DEANNA GIBSON deanna.gibson@tamuc.edu

PROFESSIONAL TITLE Art Director, Graphic Designer, College Educator

**EDUCATION** Texas A&M University, Commerce - M.F.A. in Visual Communication

Texas A&M Commerce - B.S. in Communication Design

EMPLOYMEN Choctaw Nation of Oklahoma - Sr Designer, May 2022 to Present

Non-gaming retail brands of Choctaw

 $\label{eq:midwestern State University, Wichita Falls, Tx - Visiting Asst Professor, Spring 2022$ 

Graphic Design, Juanita Harvey Art Dept

University of North Texas, Denton - Visiting Asst Professor, Aug 2019 to June 2020

Communication Design, CVAD College of Visual Arts and Design

University of Texas at Arlington - Senior Lecturer, Aug 2016 to Aug 2019

Visual Communication, Department of Art

Texas A&M Commerce - Adjunct Faculty, Jan 2013 to May 2021

VisCom, Department of Art

Freelance Art Director - 2002 to present for clients, studios and agencies

Blue Cross Blue Sheild of Texas - Contract Senior Designer, 2011- 2015

Briley and Stables Creative - Graphic Designer, August 2001 to May 2002

RSW Creative - Art Director, February 2000 to July 2001

Eisenberg Inc. - Jr Designer, September 1999 to January 2000

Fossil - Graphic Designer Internship, May 1999 to September 1999

**TECHNICAL SKILLS** Extensive knowledge of Adobe Creative Suite, directing photoshoots,

printing processes, press checks, promotions and client interactions.

**AWARDS** 2022 UDA International: Logo Bronze, Systems Bronze

2018 UDA International: Poster Design, Bronze Award

GD USA 2009: Merit Award, GD USA 2008: 2 Merit Awards

DSVC Show 2002: 2 Merit Awards

PRINT Annual 2001: Merit Award

HOW Promotional Annual 2001: Merit Award

ADC of Houston Show 2001: Gold Medal

DSVC Show 2001: Merit Awards, Bronze Medal

DSVC Show 2000: Best of Category 4 Merit Awards

ADC of Houston Student Show 1999: Bronze Medal, Silver Medal

DSVC Student Show 1999: 2 Merit Awards

CLIENTS SERVED Sprint, Nokia, AT&T, Cingular, TXU, Frito Lay, DFW Airport, SMU,

Southwest Airlines, EDS, A.T. Kearney, Seimens, JOT, VHA, NTTA,

Waste Management, Muratec, Disney, DKNY, Fossil, Aeritas, Soneta,

Sally Beauty, Capital One, Rent a Center, Dominoes Pizza, DSVC,

Baskin Robbins, Commuity Credit Union, Crossmark, Hilton Hotels,

Chemline, Mannatech, Blockbuster, Greyhound, HFF Realty, FIFA,

Mundt Music, MESA Landscape Architects, Metlife, Jackson Pottery,

Baby Magic, United Way, Blue Cross Blue Shield, Austin College

NeemPro, Theatricks Children's Theatre, World Ventures, CBC Creative

BMA Aviation & Aerospace, Choctaw Nation, Choctaw Casino, Reba's Place

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### DEANNA GIBSON gibsongirlcreative@gmail.com • deannagibsoncreative.com

#### **EDUCATION**

2015 MFA Texas A&M University – Commerce, Visual Communication at UCDallas

1999 BS Texas A&M University - Commerce: Bachelors of Science, Communication Design

#### **EMPLOYMENT HISTORY**

#### **Teaching Experience** }

2022 - Present	Choctaw Nation of Oklahoma - Sr Designer, May 2022 to Present Non-gaming retail brands of Choctaw
SPR 2022	Visiting Assistant Professor, Midwestern State University, Wichita Falls, Art Dept (Graphic Design, Web Design, Animation, Computers for Artists)
2019 - 2020	Visiting Assistant Professor, University of North Texas, College of Visual Arts & Design (ADES3510 Interaction Design, ADES4541 Senior Portfolio, ADES1510 Typography, ADES1540 Intro)
2016 - 2019	Senior Lecturer, University of Texas at Arlington, Art Dept (Art 2304 Digital Design, Art 3355 Signs & Symbols, Art 3354 Advanced Typography)
2013 - 2021 2023 -	Adjunct Faculty, Texas A&M Commerce, Art Dept (Art 211 Intro VisCom, Art 310 Media & Methods, Art 2313 Visual Comm online, Art 463 ADV Type)

#### **Professional Design / Art Direction Experience** }

2022 - Present	Choctaw Nation of Oklahoma - Non-gaming retail brands at Choctaw
2002 - Present	Freelance - Sr Designer/ Art Director / Creative - for personal clients, design studios & ad agencies
2011 - 2015	Contract Sr. Designer, Blue Cross Blue Shield of Texas
2002 - 2010	Freelance contract designer for Firehouse Agency, Matchbox Studio, Mesa Design, United Way of Dallas
2001 - 2002	Designer, Briley and Stables Creative – Richardson, Tx
1999 - 2001	Art Director / Creative, RSW Creative – Dallas, Tx
1999 - 1999	Jr Designer, Eisenberg Inc. – Dallas, Tx
1998 - 1999	Intern Designer, Fossil Inc. – Richardson, Tx

### Professional Practice - partial list of clients served

Sprint, Nokia, AT&T, Cingular, TXU, Frito Lay, DFW Airport, SMU, Southwest Airlines, EDS, A.T. Kearney, Seimens, JOT, VHA, NTTA, Waste Management, Muratec, Disney, DKNY, Fossil, Aeritas, Soneta, Sally Beauty, DSVC, Capital One, Rent a Center, Dominoes Pizza, Baskin Robbins, Community Credit Union, Crossmark, Friendly Robotics, Hilton Hotels, Mannatech, Blockbuster, Greyhound, HFF Realty, FIFA, Mundt Music, MESA Landscape Architects & Urban Planning, Metlife, Jackson Pottery, Baby Magic, United Way, World Ventures, Blue Cross Blue Shield of Texas, Austin College, NeemPro, Theatricks Children's Theatre, BMA Aviation, CBC Creative, Choctaw Nation, Choctaw Casino, Reba's Place

### **EXHIBITIONS**

2001

2001

- 2018 UTA & WKU China Exchange Show, Design Swap
- 2018 UTA Gallery 295 Alphabet Show from Advanced Type
- 2018 Cross Connection Rio Grande Valley on to a traveling exhibit Experimental Poster entry
- 2017 Retrospective, Alumni Show, TamuC VisCom UCD: Juried by DJ Stout, Jack Summerford, Lana Rigsby
- 2017 Faculty Show TamuC: Fine Art Gallery, Commerce TX

HOW Promotional Annual: Merit Award

DSVC Show: 2 Merit Awards, Bronze Medal

2015 MFA Exhibition Show: Spelling Train Game, Designed for elementary students with dyslexia

## PERSONAL WORK AWARDS

2022 UDA International Logo & Stystems - Good Deli Logo - Bronze, Morning Joe System, Bronze
2018 UDA International - Experimental Poster Design Award - Bronze
2009 GD USA: Merit Award
2008 GD USA: Merit Award
2002 Dallas Society of Visual Communicators, DSVC Show: 2 Merit Awards
2001 Art Director Club of Houston Show: Gold Medal
2001 PRINT Design Annual: Merit Award

### STUDENT DESIGN AWARDS & RECOGNITION

2020 DSVC National Student Show (Dallas Society of Visual Communicators)-

Gold - Best Senior Portfolio \$2500 Award - Ashley Roy, UNT Portfolio class - national studentshow.com/show/entries

2020 DSVC National Student Show

Senior Portfolio merit award, Chein Lin - Meah's Senior Portfolio class, UNT

2020 DSVC National Show, Website Prototype + Programmed

Joyage Interactive Travel website - Group: Jessica Cobb, Meghan Siens, Hana Snell & Illana Claassen, UNT

2020 DSVC National Show, Merit Award

2019 London International Creative Competition, Short-listed, http://www.licc.uk/winners/winner.php?id=121257

Zine Promo - Curiosity Saves the Cat Zine Chien Lin (Meah), UNT

2019 United Design Alliance - Global

The Grand Student Award - Lydia Davis, Urban Alchemy Logo UTA

2019 AIGA Counter Space UTA Student Show

Best Logo - James Fritts, Doctor Jeckyll's Beer Lab

Best Freshman Design - Brandon Itz, Theatre under the Stars Logo

Best Letterhead Pkg - Vy Nguyen, Fu-gen Theatre Letterhead

2019 AAF Addys, District 10 Regional Award

Silver, Sign & Symbol, Branding & Logo - Noel Ramos, Donut Palace, UTA

2019 AAF Addys, Dallas

Silver, Sign Symbol, Branding & Logo - Noel Ramos, Donut Palace, UTA

2019 AAF Addys, Ft Worth

Silver, Sign Symbol / Logo Mark - James Fritts, Doctor Jeckyll's Beer Lab, UTA

Broze, Sign Symbol / Logo Mark – Lydia Davis, Urban Alchemy, UTA

2018 Adobe Design Award, Global

Semi-finalist - Sign & Symbol, Branding & Logo - Noel Ramos, Donut Palace, UTA

2018 Graphis, New Talent Annual 2019, National

Silver - Sign & Symbol, Branding & Logo - Noel Ramos for his work Donut Palace, UTA

www.graphis.com/entry/d3e3adb2-0f6c-4b19-b83c-d62ffabbdbc2/

2018 United Design Alliance - Global

Bronze - Sign Symbol / Logo Mark - Erin Aley, Marquez Bakery, UTA

Bronze - Sign Symbol / Logo Mark - Christopher Nguyen, Cocohodo, UTA

Excellence - Sign Symbol / Logo Mark - Sydney Stroop, Forever Young, UTA

2018 AIGA Counter Space UTA Student Show

Bronze - Adv Type / Experimental Typography - Rachel Rosebrook, Alphabet of International Stamps

Bronze – Sign & Symbol / Letterhead category - Noel Ramos for his work & logo, Donut Palace

2017 AIGA Counter Space UTA Student Show

Best of Show - Sign & Symbol / Logo: "Forever Young Records" / Sydney Stroope

2017 Adobe Design Award, Global

Semi-finalist - 2304 Digital Design - Ad Campaign: "Nutrients Matter" Vijay Singh, UTA

#### **COMMISSIONS**

2011 - 2020 Theatricks Children's Theatre Seasonal Art

Custom art for theatre seasonal productions, posters, mailers, calendars, tshirts & playbill program

## **PUBLICATIONS**

2013 Blast Off! A Guide to Launching Your Creative Process

Thesis project turned into teaching tool-printed by TamuC & used as introduction course book

# WORKSHOPS, CRITIQUES, LECTURES

AIGA Portfolio Night, Dallas, Tx
MFA Thesis Panel reviewer, TAMUC, Dallas, Tx
Annual Art Day Workshop for High School Seniors, Texas A&M – Commerce, Tx
Annual Art Educators Workshop, Texas A&M - Commerce, Tx
Ink! Letterpress & Silkscreen Workshop, Dallas, Tx
How Design + Behance, student portfolio reviewer, Dallas, Tx
TAMUC MFA Student Exhibition Reviews, Dallas, Tx
CASE Accolades District IV Judge - Austin College, Sherman, Tx
UTA Student Round Table Speaker, Arlington Tx
DSVC Working Lunches, Successful Freelancers, Dallas, Tx
DSVC Round Tables Speaker, Student Show, Dallas, Tx

## **DESIGN ACTIVITIES**

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2019	DSVC UNT school of the month – Speaker Event
2019	DSVC National Design Student Show Conference & Gala
2018	French Paper Tour at Clampitt Paper
2018	DSVC monthly speakers series including UTA school of the month, Women Lead AIGA initiative
2018	AIGA Design Educators Luncheon, Dallas Tx
2017	AIGA National Design Conference attendee, Minneapolis, MS
2017	DSVC National Student Show attendee, Dallas Tx
2016	UTA Speaker Events / Gallery Exhibitions including Brad Vetter, Arlington, Tx
2016	DSVC Speaker Events including Steven Heller, Dallas, Tx
2016	TamuC @ UCD Speaker Events / Gallery Exhibitions including Michael Schwab, Dallas, Tx

# ACADEMIC SERVICE

2020	UNT Online Graduation, Senior Show
2019	UNT entry portfolio reviewer
2019	UNT Sophomore portfolio reviewer
2019	UNT High School Preview Day & CVAD Grand Opening
2019	UTA VC Design Silent Auction & Senior Show – hosted by Loomis Agency, Dallas, Tx
2019	UTA Counter Space preparations & student gallery show
2019	UTA AIGA student group - all meetings & workshops
2019	Advisathon - advising for registration
2019	UTA Senior Advising – private sessions
2019	Recruitment -updated poster for VC
2019	UTA BFA Recruitment Committee
2018 - 2019	AIGA UTA Events & Meetings
2018	VC Gallery Alphabet Show hanging & event setup
2018	UTA BFA Recruitment Committee
2018	UTA Senior Portfolio Show - hosted by Artspace 111 in Ft Worth
2018	Texas A&M – Commerce, MFA Thesis Panel
2017 - 2019	UTA AIGA student group - attended semester long weekly meetings on Thursday nights
2018	UTA Senior Portfolio Show - hosted by Monkey Tag, Dallas, Tx
2018	Texas A&M - Commerce, Portfolio Entry Review
2016 - 2018	UTA AIGA Counterspace Student Show, Arlington Tx
2016 - 2019	UTA Student Portfolio Reviews - 36hr
2017 - 2018	UTA Student Internship Sponsor
2016 - 2019	UTA Advisathon registration advising

# ACADEMIC SERVICE (continued)

2016 - 2018	UTA Design Assembly, Arlington Tx
2016 - 2018	UTA AIGA Design Expo, Arlington Tx
2017	Designed 10 options for Departmental poster
2017 - 2018	UTA AIGA Dinner with Professionals mentor event, Arlington Tx
2017	UTA Senior Portfolio Show - hosted by Starr Conspiracy, Ft Worth, Tx
2017	UTA Senior Portfolio Show - hosted by Clampitt Paper, Dallas, Tx

## **TECHNICAL SKILLS**

Extensive knowledge of Adobe Creative Suite, directing photo shoots, printing processes, press checks, promotions and client interaction. Familiar with HTML, CSS, Wordpress and MS Office.

Professional Experience in Art Direction, Design, Project Management, Brand Development, Conceptual Design, Corporate Identity, Advertising Campaigns, Strategic Marketing, Print Promotions, Brochures, Publications,

Training Materials, Writing Headlines, Naming, Pre-press Production, Direct Marketing, Point of Purchase, Theatrical Posters, Direct Mail, Photo Direction, Project Management, Conference Materials, Package Design

## **PROFESSIONAL ORGANIZATION**

AIGA - American Institute of Graphic Arts DSVC - Dallas Society of Visual Communicators

Link to student project work examples }

https://drive.google.com/drive/folders/1hg2n4198fClYkzLIFDr4rYwE0kpJ87Mv?usp=sharing