summit: {Re-}
University of The Incarnate Word—San Antonio, TX
May 24 (delivered online as result of Covid-19 pandemic)
Roundtable discussion seeking to identify lessons, practices, methods, and
strategies learned from design educators following the Covid-19 pandemic.
- Papers & Presentations**
- 2024 *Personal Agency: A Starting Point for Scoping BFA Capstone Projects*—PEER-REVIEWED, NATIONAL
UCDA Design Education Summit: Immerse
Arizona State University—Mesa, AZ
May 20–22
- 2024 *Money v. Humanity: Design Education More Than Industry Ready*—PEER-REVIEWED, NATIONAL
Mid-America College Art Association Virtual Conference: Sattelite
Auburn University—Auburn, AL
Mar 21–23
- 2023 *Pabellon, D. and Strube, J. (2023) Between Practice, Pedagogy, and Place:
How Auto-Ethnographic Reflection Can Guide Design Educators in a
Divided Country*—PEER-REVIEWED, NATIONAL
UCDA Design Education Summit: Same/Difference
Bowling Green State University—Bowling Green, OH
May 21–22
- 2023 *Pabellon, D. and Strube, J. (2023) Between Practice, Pedagogy, and Place:
How Auto-Ethnographic Reflection Can Guide Design Educators in a
Divided Country*—PEER-REVIEWED, INTERNATIONAL
Seventeenth International Conference on Design Principles & Practices:
New Agendas for Design: Principles of Scale, Practices of Inclusion
Polytechnic Institute of Lisbon—Lisbon, Portugal
Mar 29–31
- 2022 *van Kampen, S., Galperin, A., Jager, K., Noel, L., and Strube, J. (2022) Where do we go from
here? Rethinking the design studio after the Covid-19 pandemic, in Lockton, D., Lenzi, S.,
Hekkert, P., Oak, A., Sádaba, J., Lloyd, P. (eds.), DRS2022: Bilbao, 25 June - 3 July, Bilbao,
Spain. <https://doi.org/10.21606/drs.2022.345>*—PEER-REVIEWED, INTERNATIONAL
- 2022 *Designing Personal Agency*—PEER-REVIEWED, NATIONAL
Mid-America College Art Association Virtual Conference
Slippery Rock University—Slippery Rock, PA
Mar 31–Apr 2 (delivered online as result of Covid-19 pandemic)
- 2021 *Pedagogical Perspectives on Sustainability and Diversity Practices
within the Design Classroom*—PEER-REVIEWED, INTERNATIONAL
AICAD Symposium: Must Give Us Pause: Diversity + Sustainability
Nov 4–6 (delivered online as result of Covid-19 pandemic — app.glueup.com/event/2021-aicad-symposium)
- 2020 *The User Experience of Research Presentations:
Leveraging the Design Process as a Framework for Constructing User-Centered
Solutions to the Design of Research Presentations*—PEER-REVIEWED, NATIONAL
International Design Engineering Technical Conferences
& Computers and Information in Engineering Conference
The American Society of Mechanical Engineers—St. Louis, MO
Aug 17–19 (delivered online as result of Covid-19 pandemic — event.asme.org/IDETC-CIE-2020)
- 2020 *The Kids are Alright with Voting: A Case Study in Using Mobile Devices
as Ethnographic Research Tools*—PEER-REVIEWED, NATIONAL
UCDA Design Education Summit: Human-Centered
Drake University—Des Moines, IA
Jul 1 (delivered online as result of Covid-19 pandemic — ucda.com/designeducationsummit)

- 2018 *Poster As Social Discourse*—PEER-REVIEWED, NATIONAL
UCDA Design Education Summit: Good Design Works
Youngstown State University—Youngstown, OH
May 21–22
- 2018 *Making Thoughts*
Design Inspiration Weekend: NEXT—Society of Typographic Arts—Chicago, IL
Jan 12–14
- 2017 *Creating a Rigorous Graphic Design Foundation Course: Preparing Diverse
First Year Visual Communication Students for Success*—PEER-REVIEWED, NATIONAL
UCDA Design Education Summit: Hand and Machine
Kutztown University—Kutztown, PA
May 22–24
- 2012 *Branding and Entrepreneurship Panel Discussion with Firebelly University*
Debbie Millman’s Masters in Branding Class—School of Visual Arts—New York, NY
Mar 30
- Grants Received & Funded Research**
- 2024 *Mary B. Martin Award*— \$5,000.00—PEER-REVIEWED, INSTITUTIONAL
College of Arts & Sciences—East Tennessee State University—Johnson City, TN
Submitted: Feb 2024 (currently under peer-review)
- 2022 *Mary B. Martin Award*— \$18,500.00—PEER-REVIEWED, INSTITUTIONAL
College of Arts & Sciences—East Tennessee State University—Johnson City, TN
Submitted: Jan 2022 / Awarded: Mar 2022
- 2020 *High Tech Grant*— \$9,000.00—PEER-REVIEWED, INSTITUTIONAL
College of Communication, Fine Arts & Media—University of Nebraska Omaha—Omaha, NE
Submitted: Dec 2019 / Awarded: Feb 2020
- 2020 *Open Educational Resource Grant*—\$2,500.00—PEER-REVIEWED, INSTITUTIONAL
Criss Library—University of Nebraska Omaha—Omaha, NE
Submitted: Jan 2020 / Awarded: Feb 2020
Teaching grant awarded for the creation, development and inclusion of Affordable Content and
Open Educational Resource materials for an *Introduction to Graphic Design* course.
- Interviews: Digital**
- 2018 *Design.Edu Today Podcast: “Adding Social Context to Interactive Design Courses”
with Anne Berry, Cleveland State University & Johnathon Strube, Northern Illinois University*
UCDA Design Education Summit: Good Design Works
Youngstown State University—Youngstown, OH
May 21–22
Invited by Gary Ronzanc to discuss teaching interactive design projects with socially-focused
content, with further discussion on the role of interactive mediums in our current culture.
- Interviews: Print**
- 2017 *Design for Good*
Frank Magazine, Vol. 6., Columbia College, Chicago, IL, (March 2017): p. 8:11–13. Mar 2017
- Awards & Honors**
- 2024 *Writing Space’s Book Proposal Workshop*—PEER-REVIEWED, NATIONAL
Writing Space—Chicago, IL
Mar 6, Apr 8
Invitation-only program facilitated in collaboration with Bloomsbury to provide focused
feedback for design faculty developing book proposals.
- 2020 *Design Incubation Fellowship—Design Incubation*—PEER-REVIEWED, NATIONAL
St. John’s University—New York, NY
Jun 4–Jun 6
Awarded mentor fellowship for written research project with emphasis on editing
for peer review and project specific publishing options.
- 2019 *Show. Nebraska—Gold, Professional*—PEER-REVIEWED, REGIONAL
AIGA, The Professional Association for Design—Nebraska Chapter—Omaha, NE
Nov 23
Show. Nebraska is AIGA Nebraska’s annual, juried design competition. Awarded top honor
in ‘Print/Traditional Methods’ category for BENT promotional poster.

- 2012 *Invited Designer, Tomorrow Labs—Stories of Change Impact Lab*—NATIONAL
Tomorrow Partners, Sundance Institute, Skoll Foundation—Berkeley, CA
Apr 30–May 4
Filmmakers and social entrepreneurs worked with designers to accelerate storytelling and technology solutions. This week-long, immersive design charrette culminated with presentations aimed at seed funding.
- 2011–12 *Fellowship, Firebelly University*—PEER-REVIEWED, NATIONAL
Firebelly Design—Chicago, IL
Sep 5–May 31
A real world alternative to an MBA, this nine-month intensive entrepreneurial incubator brought together five designers, with a social awareness, from across the country to start and run a design studio; support a not-for-profit; and develop social enterprise opportunities.
- 2010 *Camper, Camp Firebelly*—PEER-REVIEWED, NATIONAL
Firebelly Design—Chicago, IL
Jun 21–Jun 30
An intensive apprenticeship program bringing together 10 designers from around the country to learn and create work for two Chicago not-for-profit organizations within 10 days. Collaborated on research, concept, design and production. Completed work included print materials and hand-crafted products.
- 2009 *Assistant & Collaborator*—REGIONAL
Moving Design, Thirst—Chicago, IL
Jan 19–May 15
Served Thirst Design for their initial expression of Moving Design, a collaborative project working leading initiatives that inspire change through the power of design. Coordinated communication and remote lectures for student projects and feedback.
- Solo Exhibitions**
- 2024 *What Does It All Mean?*
Slocumb Galleries—East Tennessee State University—Johnson City, TN
Jan 16–Feb 9
- 2016 *Assemblage of Meaning: MFA Thesis Exhibition*
Gallery 215—Northern Illinois University, School of Art & Design—DeKalb, IL
Apr 7–11
- Group Exhibitions**
- 2021 *FLEX*
Reece Museum—East Tennessee State University—Johnson City, TN
Aug 9–Sep 24
- 2017–18 *NIU Biennial School of Art Faculty Exhibition*
NIU Art Museum—Northern Illinois University—DeKalb, IL
Nov 16–Feb 23
- 2016 *Get Out the Vote Poster Initiative*
Online Archive & Exhibition—AIGA, The Professional Association for Design—New York, NY
aiga.org/vote
- 2009 *Prelude: Northern Illinois University MFA Group Exhibition*
Pleasant Street Gallery—Northern Illinois University, School of Art & Design—DeKalb, IL
Apr 13–May 8
- 2008 *Lodz International Design Festival*
International Art Center—Lodz, Poland
Oct 10–25
- Exhibitions: Curatorial**
- 2016–17 *Latino Oral History Project Poster Exhibition*
Gallery 214—Northern Illinois University, School of Art & Design—DeKalb, IL
Oct 11–Oct 15
Center for Latino & Latin American Studies—Northern Illinois University—DeKalb, IL
Oct 18–May 13

Exhibitions: Coordination

- 2022 *Women's Rights Are Human Rights: International Posters on Gender-Based Inequality, Violence, and Discrimination (Curated by Professor Emerita Elizabeth Resnick)*
Reece Museum—East Tennessee State University—Johnson City, TN
Apr 28–May 27
Slocumb Galleries—East Tennessee State University—Johnson City, TN
May 2–Jul 29

Notable Sponsored Visiting Artists & Public Events

- EAST TENNESSEE STATE UNIVERSITY
- 2023 *Billy Carlson, Design Educator, Balsamiq*
Invited to share UI/UX experience with *Intermediate Design* students—focusing on information architecture and the wireframe process. In 2023, Billy co-authored the book *Wireframing for Everyone* with Michael Angeles and Leon Barnard.
- 2023 *Nancy Skolos, Professor, Rhode Island School of Design*
Invited to share highlights from her 40-year graphic design practice with husband, Thomas Wedell. The two have merged the boundaries between graphic design, photography and typography, fusing two- and three-dimensional space.
- 2022 *Meaghan Dee, Associate Professor, Senior Fellow, Virginia Tech University*
Invited to lead graphic design students in a collage workshop, a *Letterform Archive* introduction, public presentation, and numerous in-class critique or feedback sessions.
- UNIVERSITY OF NEBRASKA OMAHA
- 2020 *Mitch Goldstein, Associate Professor, Rochester Institute of Technology*
Invited to share tactics, strategies, behaviors, and curiosities toward becoming an effective art and design student.
- 2020 *Billy Carlson, Design Educator, Balsamiq*
Invited to share UI/UX experience with Introduction to web design students—focusing on information architecture and the wireframe process.
- 2020 *Ashleigh Axios, Coforma CXO, AIGA President Emeritus, Obama White House Design Director*
Invited to share their experience in the 2008–2016 Obama White House and their journey to be an effective business owner and leader in the design profession.

Personal & Professional Development

- 2022– *Safe Zone One Member*
Office of Equity & Inclusion—East Tennessee State University
ETSU Safe Zone is a community of LGBTQ+ allies on ETSU campus who have undergone an orientation to being an LGBTQ+ ally and signed the ETSU Safe Zone pledge.
Oct 6

V. SERVICE

Professional Groups & Organizations

- 2023– Member, DPP, Design Principles & Practices
2022– Member, DRS, Design Research Society
2021– Member, MACAA, Mid-America College Art Association
2020– Member, SECAC, formerly Southeastern College Art Conference
2018– Member, CAA, College Art Association of America
2016– Member, UCDA, University & College Designer Association
2015–21* Member, STA, Society of Typographic Arts (*awarded lifetime Legacy Membership, November 2021)
2014–21 Member, Design Museum of Chicago
2008– Member, AIGA, The Professional Association for Design

Service to the Profession

- LEADERSHIP IN AIGA, THE PROFESSIONAL ASSOCIATION FOR DESIGN
- 2022 *Portfolio Reviewer: Student Portfolio Week*
AIGA, The Professional Association for Design—Asheville Chapter—Asheville, NC
Nov 14–18
- 2022 *Surface Conference Design Education Symposium Peer Reviewer*
AIGA Design Educator's Community—AIGA National Design Conference—Seattle, WA
Oct 20

- 2021 *Digital Roundtable Moderator: #roundtables-teaching*
SHIFT-ed: Virtual Summit—AIGA Design Educator's Community
Aug 2–6
- 2020–21 *Director of Education*
AIGA, The Professional Association for Design—Nebraska Chapter—Omaha, NE
- 2020 *Digital Roundtable Moderator: #roundtables-research*
SHIFT: Virtual Summit—AIGA Design Educator's Community
Aug 3–7
- 2020– *Design Teaching Resource Contributor*
Online Project Archive—AIGA, The Professional Association for Design—New York, NY
teachingresource.aiga.org
Projects Contributed:
Social Pastiche, 10 Apr 2020
- 2018 *Chicago Design Week: Design In Motion Proposal Review Committee*
AIGA, The Professional Association for Design—Chicago Chapter—Chicago, IL
Oct 27–Nov 3
- 2012 *AIGA Mentor Group Leader*
AIGA, The Professional Association for Design—Chicago Chapter—Chicago, IL
- 2020–21 LEADERSHIP IN DESIGN INCUBATION, RESEARCH IN COMMUNICATION DESIGN
Design Incubation Writing Group Coordinator
Design Incubation, Research in Communication Design—New York, NY
- 2023 LEADERSHIP IN DRS, DESIGN RESEARCH SOCIETY
Peer Reviewer: Learn X Design 2023—Futures of Design Education Journal
DRS, Design Research Society—London, UK
Jul 1–Aug 31
- 2017–19 LEADERSHIP IN STA, THE SOCIETY OF TYPOGRAPHIC ARTS
Executive Board Officer—Treasurer
STA, The Society of Typographic Arts—Chicago, IL
- 2023 LEADERSHIP IN UCDA, UNIVERSITY & COLLEGE DESIGNERS ASSOCIATION
Design Judge—'Same/Difference' Student Poster Design Initiative
UCDA, University & College Designers Association—Smyrna, TN
Mar 31
- 2022– *Peer Desk Reviewer—Spark, UCDA Design Education Journal*
Design Education Committee
UCDA, University & College Designers Association—Smyrna, TN
- 2022 *Conference Chair—UCDA Design Education Summit: Agency*
East Tennessee State University—Johnson City, TN
UCDA, University & College Designers Association—Smyrna, TN
May 23–24
- 2021– *Design Education Committee Member*
UCDA, University & College Designers Association—Smyrna, TN
- 2021 *Design Judge—'Moving Forward' Student Poster Design Initiative*
UCDA, University & College Designers Association—Smyrna, TN
Oct 29
- 2021 *Conference Co-Chair—UCDA Design Education Summit: {Re-}*
University of the Incarnate Word—San Antonio, TX
UCDA, University & College Designers Association—Smyrna, TN
May 24–27 (delivered online as result of Covid-19 pandemic)
- 2019 *Peer Review Panelist—UCDA Design Education Summit: Collaborate*
East Tennessee State University—Johnson City, TN
UCDA, University & College Designers Association—Smyrna, TN
May 20–21

- 2020 DESIGN COMPETITION PANELS, ROUNDTABLES & JURIES
Invited Professional Mentor & Roundtable Guest
Meet the Pros—AAF, American Advertising Federation Omaha—Omaha, NE
Feb 17
- 2017 *Invited Design Judge*
IPRA/IAPD Conference, Agency Showcase—Chicago, IL
Jan 25–27
- 2016 *Invited Design Judge*
IPRA/IAPD Conference, Agency Showcase—Chicago, IL
Jan 27–29
- Service to East Tennessee State University**
- SERVICE TO THE UNIVERSITY
- 2021– *Day of Giving Committee*
Support and strategize tactics for engaging in donors in university monetary support program.
- SERVICE TO THE COLLEGE OF ARTS & SCIENCES
- 2021 *Faculty Ambassador*
Representative for College of Arts & Sciences during ETSU’s New Student Orientation events.
Aug 20
- SERVICE TO THE ART & DESIGN DEPARTMENT
- 2023 *Conference Co-Chair—Iterations: Total Arts Conference*
Co-creator and co-director with professor Sage Perrott to provide support for the student, professionals art and design community in the Appalachian highlands.
- 2022– *Recruitment & Retention Committee*
Member of standing Art & Design committee charged with leading strategic initiatives to promote department success and attract future student enrollment.
- 2022 *Chair / Member Strategic Planning Development Committee*
Member and coordinator of ad-hoc Art & Design committee charged with interpreting, defining, and codifying external research into strategic planning and positioning.
- 2022 *Department of Art & Design Representative*
Represent department to potential applicants and new students at annual ETSU Open House. Provided families and students a guided tour of the department and Ball Hall facilities.
Nov 12
- 2021– *Graphic Design B.F.A. Academic Advisor*
Graphic Design Concentration—Art & Design—College of Arts and Sciences
Advise students enrolled in Graphic Design B.F.A. degree tract with course planning, degree requirements and overall execution of a successful degree completion.
- 2021– *Graduate Faculty / Graduate Review Committee Member*
Art & Design graduate faculty review and admit yearly graduate applications. Graduate faculty also provide structured review to M.F.A. candidates in preparation for final thesis exhibition installation and presentation.
- 2021 *Department of Art & Design Representative*
Represent department to potential applicants and new students at annual ETSU Open House.
Nov 13
- SERVICE TO THE GRAPHIC DESIGN PROGRAM
- 2021– *Graphic Design Area Committee*
Coordinate ALL facets and activities associated with the BFA Graphic Design major or program.
- Service to University of Nebraska at Omaha**
- SERVICE TO THE COLLEGE OF COMMUNICATION, FINE ARTS, AND MEDIA
- 2020–21 *Member, Search Committee*
Instructor, Art—Art & Art History—School of the Arts
- SERVICE TO THE SCHOOL OF THE ARTS
- 2019–21 *Academic Advisor*
Graphic Design Concentration—Art & Art History—School of the Arts
Advise students enrolled in Graphic Design Concentration with course planning, degree requirements and overall execution of a successful degree path.

- 2019-21 *High-Tech Committee Member*
Art & Art History—School of the Arts—College of Communication, Fine Arts and Media
Serve college-level committee responsible for reviewing proposals, administering funds
and supporting the technology needs of faculty-led research and pedagogical methods.
- 2019-21 *AIGA-UNO Student Chapter Faculty Advisor*
Lead students in understanding the value of professional development and participation in their
peer-network relative to the context of AIGA, The Professional Association for Design.
- Service to Northern Illinois University**
- 2015-19 *Visual Communication Portfolio Review and Academic Selection Committee*
Evaluate and interview potential candidates for admittance into the NIU Visual Communication
program by assessing their contemporary and cultural awareness of design; their prior
exposure to design fundamentals; and their desired academic and professional goals.
- 2012-19 *Visual Communication Senior Project Panel and Capstone Review Committee*
Review and assess the student outcomes relative to final and comprehensive study presented
in accordance with degree requirements to achieve a B.F.A. in Visual Communication.