

Curriculum Vitae

Andrew Oakes

Lecturer A
Department of Art, CSUSB
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Principal
Green Acres Advertising Design
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WEBSITE: www.greenacresdesign.net

EDUCATION

- Azusa Pacific University, School of Art and Design
MFA in Visual Studies, 2014
- California State University San Bernardino
BA Graphic Design, 1994 - 1997

ACADEMIC TEACHING EXPERIENCE

California State University San Bernardino
San Bernardino, CA
2014, 2015

Title: Assistant Professor

California State University San Bernardino
San Bernardino, CA
2008, 2011, 2012, 2013, 2014

Title: Part Time Lecturer

Courses Taught

- **Design 1** Fundamentals and principles of typographic design and layout. Instruction also includes coursework in computer-graphics software programs in a Macintosh-based computer laboratory. [Spring 2011](#), [Spring 2012](#), [Fall 2012](#), [Winter 2013](#), [Spring, 2013](#), [Fall 2013](#), [Winter 2014](#)
- **Design 2** Principles of photography, illustration, collage and typography applied to posters, games, book covers, magazines, point-of-purchase displays, and promotional materials. [Spring 2008](#), [Fall 2012](#), [Fall 2013](#)
- **Design 3** Design principles as applied to regional and national, corporate and retail environments. Covers the interactions between business people and designers and the realities of planning, marketing, and strategic positioning of both company and product. [Winter 2012](#), [Winter 2013](#), [Spring 2013](#), [Winter 2014](#), [Fall 2015](#)
- **Design 4** Advanced corporate identity, including logo and trademark design and related applications including package design. [Winter 2012](#), [Spring 2014](#), [Fall 2015](#)
- **Design 5** Design and portfolio workshop: workshop in resume preparation, development of job objectives, mock interviews, and the construction of a portfolio. [Spring 2014](#), [Fall 2015](#)
- **Principles of Design Management** – An introduction to basic procedures used by designers and production managers including techniques of problem solving, presentation, typography, layout and graphic arts practices, and composition. [Spring 2011](#), [Fall 2011](#), [Spring, 2012](#), [Fall 2012](#), [Fall 2013](#)

**Art Institute, Inland Empire -
San Bernardino, CA**

2009, 2010, 2011, 2012, 2013, 2014

Title: Part Time Instructor

Courses Taught

Typography 2 - This course is a continuation of the study of the fundamentals of typography. Exercises and projects focus on the hierarchical qualities of typography. The development of marketable, original, and creative problem solving solutions will also be examined with an emphasis on creative techniques. Industry standard software will be used in the development of digital typography and hierarchy skills. [Summer 2009](#), [Fall 2009](#)

Typography 4 – Traditional and digital publication design is a mainstay in the study of graphic design. This class will focus on creating a publication, hierarchy, grid, page sequence and spreads. Publications and projects will be typographically oriented with a combination of images, color and texture as well as a typographical relationship to the subject of the publication. [Summer 2009](#), [Fall 2010](#)

Branding – This course concentrates on brand identity. Students conduct an in-depth systematic study of the creation of an identity both corporate and personal. Problem solving, information gathering, system development, and application standards are discussed. Students focus on color, logotypes, symbols, and branding. [Spring 2011](#), [Winter 2012](#)

Design Team 1 & 2 – This is a special-projects course in which students utilize their knowledge of design, typography, and production techniques to execute a team project. Students also apply communications, teamwork, and organizational skills. Students work cooperatively to achieve a common goal, similar to industry experience. Teams work throughout the term to produce design oriented projects for non-profit organizations. [Summer 2009](#), [Fall 2010](#), [Spring 2011](#), [Fall 2011](#), [Winter 2012](#), [Summer 2012](#), [Fall 2012](#), [Winter 2013](#), [Spring 2013](#)

Senior Project Design Lab – In this course students develop an independent project. Development of a long-term assignment and extending the skills learned in previous studio classes are emphasized. [Spring 2012](#)

Introduction to Grid – This course enables the student to better design with type and visuals, and to better utilize technology in problem solving. Emphasis is on the process of design development from roughs to comprehensives, layout, and the use of a grid system for multi-component layouts. [Spring 2009](#), [Summer 2009](#)

Digital Color Theory – Introduction to the principles of color and an exploration of color theory as it relates to media. Students apply techniques to subtractive and additive color schemes, describe various color palettes, describe the psychological impact of color, and demonstrate color theory principles to production and postproduction processes. [Summer 2012](#), [Fall 2012](#)

Art Direction – This course will examine the role of the art director in producing multi-faceted design projects. Working in teams, students will coordinate their creative efforts, from concept to finished output. By encouraging a team approach, the course will further enhance students' leadership, communications and negotiation skills. [Fall 2013](#), [Winter 2014](#)

CEDU Schools - Running Springs, CA

1997 - 1999

Title: Instructor and Art Department Director

Job Duties: Primary art instructor for 16-20 year old students. Responsible for teaching all classes related to art and design. In addition to teaching I created both the infrastructure and the curriculum for the schools graphic design program for upper level students. Further duties included working with school faculty to integrate the visual arts into the schools curriculum which included implementation of Thomas Armstrongs, Seven Types of Smart as guiding principles for cross discipline curriculum development. Final responsibilities included, facilities management, department budget creation and the management of two teaching assistants.

PROFESSIONAL EXPERIENCE

2003 to Present

Green Acres Advertising Design Inc.
Costa Mesa, CA – Redlands, CA

Title: Principal, Art Director

Responsibilities include the development of overall agency creative strategy and working art direction duties. Specific responsibilities include: conceptual development and visual strategy creation, design and execution of multimedia projects as both an individual and part of a collaborative multi-person design team. Project management of up to 4 in-house designers and multiple external freelance contractors. The primary focus of Green Acres work has been brand identity creation, advertising development, promotional collateral, signage and environmental design in retail, business to business and event tradeshow venues. Green Acres serves clients from initial strategy and consultation to final product deliverables in print, web, animation, video production and content creation for SEO strategies.

Client highlights: H & R Block Mortgage, 24 Hour Fitness, John Laing Homes, Community Foundation, Hilo Hattie - Store of Hawaii, Alterra Pest Control, Edwards Life Sciences, Building Industry Show, Institute for Evidence Based Change

- **A comprehensive list of all significant projects for Green Acres is listed under Professional Activities**

1999 - 2002

CYRK USA Inc. - Costa Mesa CA

Title: Designer and Art Director

Job Duties: Produce digital layouts, brand identity solutions, promotional concepts, marketing collateral and catalogs in both print and web applications. Main responsibilities included working as independent contractor for 10 account representatives within one of the top 5 promotional products distributorships in the nation. Clients included multiple Fortune 500 companies working on national marketing campaigns and product promotional collateral. Specific responsibilities included conceptual renderings and ideation mood boards, design production, photoshoot art direction, pre-press management and digital color management across multiple media channels.

Client Highlights - Staples, C.R. England Trucking, Palotta Marketing, KIA and Weight Watchers, Disney Promotions, Arista Records, Nuetrogena, Yahoo, E-Bay.

1997 - 1999

Virtual Images Unlimited - San Bernardino, CA

Title: Designer

Design and pre-press responsibilities in the production of lenticular graphic products for multiple clients ranging from major U.S manufacturers to film and music industry related clients. Specific duties include concept creation, design and layout, color correction and image manipulation. Further duties included out of office educational presentations for both potential clients and tradeshow floor seminars.

Project Highlights - Allergan, Coca Cola, Pixar, USPS

PROFESSIONAL ACTIVITIES

Listed below are the most substantial projects and clients that I have worked with over the past 11 years at Green Acres Advertising Design. As one of the principles and also art director I fulfilled different job duties on each project. All of the projects listed I have had a significant part in producing, whether it was in the capacity of art director, designer or producer. The list is first chronological and then alphabetized by client.

2013

Alterra Pest Control - Website design
Contractors in Collaboration - PCBC Tradeshow event material, special event promotion collateral
Cyrca Composite Products - Website design
Discalced Carmelite Friars of the West - Paper Series Design, Multi-page newsletter design
Energy Lab - Customer Retention Materials, LuLuLemon Cross promotional card, website design re-configurations
Lee Plastic Surgery - Monthly E-mail design and dissemination, "Annual Blowout" event collateral and environmental signage, 20, 30, 40 brochure collateral, menu book
McKenna General Contractors - Website re-design and CMS design
MGE Heavy Construction - Internal paper series system
Montessori in Redlands - Annual report, Annual fund campaign, Gala event promotional and on-site event promotional materials
Orion Risk Management - Agent Prospectus Brochure re-design
Paggets Home Restoration - Home owner brochure, and B2B brochure development
PEC/VIP - Complete brand identity creation including, brand mark, website, multi-lingual promotional collateral, paper series, and brand assets
PresTec - Product binder development, website design, product packaging design
Residential Fire Systems - Tradeshow booth invite (physical and e-mail), Booth environmental signage, promotional product development, "We're moving" campaign development for direct mail and e-mail
Schamber Electric - Website design
Reliable Concrete Accessories - E-mail template creation, website design and form elements, sample brochure
Reliable Wholesale Lumber - "The Mix" event dress and promotional collateral development, direct mail invite package, event signage and environmental signage. Ad design, physical and web banner
TWR Framing - Quarterly newsletter design and dissemination, Online multi-family brochure, multiple web page re-design,
VarnerBrandt Attorneys at Law - Capabilities brochure design development
Universal Professional Framing - Website Design

2012

Aviation Defense Incorporated - Marketing collateral design, brand look book, presentation introduction video reel
Burrage Mansion - Website design
California Professional Association of Specialty Contractors - Promotional brochure design
Contractors in Collaboration - Tradeshow marketing collateral, e-news design, tradeshow environmental graphics
Cyrca Composite Products - Logo design, website design, printed sales collateral
Discalced Carmelite Friars of the West - Website design, multi-page newsletter design (2)
Institute for Evidence-Based Change - Strategic implementation brochure
Farm Artisan Foods - Ad design
Lee Plastic Surgery - Marketing collateral design (4 product line brochures), e-newsletters, template and monthly designs
Lilly-RAM Chemical Company, LLC - Website Design and Product Brochure
MGE Heavy Construction - Complete brand identity creation including, brand mark, website landing page, paper series
Montessori in Redlands - Annual report, Annual fund campaign, Gala Event promotional and on-site event materials
PASS Physical Therapy - Complete brand identity creation including, brand mark, website, promotional collateral, paper series, environ-

mental graphics and brand assets

PresTec - Logo design, website design, product and sales collateral

Residential Fire Systems - Tradeshow marketing collateral, e-news design, tradeshow environmental graphics

Sure Fab Unlimited - Complete brand identity creation including, brand mark, website, promotional collateral, paper series, environmental graphics and brand assets

Reliable Concrete Accessories - Direct mail marketing materials, product and line brochures, explainer-video creation

Reliable Wholesale Lumber - Website design

TWR Framing - Website Redesign, e-newsletter creation, ad designs, event marketing materials

West Hills Community College District - Online community outreach brochure

2011

Arts Connection - Logo design, standards manual design

BIS 2011 - Building Industry Show of Southern California - Promotional campaign development including brand identity, marketing collateral, direct mail collateral, website design, e-mail campaign, all tradeshow floor dress and on-site environmental design, sponsorship brochure.

Bijoux Fine Jewelry - Community prospectus brochure

Building a Generation - Annual Fund Campaign direct mail collateral

Contractors in Collaboration - Tradeshow display presentation creation, e-news creation, brochure design

Digital Edge Learning - Ad design, L.A.U.S.D. ad design and standee promotional banners

Dynamic Fire Sprinklers - Website design, overall Dynamic Compaines brand development

Discalced Carmelite Friars of the West - Newsletter design

Energy Lab Fitness - Brand identity design, website design, rack card design, bi-fold brochure design

HydroTek Incorporated - Website home page re-design

Institute for Evidence-Based Change - Introduction to the Tuning Process Document (Manual)

Family Resource Center Coalition - Website design

Farm Artisan Foods - Ad design, hand to hand marketing collateral design

Loma Linda University Cancer Center - Newsletter template, capabilities brochure design, spring newsletter, summer newsletter

Loma Linda Proton Center - 20th Annual Proton Charity Golf Tournament Event collateral design, main patient brochure

McCuneWright - Attorneys at Law - Capabilities brochure re-design, direct mail collateral design, website asset design, investment offerings brochure, brag wall design, Hallowell class action website design

Montessori in Redlands - Annual report, annual fund campaign, gala event promotional and on-site event materials

NL Services, Inc. - Website design

New Image Golf - Complete brand identity creation including, brand mark, tag line, hang tag, sales collateral

Redlands Christian School - Golf Tournament promotional collateral and signage design, Partners Fund Brochure

Reliable Concrete Accessories - Logo design, paper series design, ad design

Turnkey Tubs - E-news template and design

TWR Framing - Quarterly newsletter development, E-Quality customer survey, BIS e-vite party invitation set

Urban Concrete Incorporated - Ad design

2010

Bijoux Fine Jewelry - Ad Design

Buccola Landscape Development - Logo development, paper series creation, website design

Business Alliance - California State University San Bernardino - Logo design

California Professional Association of Specialty Contractors - Level Program logo development

Contractors in Collaboration - Website design, capabilities brochure design, e-news template, ad design

County of San Bernardino Regional Parks - "Go Camping" Brochure and Park Directory

Digital Edge Learning - ACSA conference marketing piece, tradeshow booth design with external environmental signage, professional development sales sheet, product line sales sheet, 2010 Educational funding brochure, e-mail template, special education piece, ad template, professional development binder

Eco First Pest Control - Website Design, recruitment brochure re-design

Emmerson and Farrar Fine Jewelry - Loma Linda University Gala Posters, ad design

Loma Linda University Cancer Center - Winter newsletter

McKenna General Contractors - Rentals Line Card

2010 - Continued

McCuneWright - Attorneys at Law - DePuy class action lawsuit brochure, ad design, website banner ad design
Montessori in Redlands - Annual report, Annual fund campaign, Gala event promotional and on-site event materials, Visioning document brochure
Oakridge Landscape - Estates postcard, maintenance and arbor division logos
Portrait Homes - Complete brand identity creation including logo design, paper series, capabilities brochure, website design, e-news template and tradeshow booth creation, ad creation and promotional signage
Residential Fire Systems - Complete brand identity creation including logo design, paper series, capabilities brochure, website design, e-news template and tradeshow booth creation, ad creation, promotional signage, and vehicle graphics
Saiph RE Limited - Logo Design
Schamber Electric - Builder/Consumer Options Catalog, Schamber companies website
Trackers Nails - Brochure Design
Turn Key Tubs - Website design, capabilities brochure design, e-news design
TWR Framing - Quarterly newsletter development, E-Quality Customer Survey, BIS e-vite party invitation set, BIG Value event party dress

2009

ACME Building Supplies - Brand Identity package with Logo, paper series, capabilities brochure and tradeshow booth design, website
Big Hill Software - Paper series design, t-shirt design
BIS - Building Industry Show of Southern California - Promotional campaign development including brand identity, marketing collateral, direct mail collateral, website design, e-mail campaign, all tradeshow floor dress and on-site environmental design. Promotional Direct Mailing Campaign for tradeshow exhibitors, Sponsorship brochure.
Bijoux Fine Jewelry - Website design, ad design
California Professional Association of Specialty Contractors - Monthly seminar flyer and e-mail creation, 2009 - 6th Annual member golf tournament
Contractors in Collaboration - Ad design direct mail piece design, tradeshow booth design and booth environmental graphics, show floor promotional standees
Digital Edge Learning - Paper series design, tradeshow banner design,
Emerson & Farrar Fine Jewelry - Ad design
Eco First Pest Control - Ad Design, website design, main capabilities brochure design, individual service flyers, paper series, consumer brochure, uniform design
Del Sol Energy Solutions - Logo design, capabilities brochure, direct mail postcard, solar party tour signage
First Baptist Church of Redlands - Tri-fold brochure design
Gatesco - Corporate sales kit
KSGN Radio - Promotional campaign, "\$8.97" magnet and carrier piece
Loma Linda University Cancer Center - San Manuel Proposal Design, 1 Year Anniversary Open House invite set with e-mail, newsletter template design and quarterly newsletter design, transplant banners, environmental signage
Loma Linda Proton Center - Golf brochure, sponsorship brochure and event program book
Martinez Construction - 2009 Capabilities brochure and inserts, e-news template and design
McKenna General Contractors - Website Re-design
McCuneWright - Attorneys at Law - Illegal Bank Fees Website, ad design
Montessori in Redlands - Annual report, Annual fund campaign, Gala Event promotional and on-site event materials
Oakridge Landscape - Main capabilities brochure, ad design, tradeshow booth graphics
Possibilities - Loma Linda East Campus - Amputee Resource Brochure, Annual Report 2008 - 2009, "An Evening with the Stars" event invite package and program book
Schamber Electric - Main Capabilities brochure, table top tradeshow display, SE logo design, paper series design
Trilogy Plumbing Incorporated - Residential sprinkler division announcement direct mail and e-mail, ad design, e-news design
TWR Framing - Lennar Homes brochure, Multi-Family Brochure, quarterly e-news, 25th Anniversary Logo design, 25th Anniversary gala invitation set and on-site environmental graphics, ad design
West Coast Drywall Incorporated - Capabilities brochure, website design

2008

BIA - Building Industry Association - Los Angeles/Ventura - "A Day at the Races" promotional brochure, 19th Annual promotional golf brochure, e-mail template, "Fusion" 2008 officer installation dinner brochure, event program, and signage

BIA - Building Industry Association - Riverside - 2008 Links promotional golf brochure, e-mail template and design, monthly seminar flyer design (10)

BIS 2008 - Building Industry Show of Southern California - Promotional campaign development including brand identity, marketing collateral, direct mail collateral, website design, e-mail campaign, all tradeshow floor dress and on-site environmental design. Promotional Direct Mailing Campaign for tradeshow exhibitors. Sponsorship brochure.

California Professional Association of Specialty Contractors - Monthly Seminar Flyer Design (10), 5th Annual Golf promotional brochure design and e-mail template design, YPG e-news design and dissemination, 5th annual installation dinner promotional invitation package

City of Redlands - Main brochure creation to represent city redevelopment office, Holiday postcard design

Dawson School - Annual Report Design, promotional golf brochure and save the date card, main school presentation folder

Digital Edge Learning - "Connections" Icon Set Design, main capabilities brochure, website design, K-12 Microsoft Grant awareness brochure

Emerson & Farrar Fine Jewelry - "Opulent Orient Express" holiday brochure

Eco Sure Pest Control - Logo Design, recruitment brochure, service icons

First Baptist Church of Redlands - Main church brochure, environmental signage program, paper series design

Granado Bland - Ad Design

Green Box Cabinets - Logo design and paper series creation, capabilities brochure and sales collateral, website splash page

KSGN Radio, "Friendraiser" reply card and envelope - Capital campaign resources, e-signatures, e-cards, listener appreciation cards, bumper sticker, window sticker, event banner design, Christmas card design

Loma Linda Proton Center - Charity golf tournament sponsor brochure

Martinez Construction - E-news template and design, ad design, specialty tradeshow event floor promotions, capabilities brochure

McKenna General Contractors - Capabilities brochure re-design

McCuneWright - Attorneys at Law - Client thank you, promotional brochure package, capabilities brochure, paper series

Montessori in Redlands - Annual report, Annual fund campaign, Gala Event promotional and on-site event materials, summer school program brochure design, First Contact brochure, main school capabilities brochure

NCW - Presentation folder design, TIC brochure design, DST brochure design

Oakridge Landscape - Set of 5 direct mail postcards, ad design

Sage Insurance - Paper series design

Smart Waste - Brand Identity creation including logo, paper series, and landing page

Soltis Landscape - Paper series design

Trilogy Plumbing - Website Design, ad design, capabilities brochure, e-notice template and design

TWR Framing - Customer satisfaction e-survey, ad design, "Fluid", promotional invite set, for customer retention party, quarterly e-news blasts and special event announcements, specialty brochure for Shea Homes

2007

BIA - Building Industry Association, Riverside - Website design, golf brochure direct mail piece, monthly event newsletter design (4), "Survivor" Installation gala event collateral multi-piece set

Building Industry Association (BIASC) - Member benefits brochure

BIS - Building Industry Show of Southern California - Promotional campaign development including brand identity, marketing collateral, direct mail collateral, website design, e-mail campaign, all tradeshow floor dress and on-site environmental design, promotional direct mailing campaign for tradeshow exhibitors, sponsorship brochure.

Bijoux Fine Jewelry - Paper series design, ad development

California Professional Association of Specialty Contractors - Golf event promotional collateral, ad design, YPG logo design

Dawson School - Annual report set, save the date postcards, alumni direct mail piece, grandparents day direct mail piece, golf tournament direct mail piece, Annual Fund campaign collateral

Independence Assistance - Brochure creation

Granado Bland Attorneys at Law - E-Newsletter development

KSGN Radio - Annual Fund campaign development

KWB Investments - "Golden Years" direct mail piece and client correspondence system

Martinez Construction - E-news template and design development, prevailing wage and commercial capabilities brochure and bonding document, ad design, tradeshow promotional and environmental pieces

McKenna General Contractors - New Year direct mail card set, paper series re-design, inter-office collateral design, ad design, e-newsletter development, tradeshow booth flash presentation

Montessori in Redlands - Annual report, Annual fund campaign, Gala event promotional and on-site event materials, Journey and Discovery direct mail piece

2007 - Continued

NCW Group - Capabilities brochure design
Orion Risk Management - Agent prospectus carrier box and inserts
OnTrac Garage Door - Yellow book ads,
Poima Landscape - Brochure development
Proscape Custom Landscape - Ad Design
RSI Cabinets - E-news promotional design for BIS 2007 (Series of 3)
Sage Insurance - Logo and paper series development
Soltis Landscape - Complete brand identity creation including, brand mark, website, promotional collateral, paper series, environmental graphics and brand assets.
Trilogy Plumbing - Complete brand identity creation including, brand mark, website, promotional collateral, paper series, environmental graphics and brand assets, e-news letter template, ad creation
Trackers Nail System - Ad design, booth signage
Triumph International - Tradeshow booth design
TWR Framing - On-Line Customer satisfaction survey design and dissemination, Ayres Hotel promotional posters, BIS Show booth promotional direct mail, event promotion and booth graphics, customer appreciation poster

2006

BIA - Monthly Member newsletter design (10), Ad Design
BIA Riverside - Pirate theme installation dinner collateral
BIA Womens Council - "Divine Tables of Hope" Event Collateral
BIS 2006 - Building Industry Show of Southern California Tradeshow- Promotional campaign development including brand identity, marketing collateral, direct mail collateral, website design, e-mail campaign, all tradeshow floor dress and on-site environmental design. Promotional Direct Mailing
California Professional Association of Specialty Contractors - Monthly Member newsletter design, Law Seminar marketing collateral design, membership application re-design
California Framing Contractors Association - Event Banner Design for Governor Schwarzenegger
Consumer Housing Alliance - Logo creation and paper series design
Dawson School - Annual report design, paper series design and production
Edwards Lifesciences - Got Heart T-Shirt Design
Farm Artisan - Ad design, direct mail design
Granado Bland - E-news template and content creation, capabilities brochure with multi-piece insert carrier piece, paper series design
Heritage Landscape - Direct mail postcard design for pre and post show promotion
Hudsons - Multiple holiday ad designs, direct mail postcard design
Independence Assistance - Door Hanger advertisements, promotional poster design, capabilities brochures (2)
IPDC - Complete re-brand project including brand identity creation, brochure, website
John Laing Homes - Internal marketing promotional materials website
Kilner Randles Investments - Capabilities presentation folder
McKenna Construction - Complete re-brand project including brand identity creation, brochure, website, standards manual, newsletter assets and template, advertising designs and e-newsletter template.
Martinez Construction - Complete re brand project including brand identity creation, brochure, website, standards manual, newsletter assets and template, advertising designs and e-newsletter template. Tradeshow booth design, event hand to hand promotional materials, event signage and direct mail pieces for the 2006 BIS show.
Montessori In Redlands - Annual Report, main admissions brochure and sales inserts, spring gala event multi-piece collateral design
OnTrac Garage Doors - Ad design, Shop Wise jumbo flyer, yellow book ads, direct mail postcard design
Pro Pacific - Paper Series re-design, capabilities brochure design
Stone Solutions - Capabilities brochure design, direct mail postcard design
TWR Framing - Tradeshow booth design, event hand to hand promotional materials, event signage and direct mail pieces for the 2006 BIS show. Stage 17 - Hollywood Casino Night event invitation package, ad design, website re-design
Trackers Nails - Product Brochure Design, tradeshow collateral and ad design
Trilogy - "Eres Importante", internal employee retention program including environmental signage, check stuffer collateral, website design
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2005

BIA Riverside Chapter - Multiple brochure design for the "BIA House" included two brochures and postcard invitation announcing new location grand opening

Building Industry Association (BIASC) - Promotional brochure for the 2005 Employment Law Seminar

BIS 2005 - Building Industry Show of Southern California Tradeshow- Promotional campaign development including brand identity, marketing collateral, direct mail collateral, website design, e-mail campaign, all tradeshow floor dress and on-site environmental design. Promotional Direct Mailing Campaign for tradeshow exhibitors. Sponsorship brochure.

California Professional Association of Specialty Contractors (CALPASC) - Member gala invitation package, promotional e-mail and event signage. Promotional invitation design for Annual Fund raising gala event golf brochure, e-mail template and on site signage, capabilities brochure

Edwards Life Sciences - T- Shirt Design

Emerson and Farrar Fine Jewelers - Website Design, Seasonal ad design, Bridal engagement satalog, Yearly ad campaign for all (Verizon) yellow page ads, Christmas catalog look book, Fall catalog look book, Advertising design for September ads, Valentines menu (promotional product catalog)

First Baptist Church of Redlands - Complete re-brand project including brand identity creation, brochure, website, standards manual, newsletter assets and template, advertising designs and e-newsletter template

Fugate Electrical - Brand identity asset re-design including, website design, marketing collateral and stationary set

Hudsons Gifts - November Advertisements for I. E. Magazine

Karr, Barth Investments - Brochure design

Kilner Randals Investments - Brochure and paper series

KWB Investments - Stationary set design

Model HomeTour.org - Logo design, collateral design, website asset design

Montessori in Redlands - Annual report, brand identity re-vamp for stationary set and all other personal correspondence devices.

Mosaic Investments - Brand Collateral design including capabilities brochure, stationary set and product inserts

Northeast Private Client Group - Brochure and Stationary set design

Navigation Group Investments - Capabilities brochure design, Brand identity and Stationary design

OnTrac Garage Doors - Money Mailer insert piece.

Orion Risk Management - Brand identity design including logo, stationary, main capabilities brochure, agent Prospectus brochure

Santa Barbara Electric Bike Co. - Brochure, website, logo and stationary set design.

University of Redlands - Dedication invite and program for the Hunsaker Science Building Opening ceremony

Zephyr Investments - Brochure and stationary set design

2004

BIS 2004 - Southern California Building Industry Tradeshow Show - Promotional campaign development including brand identity, marketing collateral, direct mail collateral, website design, e-mail campaign, all tradeshow floor dress and on-site environmental design. Promotional Direct Mailing Campaign for tradeshow exhibitors. Sponsorship brochure.

Building Industry Association of Southern California (BIASC) - Comprehensive new member brochure, monthly seminar flyers for member events

Cooks Coffee - Brand Identity creation including logo design, stationary set, menu board signage, brochure and vehicle wrap design

California Framing Association (CFCA) - Annual golf tournament brochure and direct mail advertising pieces

California Professional Association of Specialty Contractors (CALPASC) - Monthly seminar flyers for member events, new member recruitment brochure

Hudsons Gifts - Direct mail promotions and ad design for multiple media outlets.

Grounds for Enjoyment - In store holiday promotional campaigns. (Winter Wonderland, Macha smoothies) Promotional posters and hand to hand marketing cards, menu design, gift card design, promotional shirt design, Grand Opening materials for new stores

Edwards Life Sciences - T-Shirt Design for Internal Internship Program

Equator Technologies - Brand Identity Creation, Marketing collateral, products briefs, web assets and product packaging. Babbelfish product brief and BSP - 16 product brief - Tradeshow banners and signage, advertisement design for tradeshow attendee brochure advertising, Sailfish product brief

Farm Artisan Foods - Direct mail promotional design series, advertising design for multiple media, direct mail promotional design, on-site promotional collateral, brand identity and stationary creation.

Inland Pacific Development (IPDC) - Brand identity, marketing collateral and web presence creation

John Laign Homes - Internal sales collateral website to support marcom efforts and sales teams

John L. Ginger Masonry- Website Design

KWB Investments - Website Design, flyer and poster creation for cross promotional campaign with 1st Centennial Bank promoting in-house investment services offered by KWB to 1st Centennial customers. "Sandwich"Flyer Series. A set of promotional pieces and invitation set to invite all of the firms investments clients to a gala luncheon with guest speaker and radio talk show host Bill Handel from 640 KFI radio station.

Miller Wine Works - Direct Mail promotional design. Postcard design for this small wine producer in Napa Ca.

Montessori in Redlands - Parent workshop event materials and promotional marketing materials, Gala invitation package, direct mail and e-mail templates, on-site signage and gala program

2004 - Continued

Mt. Sinai Hospital - MIR Technologies brochure designs (2)

OnTrac Garage Doors - Website Design, ad design, multiple sizes and media placements - Direct mail piece design for regional mass mailing of over 100k names

Professional Home Warranty Services - Promotional direct mail piece

Pro Pacific - USPS - Postal Celebration Mint Tin Website

Scat Racing - Ad design - Multiple sizes and media placements

TWR Framing - Employee Brochure, 20th Anniversary Logo Design, corporate marketing collateral, brand identity revision and stationary set creation, e-news template creation and e-news dissemination - First quarter Ad Campaign for print, e-mail and flash presentation.

2003

Aztec Concrete Accessories - Product catalog

Delta Contracting - Capabilities brochure

IE Coffee Company - Brand identity creation, Marketing collateral and product packaging design

Hanalei Clothing Company - Brand identity creation, promotional brochure, swatch palette and hang tag set

Harbor Village Montana - Website design, sales collateral, brand identity

Hilo Hattie, Store of Hawaii - Promotional brochure

H&R Block Mortgage Company - National sales conference theme dress and promotional materials

McLeod Racing Products - Ad design - multiple sizes, and media placements

Pro- Pacific - Corporate capabilities brochure - Mint tin designs

OnTrac Garage Door Company - Brand identity creation

FURTHER PROFESSIONAL EXPERIENCE

Speaking Engagements, Conferences, Review Boards, Consulting

- Accreditation Reviewer – October 2013
PrintED - Graphic Arts Education and Research Foundation (GAERF®) Riverside City College
- Senior Portfolio Reviewer – May 2012
Azusa Pacific Undergraduate Program
- Speaker/Presenter - December 2010
California State University San Bernardino - Senior Seminar Survey Course
- Speaker/Moderator – November 2006
Southern California Building Industry Show - *The Importance of Brand Identity*
- Regional judge for Inland Empire Addy's – February 2003
- Senior Portfolio Reviewer - May, 2002
Brooks College, Long Beach CA
- Commencement Speaker - May, 2001
Brooks College, Long Beach CA
- Internship Program Coordinator – (2001 - 2013) Create internship opportunities through Green Acres Advertising Design for regional art schools and art department mentor programs in both Inland Empire and Orange County.

UNIVERSITY COMMITTEES & CAMPUS INVOLVEMENT

- CSUSB Department of Art Assessment Committee, March 2013 10
- CSUSB Student Scholarship Committee, June 2013
- CSUSB Department of Art Presenter to International Students Department . Three presentations to visiting Chinese students. Includes content creation, translation, interpreter coordination and presentation to student groups.
- Dot Photozine Magazine- Design Consultant, June 2013
- CSUSB Faculty Co-sponsor Design Collective Club – Fall 2013
- 2014 Arts & Music Festival Committee Member - 2013/2014
- Concept creation and student team coordination of the CSUSB Arts and Music Festival sponsorship "Thank You" collateral project.
- Portfolio Committee, Art Institute of California/ Inland Empire – 2012/2013

PROFESSIONAL AWARDS AND RECOGNITIONS

- 2005 – Bronze Addy, Public service category, Collateral Cards - *MIR Parent Education*
Bronze Addy, Collateral material, Brochure Campaign - *TWR Established 1984*
Gold Addy, District 15 Finalist, Self Promotion - *Perception is Everything*
- 2006 – Bronze Addy, Direct Marketing Business to Business, Single Flat - *Miller Wine Works*
Bronze Addy, Collateral Material, Stationery Flat printed - *NACS Stationery*
Silver Addy, Sales Promotion, Sales Kit - *Orion Risk Management*
Silver Addy, Public Service, Invitation Kit - *MIR "Help Me Help Myself"*
Congressional Award - Volunteer Member of the Year - BIA of Southern California and the State Legislature
- 2007 – Bronze Addy, Direct Marketing, Single 3D - *TWR BIS Party Invitation*
Silver Addy, Collateral Material, Special Event - *BIA Riverside*
Bronze Addy, Collateral Material, Special Event, *CALPASC*
Gold Addy, Collateral Material, Special Event - *BIA Riverside*
- 2012 – Bronze Addy, Brand Identity - *Energy Lab Fitness*

EXHIBITIONS

Solo Exhibition, *Experience the Difference Too*, LA Art Walk, LA Artwalk Gallery, Los Angeles, CA.
December 9, 2012

Solo Exhibition, *Experience the Difference*, Darling Hall Gallery, Azusa Pacific University, Azusa CA.
November – December, 2012

Group Exhibition - *Faculty Show*, Art Institute/Inland Empire - San Bernardino, CA. March 10, 2012

PROFESSIONAL MEMBERSHIPS

- AIGA/LA
- American Advertising Federation /Inland Empire Chapter
- Southern California Building Industry Association
- California Specialty Contractor Association

SERVICE RELATED PROJECTS & ENDEAVORS

- Childrens Hospital of Orange County (CHOC) (2000)
- CHOC Glass Slipper Guild (2001)
- Montessori in Redlands, (2008 - Present)
- Redlands Christian School (2008 - Present)
- Team Possibilities- Loma Linda University East Campus (2010 - 2012)
- Loma Linda Proton Charity Golf Tournament (2009 -2011)
- Youth Hope (2011)
- Building a Generation (2011- 2012)
- Riverside Assistance League (2010)
- Riverside Lunar Fest (2011)
- West End Animal Shelter (2010)
- Healthy Heritage Foundation (2012)
- Inland Empire Bicycle Alliance (2013)
- University of Redlands - Multi-Cultural Festival (2013-2014)
- Give Big Riverside - (2013)
- The Riverside Art Museum (2010)
- Riverside Ballet Arts (2011)
- Den Leader, Pack 40 Cub Scouts (Tiger, Wolf, Bear, Webelos - 2010 - 2013)