



## Curriculum Vita Month Year

**Instructor:** Lisa Goin, Adjunct Professor

**Academic Department:** ART

**University Address:** ART  
El Centro Campus  
Texas A&M University-Commerce  
PO Box 3011  
Commerce, TX 75429-3011

**Office Phone:**

**University Email Address:** Lisa.Goin@tamuc.edu

**Faculty Web Page Address:** (if applicable)

### EDUCATION

#### *University*

BFA, Kansas City Art Institute, *Kansas City, MO, Fall 1990*

AA, Parkland College, *Champaign-Urbana, IL, Fall 1988*

#### *Professional Training*

Omnicom University, *Advanced Management Program, 2009*

Art Center Design Conference, *Serious Play, Pasadena, CA, 2008*

HOW Design Conference, *Las Vegas, NV, 2006*

#### *Student Experience and Internships*

*Creative Director for Call for Entries Poster, Kansas City Art Directors Club, 1990*

*Campus Tour Guide, Kansas City Art Institute, Spring 1989 – Fall 1990*

*Design Intern, Joss Design Group, Chicago, IL Summer 1988 and 1989*

*Design Intern, Walker Art and Design, Kansas City, MO, Fall 1989*

*Design Intern, April Greiman, Inc., Los Angeles, CA, Summer 1990*

*Michael Vanderbyl, Distinguished Hall Chair, Kansas City Art Institute, three week group project on History of Design*

*April Greiman, Distinguished Hall Chair, Kansas City Art Institute, selected for one week individual project on*

#### *Transition*

*Moire: A history of Communication and Typographic design a one-day Installation*

*Performance Art Live on stage featuring 8 students under direction of Tony Allard*

### TEACHING EXPERIENCE

Adjunct Professor, *Creative Thinking, Texas A&M University-Commerce, Dallas, TX, Spring 2019*

Adjunct Instructor, *Design & Typography, UCLA Extension, Westwood, CA, 1996 – 2004*

UCLA Extension is a continuing education institution headquartered in Westwood, on the campus of the University of California, Los Angeles. Currently, UCLA Extension offers more than 5,000 courses and more than 100 certificate programs.

Hired by Scott Hutchinson, the Program Director of the Visual Arts at UCLA Extension.  
Taught beginning and intermediate graphic design, as well as beginning typography courses.  
I began with a plan to teach just one single class. Eight years later, I was still teaching approximately two classes per quarter. Each class was a 4-hour lecture course one night a week for 12 weeks. This gave me the opportunity to work with many students. I learned as much from them as I am sure they learned from me. My experience there made a huge impact on my career as I was able to work with managing a large group of people and learned best how to communicate with different people at different levels of design competencies.  
In 2002, I had the great honor of accepting the Outstanding Instructor Award, UCLA Extension Department of the Arts, Computer Graphics & Graphic Design.

*Speaking engagements:*

*HFF Design Conference 2018*  
*DSVC National Student Show*  
*Texas A&M Josh Ege's, Design Class*  
*TCU Design Focus, Storytelling*  
*SMU Willie Baronet Senior Design, Storytelling 2015*  
*SMU Senior Presentation Panelist Review, Willie Baronet's Senior Design Class 2015*  
*TCU Senior Thesis Panelist Review 2017*  
*TCU Senior Thesis Panelist Review 2018*  
*DSCOOP Annual Conference, Omnicom Group Panelist, Advertising Agency Insights 2010*  
*Ursuline Academy, Career Day: Importance of Internships 2018*  
*Merriman Park Elementary, Career Day: Advertising & Branding 2014*  
*Merriman Park Elementary, Career Day: Advertising & Branding 2015*  
*Merriman Park Elementary, Career Day: Advertising & Branding 2017*

## **PUBLICATIONS**

*Publication involvement:*

Book Design Director for *Why Bad Ads Happen to Good Causes (and how to ensure they won't happen to yours)*. A guide for creating more effective public interest print advertising featuring new data from an unprecedented 10-year study by Roper ASW. Cause Communications 2002  
Book Design Director for *Why Bad Presentations Happen to Good Causes (and how to ensure they won't happen to yours)*. Cause Communications 2002  
Book Design Director for *Watching Wanda The Migration of a Gray Whale*, Seascript Publications 1996

## **RESEARCH GRANTS AND AWARDS**

*Teaching:*

Outstanding Instructor Award, UCLA Extension Department of the Arts, Computer Graphics & Graphic Design 2002

*Early Professional: (Later professional awards, haven't kept track of)*

*The Mead 60, Skechers Footwear Catalog at Hal Apple Design, 1996*  
*52nd Lulu Awards, Los Angeles Urban League Fundraising Package at Hershey Associates, 1998*  
*American Graphic Design, The California Wellness Foundation Annual Report at Hershey Associates, 2000*  
*American Graphic Design, GoBonzocom Identity at Hershey Associates, 2000*  
*American Graphic Design, Para Los Ninos Annual Report at Hershey Associates, 2000*  
*Logo 2000, Hamilton Court Logo at Hershey Associates 2000*  
*French Paper Annual Report Show, The California Wellness Foundation Annual Report at Hershey Associates, 2000*

*Student:*

*Honorable Mention, Kansas City Art Directors Club, Student Show 1989*

*Participation in AIGA Student Show, Wichita KS, 1989*  
*Selected for the Gannett Outdoor Billboard Competition, Fall 1990*

## **PROFESSIONAL EXPERIENCE**

Managing Group Creative Director, *AvreaFoster, Dallas, TX, 2012 – Present*

AvreaFoster is a strategy-driven B2B brand and design consultancy that works with organizations in complex industries such as healthcare, technology, energy, business services and real estate. Using clarity as its guiding principle, AvreaFoster helps companies with highly considered offerings clearly articulate their unique positioning to win more business.

As Managing Group Creative Director, I manage and lead the AvreaFoster Creative Department, delivering visionary leadership and creative direction to our team members and our great clients. By mentoring the staff and always being available to them to finesse our traditional and digital client work, I serve as a strong foundation and evolve the vision and future of the department. Working in sync with our Account Service team, I maintain and nurture our client work and client relationships.

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Creative Director, *AvreaFoster, Dallas, TX, 2008 – 2012*

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Associate Creative Director, *AvreaFoster, Dallas, TX, 2004 – 2008*

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Design Director, *Hershey Associates, Santa Monica, CA, 1999 – 2004*

Hershey Associates provides best-in-class strategic consulting on myriad marketing communications to help build stronger clients.

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Design Director, *Cause Communications, Santa Monica, CA, 1999 – 2004*

Cause Communications provides best-in-class consulting on strategic communications, advocacy, fundraising and classes, tools, and trainings to help build capacity for mission-critical nonprofits.

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Senior Designer, *Hershey Associates, Santa Monica, CA, 1997 – 1999*

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Owner + Creative Director, *CORE!, Hermosa Beach, CA, 1990 – 2004*

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Designer, *ME Graphic Design, Los Angeles, CA, 1991 – 1992*

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Junior Designer, *Granowski and Yallowitz, Beverly Hills, CA, 1990 – 1991*