

EDUCATION

- 2009 **North Carolina State University**, Raleigh, North Carolina
MGD, Master of Graphic Design (*terminal degree*)
- 1999 **The University of Kansas**, Lawrence, Kansas
BFA, Bachelor of Fine Arts, Visual Communication

ACADEMIC APPOINTMENTS

- 08.2009—present **Michigan State University**, East Lansing, Michigan
Department of Art, Art History and Design, Studio Art
Assistant Professor
- 08.2006—05.2007 **The University of Kansas**, Lawrence, Kansas
08.2001—12.2001 *School of Fine Arts, Department of Art and Design*
Adjunct Design Instructor

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WWW.RLTDESIGN.NET

EMAIL
REBECCA@RLTDESIGN.NET

GRADUATE ACADEMIC APPOINTMENTS

- 08.2008—05.2009 **North Carolina State University**, Raleigh, North Carolina
College of Design, First Year Studio, incoming freshmen
Graduate Teaching Assistant
- 07.2008 **North Carolina State University**, Raleigh, North Carolina
College of Design, Design Camp, high school juniors & seniors
Design Instructor

COURSE ASSIGNMENTS * indicates curriculum development

Michigan State University, East Lansing, Michigan
Department of Art & Art History, Studio Art

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- SPRING 2012 *STA 466 Corporate Imagery
Studio, 4 credits, 1 section, 20 enrolled
- *STA 468 Interaction Design: Web Sites
Studio, 4 credits, 1 section, 21 enrolled
- *STA 492 Senior Seminar & Prof. Development
Seminar, 2 credits, 1 section, 38 enrolled
- STA 490 Independent Study
1 individual enrolled with special assignments
- FALL 2011 *STA 365 Typography 1: Form and Meaning
Studio, 3 credits, 1 section, 20 enrolled
- *STA 467 Time and Motion
Studio, 4 credits, 1 section, 19 enrolled
- *STA 490 Independent Study
1 individual enrolled with special assignments

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COURSE ASSIGNMENTS

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FALL 2010 *STA 365 Typography 1: Form and Meaning
Studio, 3 credits, 2 sections, 20 enrolled in each section

*STA 466 Corporate Imagery
Studio, 4 credits, 1 section, 18 enrolled

*STA 467 Time and Motion
Studio, 4 credits, 1 section, 21 enrolled

*STA 490 Independent Study
1 individual enrolled with special assignments

SPRING 2010 *STA 365 Typography 1: Form and Meaning
Studio, 3 credits, 2 sections, 20 enrolled in each section

*STA 467 Time and Motion
Studio, 4 credits, 1 section, 21 enrolled

*STA 490 Independent Study
3 individuals enrolled with special assignments

FALL 2009 *STA 365 Typography 1: Form and Meaning
Studio, 3 credits, 1 section, 18 enrolled

*STA 468 Interaction Design: Web Sites
Studio, 4 credits, 1 section, 16 enrolled

*STA 370 Photography: Digital Black and White
Studio, 3 credits, 1 section, 16 enrolled

*The University of Kansas, Lawrence, Kansas
School of Fine Arts, Department of Art and Design*

FALL 2001 VISC 314 Graphic Design I
FALL 2006 VISC 202 Typography I
SPRING 2007 VISC 302 Typography II

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ACADEMIC SERVICE

- 12.2011—present **Department of Art, Art History and Design, Graduate Thesis Committee, Michigan State University, Committee Member for Peter Lusch, MFA Candidate**
- 12.2011—present **College of Arts and Letters, Design Specialist Search Committee, Michigan State University, Committee Member**
- 11.2011—present **Transmedia Graduate/PhD Program Development Committee, Michigan State University, Committee Member**
- 08.2011—present **Creativity Exploratory, College of Arts and Letters, Michigan State University, Steering Committee Member**

Collaborate with faculty from CAL to ensure that the goals and vision of the CE is on course

Assist in the organization and planning of innovative learning events for students to develop their skills and collaborate with peers
- SPRING 2011 **Design Center, Department of Art, Art History and Design, Michigan State University, Faculty Consultant for Chris Corneal**

PROFESSIONAL PRACTICE

09.2000—07.2007 **Hallmark Cards, Inc**, Kansas City, Missouri (*positions listed below*)

10.2006—07.2007 **Art Director, Retail Branding Strategy, Special Assignment**

Rebranded the merchandising system at all levels of hierarchy in the store environment

Worked as an art director within a multi-disciplinary team with individuals drawn from various internal Hallmark departments

Invented a consistent merchandising system across all Hallmark Gold Crown Stores and mass-channels

Created a signage system that would adapt to future and current fixture displays

Developed guideline standard manuals for the signage system

07.2005—07.2007 **Art Director, Hallmark Marketing Design Studio**

Was responsible for the development and execution of strategic communications for the core Hallmark Gold Crown consumer

Ensured brand consistency across all pieces of collateral

Worked closely with creative director, retail design, marketing strategists and external advertising agencies

Provided coaching, direction and leadership to graphic designers, production artists, photo stylists, photo art director, writers, and editors

01.2005—07.2005 **Designer IV, Hallmark Marketing Design Studio**

Maintained the execution of several catalogs for the Hallmark Gold Crown program, from conception to final art release

Developed templates for design, including grid forms, typography, and photo style, all of which set the standard for the collateral to follow

05.2004—12.2004 **Art Director, Hallmark Loyalty**

Lead a team of designers in executing materials for Nestlé Infant Care, Busch Entertainment Corp. and State Farm

Was responsible for building phase two of the photography strategy of Busch Entertainment Corp.

Worked closely with operation managers and manufacturing to create an exclusive packaging prototype for State Farm

09.2001—05.2004 **Designer II-IV, Hallmark Loyalty**

Worked in the creation of several relationship marketing programs for a variety of clients, including: Busch Entertainment Corp., Nestlé Infant Care, Purina Pet Care, State Farm, Wells Fargo, Binney and Smith, Fedex

Created brand style guidelines for Busch Entertainment's Busch Gardens, for use by other external advertising and marketing agencies while staying true to their brand essence

Developed, executed, and maintained a large photo collection for Busch Entertainment's Theme Parks (SeaWorld Orlando, SeaWorld San Antonio, Bush Gardens Tampa and Williamsburg)

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PROFESSIONAL PRACTICE

09.2000—09.2001 **Designer I, Hallmark Gift Books**
Partnered with external design firms in the creation of gift books for Hallmark's new business development
Provided the necessary resources to the design firms, this was the first time Hallmark worked with external design firms, they now outsource several projects across the country

07.1999—09.2000 **Kuhn & Wittenborn Advertising, Kansas City, Missouri**
Associate Art Director
Assisted in the development of creative communications for World's of Fun and Crown Center, both local clients in the Kansas City area
Worked on television shoots, photo shoots, poster and advertising design

02.1999—06.1999 **Willoughby Design Group, Kansas City, Missouri**
Design Intern

DESIGN FREELANCE

07.2008 **Proprietor, SOWN Designs, www.sowndesigns.com**
designer pillows crafted from vintage feed bags

05.2007—present **Authentus Group, Kansas City, Missouri**

09.2008—10.2008 **North Carolina State University, Institute for Emerging Issues**

06.2008—09.2008 **North Carolina State University, College of Design**

07.1998—10.1999 **Griffin Technologies, Lawrence, Kansas**

01.1999—05.1999 **The University of Kansas, Department of Music & Dance and Department of Art & Design**

PROFESSIONAL ORGANIZATIONS

2003—present **AIGA, the professional organization for design, Member Kansas City Chapter, Raleigh Chapter, and Detroit Chapter**

05.2003—05.2006 **Kansas City Art + Copy Club, Member**

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PROFESSIONAL SERVICE

- 06.2010—present **AIGA Detroit, Board Member, Education Director**
- Organized and produced the annual AIGA Detroit Student Portfolio Review, 2011 (at College for Creative Studies) and 2012 (at The University of Michigan)
- Developed and executed Workplace Workshop Fall 2011, a forum for students to learn from professionals about resume and portfolio building, freelance practices, etc.
- Created and organized Studio Socials for area student groups in Fall of 2011, an event for students to meet professionals and peers
- Planned and lead studio tours for students in Lansing, Ann Arbor, and Royal Oak in Fall 2010 and Spring 2011
- Currently developing a student mentoring program for students
- Maintain communication between faculty advisors, student members and AIGA Detroit Chapter

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- 2010 **AIGA Detroit, Annual Student Portfolio Day, Portfolio Reviewer**
- SPRING 2010 **AIGA Detroit MSU Student Group, Faculty Advisor**
- 04.2007—10.2008 **ORDA International, Designer**
- 2007 **AIGA Kansas City, Annual Student Portfolio Day, Portfolio Reviewer**
- 2004, 2005, 2006 **Johnson County Community College, Portfolio Juror**
- 2003, 2004, 2005 **DIFFA Dining By Design, Table Designer**
- 08.2003—08.2004 **Habitat for Humanity, Designer**
- 05.2003—05.2006 **Kansas City Art + Copy Club, Board Member
Communications & Programming Committee Chair**

COMMUNITY SERVICE

- 05.2010—present **Meals-on-Wheels, Volunteer**
- FALL 2011 **REACH Studio Art Center, Faculty Sponsor**
- FALL 2010 **Michigan Complete Streets Coalition, Faculty Sponsor**
- SPRING 2010 **MSU Beyond Coal Campaign, Faculty Sponsor**

PRESENTATIONS AND
PARTICIPATION

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- 12.2011 **FOODtype Workshop**, Creativity Exploratory, Michigan State University, Workshop Facilitator
- 10.2011 **Faculty Coffee Talk**, Creativity Exploratory, Michigan State University, Faculty Presenter
- 10.2011 **Stir Symposium**, Ohio State University, Visualizer for the "Learning 1" Session
- 10.2010 **Digital Humanities Conference**, Michigan State University, Workshop Presenter on "Interactive Paper Prototyping"
- 11.2009 **Corporate Identity/Graphic Design Course**, Kent State University, Guest Critic
- 10.2009 **Design Coalition Course**, MICA (Maryland Institute College of Art), Guest Critic
- 04.2009 **INTERCOM Research Symposium** North Carolina State University, Panel Presenter
- 10.2008 **AIGA Design Educators Conference**, Baltimore, MD *Social Studies Conference*, MFA Panel Presenter
- 11.2007 **Graduate Symposium**, *Option Shift Control: Collaboration and Co-creation by Design*, North Carolina State University, Presenter, Communications Coordinator, and Round Table Discussion Leader on "Motivation and Participatory Culture"

EXHIBITS, PROJECTS
AND PUBLICATIONS

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- 11.2010 **Elevate Project**, Kelly Salchow MacArthur, Participant in the collaborative online exhibition
- 11.2010 **Margins Publication**, Tania Allen and Brooke Chornyak "Career Transitions" a written submission for the collaborative journal
- 09.2010 **Art & Art History Faculty Exhibit**, Michigan State University
- 11.2009 **SOWN Designs**, Published in *1000 Ideas for Creative Reuse* by Garth Johnson
- 12.2009 **SOWN Designs**, Trunk Show Exhibit, Hammerpress Letterpress Studio, Kansas City

CONFERENCE AND
WORKSHOP ATTENDANCE

- 01.2010 **Graduate Symposium, *Design, Community & the Rhetoric of Authenticity***, North Carolina State University
- SPRING 2009 **Pedagogy Graduate Seminar *with Professor Meredith Davis***
FALL 2007 North Carolina State University
- SPRING 2008 **Graduate Workshop *with Design Anthropologist Dori Tunstall***
North Carolina State University
- 04.2008 **AIGA Design Educators Conference**, Boston, MA
Messaging Media 2
- 10.2005—02.2006 **Foundations for Leadership Training**, Hallmark Cards Inc.
- 10.2003 **AIGA National Design Conference**, Vancouver, BC Canada
The Power of Design

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AWARDS AND RECOGNITION

- 2009 **Graphic Design Excellence Faculty Book Award**
North Carolina State University, *College of Design*
- 2008 **AIGA North Carolina, BOOM Design Award**
NCSU Student Publication, *College of Design*
- 2007 **Hallmark Marketing Excellence Recognition**
Retail Branding Strategy
- 2006 **ADDY Silver Award Recipient**
Website Design, Art + Copy Club
- 2006 **AIGA Kansas City, A3 Design Awards**
Brand Champion Card Carrier, *Hallmark Cards Inc.*
Use Music Mailer, *Hallmark Cards Inc.*
- 2001 **ADDY Gold and Silver Award Recipient**
Crown Center Event Poster, *Kuhn & Wittenborn Advertising*

TECHNICAL SKILLS

Proficient in Photoshop, Illustrator, Flash (Action Script 2 / 3),
and InDesign. Awareness of Dreamweaver and After Effects