

CV: Alan Lidji

Alan.Lidji@tamuc.edu

Creative Director/Designer

Summary

Alan Lidji's career in advertising and communications design has spanned more than 35 years as a creative director, designer, writer and teacher. He is a past president of the Dallas Society of Visual Communications (DSVC) and the 2012 recipient of the Golden Egg, the DSVC's highest honor for lifetime achievement in visual communications. "The DSVC Golden Egg is given to honor an individual who has, in their advertising career, made an extraordinary contribution to advertising creativity, education and mentoring, and had a positive and lasting impact on the industry. It is the most prestigious award the DSVC can bestow. Since its inception in 1975, the Golden Egg has only been given to 34 individuals. They are Stan Richards, Bill Hill,* Jack Unruh,* Bart Forbes, Arlen Bryant, Woody Pirtle, Don Ivan Punchatz,* Morris Hite,* Sam Bloom,* Jack Summerford,* Larry Sons,* Charles McGough,* Jim Jacobs, Bob Dennard, Greg Booth,* Ron Sullivan, Arthur Eisenberg, Dick Mitchell, Cap Pannell, George Toomer,* Rob Lawton, Don Sibley, David Carter, Rex Peteet, Ed Brock, Chris Rovillo,* Mark Perkins, Brian Boyd, Bill Baldwin,* Alan Lidji, Tim Hale, Stewart Cohen, Margie Bowles and Dick Patrick."

Lidji's posters are included in the permanent collection of the United States Library of Congress, The Hiroshima Museum of Art and The University of Maryland and can be seen at Lidjidesign.com. He studied graphic design with acclaimed poster designers John Sorbie and Philip Risbeck at Colorado State University and with Milton Glaser at School of Visual Arts in New York.

Lidji's work has been recognized internationally by *Communications Arts*, *Graphis Packaging*, *Graphis Posters*, the New York Art Directors Club, the Art Directors Club of Los Angeles, The Dallas Society of Visual Communications, The Houston Art Directors Club, the American Institute of Graphic Arts, *Adweek's* "King of the Road," *Print Regional Design Annual*, *Print Casebooks* and *Design in Texas, A Retrospective*.

In 1985, Lidji was invited to participate in "*Images for Survival*," an international poster exhibit commemorating the 40th anniversary of the bombing of Hiroshima Japan in 1945. The exhibit was curated as a gesture of peace between the US and Japan by Charles Michael Helmken, the founder of CASE (Council for the Advancement and Support of Education) in Washington DC. 150 of America's most renowned graphic designers were invited to participate. The exhibit traveled extensively throughout the world and was eventually given to the Japanese people where it now resides at The Hiroshima Museum of Art.

Since 1988, Lidji has operated Lidji Design Office, a full service visual communications consultancy in Dallas, Texas, serving a variety of clients in branding, advertising creative development and marketing strategy with a particular focus on non-profit clients. The office has been engaged with virtually every high-profile, non-profit organization in the Dallas area.

Lidji currently serves as Adjunct Professor at SMU's Temerlin Advertising Institute where he teaches the History of Graphic Design and Publication Design.

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Education

1980: School of Visual Arts, NYC

1973: B.F.A. Graphic Design, Colorado State University, Fort Collins, Colorado

Employment

1988 -Present: Principal and Creative Director, Lidji Design Office, Dallas, Texas

2005-2006: Retained creative consultant to Grey Advertising/G2 Branding and Design, NYC, Dallas office

2007-2008: Retained creative consultant to Axiom Branding and Design, Houston, Texas

1985-1988: V.P. Creative Director, Rosenberg & Company, Dallas, Texas

1982-1984: V.P. Creative Director, Cunningham & Walsh NYC, Dallas office

Teaching

2016 to present: Adjunct Professor, Temerlin Advertising Institute, SMU Meadows School of the Arts

2016-2019 ADV 2323: Word & Image, The History of Graphic Design

2018: ADV 4364: Publication Design

2015: AIGA Dallas, Panelist: "How to promote yourself"

2015: AIGA Dallas, Invited participant: "Mentor Matchmaking"

2014: AIGA Dallas, Featured Speaker, "Seasoned Pros" Season Two

2010-2014: Visiting Lecturer, Texas Christian University, School of Fine Art

Critiques, Lectures, Panelist, Department of Communications Design

2000: Adjunct Professor of Graphic Design, East Texas State University, Dallas campus

Instructor, Senior Portfolio, Communications Design, Team taught with Willie Baronet

1992 -1995: Adjunct Professor of Graphic Design, Texas Christian University, School of Fine Art

Instructor, Senior Portfolio, Department of Communications Design

1992-1995: Advisory Committee, Texas Christian University Continuing Education

Reviewed potential students for acceptance into the Communications Design program

Professional Organizations

1987-88: President, Dallas Society of Visual Communications

1988: Invited Participant, Visual Dallas

Symposium panelist on value of design on quality of life in Dallas

1986: Invited Participant, Design America

Symposium panelist on conversations about design as an engine for social innovation

1986: Founding member of AIGA Texas

1984-1986: 2nd Vice President, Treasurer and Board Member, Dallas Society of Visual Communications

Exhibitions

2020: Invited participant, Beijing International Design Week, 3rd Exhibition of Contemporary International Ink Design, 3 posters included

2018: Dallas Society of Visual Communications Retrospective Exhibit, The Dallas Show, 2 pieces included

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2010: Design VS Poverty, Online poster exhibit curated by Sergio Olivotti and juried on Facebook, 2 pieces accepted

2010: FIFA World Cup, Online poster exhibit curated by Utal Pande and juried on Facebook, 1 piece accepted

1989: The New York Art Directors Club European Tour: 1 piece accepted

1988: Graphic Design East Meets West, LTV Pavilion, Dallas, Co-curator and participant, 1 piece accepted

1986: *Design in Texas, A Retrospective*, AIGA Texas, 4 pieces accepted for publication

1985: Images for Survival, Invitational poster exhibit commemorating the 40th anniversary of the bombing of Hiroshima Japan

Permanent Collection: Hiroshima Museum of Art

Permanent Collection: University of Maryland Poster Gallery

Awards, Citations, Publications

Recipient of Dallas Society of Visual Communications 2012 Golden Egg for lifetime achievement
in visual communications

The Dallas Society of Visual Communications, The Dallas Show, 1 Gold, 1 Silver, 2 Bronze

D Magazine "Best Brand Advertising" 2013 for Lamberts Landscape Company

Printing Industries of America, Mid America Division, Judges Choice, John Brodnax Award, 2019

Eye to Eye, Posters from Lidji Design Office, Self-published monograph, 2015

Dallas Ad League, 1 Gold, 2 Bronze

The Houston Art Directors Club, 1 Gold, 1 Silver

Communication Arts Annual

The New York Art Directors Club

The Art Directors Club of Los Angeles, Judges Choice, 1986

AIGA Graphic Design U.S.A. 5

Graphis Packaging 7

Graphis Posters 93

Hollywood Reporter 15th Annual Key Art Awards, First Place

Print Casebooks, Best of Posters

Library of Congress, four posters included in the permanent collection

Hiroshima Museum of Art, permanent collection

Creativity 13

Print Regional Design Annual

Goodwill Industries Public Service Award

Adweek's 1990 "King of the Road" Best of Show

Design in Texas, A Retrospective, AIGA Texas, 1986, 4 pieces included

Noah's Art: The Best of Zoo and Aquarium Graphics, published by Quon Editions

American Association of Museums, Museum Publications, Award of Distinction

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Partial client list

Fashion / Retail

Neiman Marcus
Haggar Clothing Co.
Double D Ranch
EganaGoldPfeil USA
Zales Jewelry
Bailey Banks and Biddle Jewelry
CIEM Jewels
Colormasters Precious Jewelry
Pockets Menswear
Aromance Home Fragrances
Target Stores
JCPenney
Macy's New York City
David Jones, Sydney Australia
Reserve St. Martin Wine
Pogo's Wine & Spirits
Dallas Design District

Restaurant / Hospitality

Cheddar's Scratch Kitchen
Morrison's Restaurants, Inc.
T.G.I. Fridays
Metromedia Restaurants
Sfuzzi, Italian Restaurants
ZTejas Southwestern Grills
Rice Boxx Corporation
Sfuzzi, Italian Restaurants
La Quinta Motor Inns
Empire Baking Company
The Registry Hotel Corporation
Gaylord Texas Hotel and Resort

Communications / Publishing

The Dallas Morning News
Belo Corporation
TXCN Texas Cable News
Belo Interactive
National Geographic
Southwest Media Corporation
WRR 101.1 FM Radio
Action Systems
InforMed Healthcare Media

Non-profit / Arts Organizations

Catholic Charities Dallas
Catholic Foundation
National Council of Jewish Women
Jewish Family Service
Jewish Federation of Greater Dallas
Dallas Zoo
Dallas Museum of Art
Dallas Arboretum
USA Film Festival
UTD Center for Holocaust Studies
Dallas Video Festival
WRR 101.1 FM Radio
The Science Place
Dallas Symphony Orchestra
Goodwill Industries
Dallas Better Business Bureau
Dallas Zoological Society
Dallas Classical Guitar Society
Boy Scouts of America
The Child Care Group
Audubon Society of Texas
National Kidney Foundation

Technology / Energy

FairfieldNodal
Sterling Software Corporation
Balfour Beatty Construction
Lucent Technologies
Northrup Grumman
Super Conducting SuperCollider
Victoria Gas Corporation
MetroCel Cellular (ATT)
Paradigm Geophysical
Schulmberger
Syniverse Technologies
RFTrax

Professional Services

Johnston Tobey Baruch Attorneys
Lambert Landscape Company
Trade Secret Auto Care
Bernbaum Magadini Architects
Max Levy Architect
Harold Leidner Landscape Architects
Williamson Printing Corporation
Brodnax 21C Printers
Zoom 7 Event Planners and Designers
BufordHawthorne Homebuilders
TravisWolff Advisors and CPA's