



**Andrew Wollner**  
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Artist+Designer  
Associate Professor

39 Avondale Rd  
West Hartford, CT 06117

#### Education

**1999** MFA, Painting, Savannah College of Art and Design  
**1996** BA, Studio Art, Kenyon College

School of the Museum of Fine Arts  
China Academy of Art, China  
Pacific Northwest College of Art  
Lacoste School of Art, France

#### Proficiency

Photoshop, Illustrator, InDesign,  
After Effects and Premiere Pro

HTML5, CSS3, Bootstrap  
Components, Microsoft/Mac  
Office Suites, Google Tools, and  
CMS Tools

## Student Success

*Agencies (Partial List)* - Primacy, ESPN, TraceyLocke, Taylor Design, Mintz+Hoke, Lego Group, Piping Rock Health Products, Go Media, Nic+Zoe, MobileFuse, MSG Networks Inc, Kwippit, Miss Design Berry, Dur-A-Flex Inc, NorthPoint Printing, WORX Branding, City of Hartford, Octagon Design, Million Dollar Media, Tishman Corp., Skolkin+Chickey, Cisneros Design, HK Advertising, Explora - Science Center and Children's Museum, Mole Richardson Co., Relios Inc., Pacific Communications, SITE Santa Fe, Georgia O'Keefe Museum, Anagram, Junction, 5volt labs, Upper Deck, Santa Fe Humane Society, Teachers College Columbia University, Pacific Whale Foundation, Parachute Factory, Salt River Pima-Maricopa Indian Community, New Mexico Museum of Natural History, New Mexico History Museum, NMHM Natural History Foundation, The Very Large Array, National Hispanic Cultural Center, New Mexico Institute of Mining and Technology

*Schools (Partial List)* - Parsons School of Design, Herberger Institute for Design and the Arts at Arizona State University, Rhode Island School of Design, and Pacific Northwest College of Art

*Workshops (Partial List)* - AIGA Events, Museums and the Web Conference, Makerspace Community Conferences, Museum Computer Network Conference, Kenyon College, and Massachusetts Institute of Technology

## Teaching Summary

**2015 - Current** Associate Professor of Visual Communication Design, Hartford Art School, West Hartford, CT

**2007 - 2014** Assistant, Tenured Associate Professor of Visual Communication, New Mexico Highlands University, Las Vegas, NM

**2002 - 2007** Studio Art Workshop Instructor, Museum of Fine Arts, Boston, MA

## Teaching Activity: Visual Communication Design

### 2015 - Current

Associate Professor of Visual Communication Design, Hartford Art School, West Hartford, CT

Hired to meet the needs of recent NASAD accreditation recommendations for the Visual Communication Design department to offer digital design, user experience/user interface design, and motion design.

Type 1, DES 221  
Sequential Graphics, DES 440  
Design Systems, DES 334  
Image Making and Meaning, DES 222  
Issues in Design, DES 333  
Senior Project, DES 450

### 2007 - 2014

Assistant, then Tenured Associate Professor of Visual Communication, New Mexico Highlands University, Las Vegas, NM

Awarded tenure and promotion in 2011 and given sabbatical in 2013. Served as the Program Coordinator creating and organizing the department Fall and Spring faculty class timeslots. Directly contributed to a 200% increase in student growth in the Visual

Communication emphasis. Oversaw lab manager, equipment, and supervised work study. Directed the Website presence for New Mexico Highlands University and main style guide.

Visual Concepts, MART 121  
Color Theory, MART 320  
Digital Imaging, MART 233  
Typography, MART 373/573  
Graphics & Meaning, MART 311  
Design for the Web, MART 313  
Publication Design, MART 317/517  
Digital Photography, MART 443  
Principles of Media Arts & Computer Science, MART 600  
Exhibition Design, MART 495/595  
Advanced Exhibition Design, MART 496  
Advanced Design Practice, MART 435/535  
Advanced Design Practice II, MART 435/535  
Graduate Field Project, MART 697  
Independent Study, MART 490  
Independent Study, MART 590  
Professional Internship, MART 498  
Professional Internship, MART 598

## Teaching Activity: Graduate Students

Between 2007 - 2014 I chaired 10 graduate committees and was a member on more than 10 others. Below are examples of exemplary students and their field projects.

### a: Emergence of Life, Masters Defense

*Featured Students in Media Arts and Computer Science: Lauren Addario and Kara Pajewski*

I was fortunate to sit on the committee for this Field Project. After successfully completing a DCA internship at SFI in Santa Fe, two students extended work on a much larger project of visually translating scientific data on the origins of life. The panels would tour several prominent exhibition halls including the Los Alamos Library, as well as NSF in Washington, DC. I assisted them with making their content accessible and creating a style guide, with margins, font size, color, kerning, line height, and locking elements based on the Gestalt Principle. The panels were created in InDesign and Photoshop was used in digital imaging manipulation.

### b: The DWI: A Short Documentary, Masters Defense

*Featured Student: Jason Valdez*

I chaired the committee for a student that created a 30 minute documentary about DWIs and the laws of New Mexico. Having received one several years ago, this student strived to achieve balance, without any personal opinions that could potentially get in the way. The piece took over 3 years to complete and was one of the strongest pieces of the program. Jason has combined everything he learned in our program to capture, on video, the true emotions of victims while exposing laws that may seem unfair. Jason used Final Cut, Photoshop, Illustrator, InDesign, and Audio Editing software. Jason now works at a prominent design firm in Santa Fe, NM.

### c: Snap Shop, Masters Defense

*Featured Student: Shaun Alarid*

Shaun developed a robust online shopping comparison site. The site would be a "plug and play" type of software, allowing companies to plugin to an existing site, without having to hire a development team. The store would have a real time editing component, linked to a back end. The project is currently live and for sale. The skills Shaun learned with this project would land him a high profile development position at an Internet consulting firm. The languages Shaun used to develop Snap Shop was HTML, CSS, Flash, Javascript, and PHP.

d. Artist Video Documentaries

*Featured Student: Jennifer Alexander*

Jennifer is a working videographer in Santa Fe, NM. She creates short documentaries of artists to promote their work. Often, Santa Fe galleries would hire Jennifer to promote the artists represented in their gallery. She returned to school to fine tune her technique, learn how to use the internet to boost her audience, and provide art teachers with a “kit” for their art curricula.

e. A New Visual Language

*Featured Student: Joe Webber*

Joe’s field project is still in progress. He is attempting to provide New Mexico a new iconographic language which blends shapes and patterns of Native American culture with marks found on ancient pottery and textiles. What Joe is creating is a massive coffee table book which explains the history of New Mexico, through a sequence of inventive line drawings and contained semiotic shapes.

## Teaching Activity: Fine Art

### **2002 - 2007**

*Studio Art Workshop Instructor, Museum of Fine Arts, Boston*

Instituted new printmaking curriculum designed from a blend of classic, academic techniques and contemporary studies of thinking outside of the box. Issued and graded assignments, provided one-to-one instruction, and led formal group critiques. Emphasized the importance of portfolio building for high school students. Developed and implemented curriculum for adult drawing workshops that explored mass, weight, proportion, light, perspective, color, and composition. Gave public gallery talks such as: Art on Paper Since 1960, Pop Art, and From Dust to Dreams, Museum of Fine Arts, Boston, MA.

Beginning to Intermediate Drawing

Printmaking

Portfolio Building

## Interdisciplinary and Collaborative Student Projects

### **2017** *City Hall Wayfinding, City Hall: Hartford, CT*

The fall 2017 Hartford Art School Design Systems class will partner with the Chief of Staff of Hartford to plan, concept, design, and hopefully install new wayfinding signage throughout the City Hall building in downtown Hartford, CT. I have already met with the Chief of Staff, met the mayor, and have begun discussions and planning.

### **2017** *UI/UX Empathy Mapping: West Hartford, CT*

I partnered with River Brandon, UI/UX Director at Travelers in Hartford, CT to teach the first phase in empathy mapping for the spring Issues in Design class final project. The students were tasked to invent a new mobile app from concept to completion. The first step was to discover their demographic’s empathy points, both pains and frustrations. Once uncovered, River led the students to discover a finalized feature set that serviced these pain points.

### **2015** *Identity Rebranding Project, The French Hen: Essex, CT*

Organized, facilitated, and led a partnership in the Fall 2015 semester of Type 1 class with small business owner, Laurie McGinley of the French Hen giftshop. The students provided mood concept boards, sketches, sharpened logo marks, stationery, and package design. Laurie traveled to the VCD department to work with the students, provide feedback and guidance, and ultimately selected the best fit for her business. The project is still in progress and the selected winning student and runner up were awarded prizes.

### **2015** *Future VCD+Computer Science Collaboration, University of Hartford: West Hartford, CT*

Planning is underway for a future capstone project between the Visual Communication Design department and Computer Science department. Discussions with C.S. Professor Ingrid Russell have resulted in two possible projects, one being a side scroller mobile application game and the second being a mobile gamified fitness application.

- 2015** *Motion Design Promotional Video Piece: West Hartford Children's Museum, West Hartford, CT*  
Michael Scricco's Civic Design class at the Hartford Art School approached me to advise his advanced senior students on building a short video piece which debuted at a fundraising event about the future expansion of the West Hartford Children's Museum. The piece consisted of shooting video interviews of staff and capturing "B Roll" of the museum grounds and compiling still photography using Adobe Premiere's editing tools and exporting into After Effects. The event was a success and the video served as a lead-in to newer discussions of the museum's future.
- 2014** *Science of Cities Exhibition, Santa Fe Children's Museum, Santa Fe, NM*  
In collaboration with scientists from the Santa Fe Institute (SFI), the Santa Fe Children's Museum (SFCM), and the Department of Cultural Affairs (DCA), students in the Program for Interactive Cultural Technology created an exhibit, The Science of Cities. The exhibit expressed the innovative science regarding cities, scaling and sustainability. I was a contributing lead faculty member and in charge of co-creating the curriculum, mentoring students, and directing the branding and installation. I setup a field-based research opportunity to Denver where we met with exhibit designers from the Denver Children's Museum. I also invited Jennifer Munson, lead exhibition designer of the MFA, Boston, to give several lectures regarding current exhibition design standards.
- 2013** *Art Installation: Santa Fe Community Foundation, Santa Fe, NM*  
Students of Advanced Design Practice worked on proposals that were formally pitched to the board of the "SFCF" and lead architecture firm. One student was awarded the honor of creating and developing the art installation. Craig Cassidy proposed a poem garden and photo mosaic grid.
- 2013** *Identity Branding Campaign, Pajarito Environmental Education Center, Los Alamos, NM*  
Students of Advanced Design Practice also worked on proposals to rebrand Los Alamos's center of environmental education. Working with Katie Watson, our students worked on several identity designs involving the interior space design, vignettes, and brand marketing.
- 2011** *Evotee, Albuquerque, NM*  
Jason Libersky of Mouthweight, Albuquerque partnered with my MACS 600 Principles of Media Art and Computer Science class. The goal was to provide an interface design that would serve the community as an online voting platform.
- 2010** *Exhibition, Celebrating 100 Years of Crownpoint, Gallup Public Library, Gallup, NM*  
My exhibition design class was partnered with the Crownpoint Historical and Cultural Heritage Council, located in Gallup, NM. The class was grouped by vignette and assigned the goal to interpret, to the Gallup community, 100 years of local cultural stories of Native Americans. In the exhibition, an authentic loom was donated for the "Weaving Tradition" vignette. Also on view was Devyn Dennison's film documentary and interactive kiosk about NM ranching and rodeoing. The venue was hosted by the Octavia Fellin Public Library in Gallup, NM. Our contact was Mary Ellen Pellington.
- 2010** *Octavia Fellin Public Library Logo Rebrand, Gallup, NM*  
Mary Ellen Pellington liked our student's work so much during the exhibition design class in the previous semester, that she hired my Typography I class to provide a logo for her library. The winning logo was done by Alona Watchman, retaining a feeling of culture, flight, and the reading community. In order to be productive, students had to prepare for each conference call and take notes during the calls to make sure they received all relevant information for the task at hand. The logo will be used for such materials as the library's Web presence, printed pieces, and building signs.
- 2010** *Las Vegas Film Commission Web Site, Las Vegas, NM*  
The city of Las Vegas Film Commission office partnered with my Advanced Design Practice I and II class to host a design competition. Our liaison, Lindsey Hill, gave presentations throughout the class in hopes that one of my students would deliver a vision of what the site could look like. The students worked individually, met with Lindsey for research purposes, and made final class presentations.
- 2010** *Dulce Bakery, Santa Fe, NM*  
Another professional development partnership I administered. My spring 2010 Color Theory class created a brand, from scratch, in the form of 3-D visualizations and color advisement for a Santa Fe bakery and coffee shop. The winner

was awarded a gift certificate and rights to future work. The bakery has been built and they used NMHU student's color palette ideas.

**2010** *Duo Restaurant, Denver, CO*

My Design for Web class was asked to produce a design for a Denver based restaurant. Each student completed preliminary wireframe sketches and pitched a final static design concept with the client over Skype conference calling. The winner was awarded the rights to develop the new site design. Duo is nationally acclaimed and a very high profile restaurant. The students gained a huge amount of real world experience through the entire process, by accepting difficult criticism and providing several iterations.

**2009** *Inaugural Exhibition: Fashioning New Mexico, New Mexico History Museum, Santa Fe, NM*

The Media Arts department launched a certificate program in partnership with the Department of Cultural Affairs: the Program for Interactive Cultural Technology (PICT), consisting of two classes; Exhibition Design and Project Management. I taught Exhibition Design. Students in this program teamed up and provided professional level kiosk and vignette development for the New Mexico History Museum in Santa Fe. I was responsible for the entire program direction, quality of deliverables, and served as the client liaison. I was also instrumental in the programming of the curriculum. I secured funds and facilitated a collaboration with Jennifer Munson, lead exhibition designer of the MFA, Boston.

**2009** *Marian Koshland Museum, Washington, DC*

Patrice Legro, Executive Director of the Marian Koshland Museum, requested several deliverables which were judged by her creative team: two web page designs, one multi-fold brochure, 3 web banners, and 1 virtual tour. The winning group flew to DC to give Patrice final deliverables, as well as, shoot the virtual tour. Students in my Advanced Design Practice class learned first hand about professionalism, as their grade depended on it.

**2009** *3-D Visualizations, Palace of the Governor's, Office of Archaeological Studies, Santa Fe, NM*

I advised a DCA internship which had one of our students providing 3-D visualizations to Stephen Post of the DCA/Office of Archaeological Studies. The creative brief detailed the Palace when it was first fortified and built on the Plaza area of Santa Fe. This was the first visualization of its kind for the Palace. The 3-D models were on display in an exhibition, on a touch screen panel in the exhibition.

**2009** *Exhibition Catalog Design, Wonderland curated by Lance Fung, San Francisco, CA*

I led a team of talented graphic designers in the development of a 128 page catalog for a major installation exhibition called, Wonderland. Having curated several shows in the past, Lance Fung had gotten the approval to allow world famous artists to install various pieces in the Tenderloin district of San Francisco, CA. Since this show had great exposure, the catalog was monumental in nature and a great portfolio piece for our NMHU Media Arts team. I was honored to have such a major role in this project.

**2009** *Las Vegas Arts Council, Las Vegas, NM*

I partnered with the LVAC to deliver a new logo. My entire Typography I class took part in a competition. Several logos ended up as finalists and one was selected which currently representing the group. The experience was a "real world" project, going through phases of case study research, critique, and redesign.

**2008** *Interactive Map and User Interface, Palace of the Governor's Tesoros de Devocion, Santa Fe, NM*

The student interns on this project were Jason Valdez, Carlos Mendivil, Stacy Romero, Virginia Marrujo, and Shaun Alarid. The museum's goal was to place their permanent collection online. The virtual design needed to match the style and physical presence of the interior space. The exhibited objects are alter pieces and there is a large collection of wooden sculptures. My students were inspired by the wooden textures of the alter pieces and mimicked the scroll texture for the inner content pages. I managed the design and production teams.

**2008** *Chamber of Commerce Marketing, Las Vegas, NM*

Vince Howell, Director of Marketing of the Las Vegas Chamber of Commerce partnered up with Media Arts to develop a promotional booklet. The book informs business entities about the city of Las Vegas, in hopes to attract more professional conferences. This project was taken on by students in my Advanced Design Practice class, and thus, highly competitive and group based. Winners were selected and their designs were actualized, printed on billboards, and serve as a phenomenal portfolio piece.

## Advisory Roles

- 2017** *Advisor for Visual Communication Design Club, Hartford Art School, West Hartford, CT*  
The Visual Communication Design department, under my advisement, formed a new student group which will lead the charge in bringing outside professionals to campus, engage in community design building efforts, and connect with the existing marketing and ad club to take on outside client work. The first client is expected to partner with the club in the fall of 2017.
- 2017** *Advisor for Professional Internships, Hartford Art School, West Hartford, CT*  
Hartford Art School students have the option to enroll in professional internship. I have advised three students so far, one intern at a creative design agency with healthcare clients, another at a design/photo agency specializing in photo booth services, and another student at City Hall in Hartford, working under the Chief of Staff. This student has been able to secure a future collaborative project with the city of Hartford to design wayfinding throughout City Hall.
- 2016** *Advisor for 2015-2016 Dorothy Goodwin Award recipient, University of Hartford, West Hartford, CT*  
Visual Communication Design senior student, Cynthia Lau, received a leadership award to build a mobile app that made caring for a virtual pet an incentive to live a healthier lifestyle. In Cynthia's application, users would set fitness goals (the prototype would be running and actual steps) and if achieved, the virtual pet would stay alive. Future plans are to have the pet interact through a social network where more awards are given based on meeting other fitness related goals. Cynthia has decided to use the awarded money to hire a programmer to make the app functional. She will design user flows, build the information architecture, layout the user interface, and research user experience actions.
- 2014** *Art Installation at the Santa Fe Community Foundation, Santa Fe, NM*  
Organized through the NM Department of Cultural Affairs, I was assigned a senior student to advise for an installation of a large photo mosaic, the winning public art installation proposal for the main lobby of the SFCF. This internship was an extension of a previous student competition that I facilitated in 2013 in an advanced design class where my students proposed a public art installation for the lobby. The entire process was iterative and students presented ideas at meetings with select architects and local art jurors. A large, photo mosaic suspended grid of the surrounding landscape, was selected.
- 2014** *AIGA NM: "Design for Good" Education Initiative, Santa Fe, NM*  
Integral to a graduate course entitled, "Principles of Media Art and Computer Science," I facilitated several meetings with a graduate student representative and the AIGA NM Board. Throughout the 2014 spring semester the selected student presented her capstone senior project and led meetings based on the research she gathered and hypotheses she made on creating a database for pro-bono design jobs and a listing of community business members who need design assistance.
- 2013** *Identity Branding Project, Santa Fe Bandstand, Santa Fe, NM*  
My Advanced Design Practice was approached by a music festival to create new logo ideas for their event. Students competed, I advised, and the director acted as a jury.
- 2013** *Website Redesign, Pino's Restaurant, Las Vegas, NM*  
A local restaurant gave my students the opportunity to design a Website for them. Students of the Design for Web class used this opportunity as their final project. I advised the iterative process.
- 2013** *Identity Branding Project, Richland Concrete and Construction, LLC, Houston, TX*  
An established construction company in Houston, TX approached me and requested several iterations of a brand idea. My Typography students used their midterm project to propose ideas. One of which was selected and acquired.
- 2011** *Media Marketing Internship, National Hispanic Cultural Center Internship, Albuquerque, NM*  
The "NHCC" hired two very talented graphic designers to produce new exhibition marketing collateral. I advised the internship and served as a liaison between our department, the students, and their supervisors.

- 2011** *Hermits Peak Watershed Alliance*, Las Vegas, NM  
Students of my Typography I class were given a competitive project to design a logo for a local watershed organization. The director on the project was Martha van der Voort, PhD. Martha visited the class regularly and described the project. Students were tasked to interpret a unique vision with a variety of cultural iconography. The logo was to address the multicultural region, and its inhabitants, without misrepresenting any group.
- 2010** *Visitor's Center Exhibition Design*, The Very Large Array, Socorro, NM  
I was the advisor to The Very Large Array Internship. Ever since being awarded an Americorps program, NMHU Media Arts department has been able to send student interns to very respected cultural institutions and organizations throughout the state. Angelo Mitchell and Melissa Marquez were sent to improve the visual identity of the exhibition space for the visitor's center at the Very Large Array, south of Albuquerque and near Socorro. Their supervisor was Judy Stanley, NRAO/VLA Education Officer.
- 2010** *Exhibition Design*, Alexander Girard at the Governor's Gallery, Santa Fe, NM  
I advised a student intern at the Governor's Gallery in Santa Fe, under the supervision of exhibition director, Merry Sculley. My student provided design concepts for large placards and the title wall which showcased the life of famous designer, Alexander Girard. The title wall and placards were challenging as the design that showcased the work could not interfere with the subjects highly stylized designs.
- 2010** *The Horse Shelter Rebrand*, Santa Fe, NM  
Helen Gaussoin, Director of Marketing, gave my Advanced Design Practice class the opportunity to rebrand their organization. The Horse Shelter specializes in rescuing, and caring for, abused and neglected horses.
- 2009** *Teacher Kit Design*, International Folk Art Museum, Santa Fe, NM  
I advised an internship at the International Folk Art Museum in Santa Fe where my student Jennifer Alexander conducted research into Teacher's Kits. The research provided valuable data for the creation of inexpensive prototype kits that, in theory, could be distributed to regional schools that lacked art education budgets.
- 2009** *Voice Movement Therapy*, Boston, MA  
One of my students was hired to design a Web site for the Voice Movement Therapy group in Boston, MA. This was an especially difficult task as the group already had existing collateral and a strong image in the market. The job also involves an old contact of mine, so my student had to be extremely sensitive to the client's opinion, as well as mine. She pitched several stages and iterations and the experience provided Amalinda, a very realistic idea about the professional world and design iteration process.
- 2009** *All Star's Barber Shop*, New York, NY  
A student in the Fall 2009 Advanced Design Practice class was hired to make a logo for a barber shop in New York City, "All Star Barber Shop." The barber shop is geared primarily to serve male customers, specializing in clipper styles. Angelo created a contract for hire contract, following industry standards.
- 2009** *World Traveler's Coffee Shop*, Las Vegas, NM  
A student in my Advanced Design Practice provided design collateral and a new brand for a local coffee shop off the plaza in Las Vegas, NM. The shop is currently using her design.
- 2009** *Exhibit Design: "Git fer Vegas, Cowboy!"* Rough Rider's Museum, Las Vegas, NM  
I was the primary advisor for a student creating solutions for the Rough Rider's museum. Carlos Mendivil was the intern and Nellie Price was the supervisor who directed the internship. Carlos's responsibilities were to create concept supported designs of large museum placards about the history of cowboys in the northern NM region. The museum coined the term "Git fer Vegas, Cowboy!" and branded their placards to reflect the gritty feeling of the southwest. Our student designed graphics that reflected our environment through appropriate color and characters. A style guide was developed to ensure easy maintenance.
- 2007** *Origins of Life Traveling Exhibit*, Los Alamos, NM to Washington, DC  
I acted as an advisor to two graduate students for the layout and design portion of the "Origins of Life" traveling

exhibition. The exhibit started in Los Alamos and moved to the NSF (National Science Foundation) in Washington, DC. I later served on the graduate field project committees for both students.

**2008** *Business Week Magazine Cover Wrapper, Las Vegas, NM*

The NMHU Business School approached me to advise an independent study for a student to design a cover wrapper for Business Week Magazine. The professional development experience came in the form of a real world iterative process as Dr. Margaret Young of the Business School critiqued different design prototypes until the Business School was satisfied. This was the first of this project's kind and served as a springboard for future professional partnerships with Communication Design studies.

## **Scholarship and Professional Activity**

**2017 Current Client**

*Armenian Museum of America, Watertown, MA*

I was hired to create a new brand and identity for the Armenian Museum of America. It will impact all print and web marketing and will play a critical role in its future success as a major educational resource for the Armenian local and national community. The purpose of the rebrand is to position the museum in the industry among peer institutions. This process begins with a new identity mark and by finding consistency across the museum's print and web pieces.

My graphic design services will be to 1) create a new identity mark, 2) design strategies for two print systems, one for a multifold informational brochure and another for a postcard which incorporates a grid with consistent margins, leading, and typefaces, 3) make a best practices style guide, and 4) provide web design consultation. Across all of these pieces there will be a high level of restricted colors and I will make use of crisp, professional photography and original illustrations.

The quality of the new museum brand should help position itself as a well-established and trusted repository, further solidifying its place, in the local and national museum community. The initial phase of design strategy will incorporate refined shapes from objects in the museum's collection and sacred patterns from key architectural structures.

**2016 Recent Completed Project**

*Hartford Marathon, Hartford, CT*

I was hired to design environmental graphics for the Hartford Expo Center, pop-up marathon store. Prior to the event, the marathon had little to no branding in the space. Marathon runners all move through the store and purchase items as they register for the race. I completed the title wall entrance design, large map graphics inside detailing the different routes, as well as all of the hanging banners which were suspended from the expo center's ceiling.

**2002 - Present**

*Co-Founder, Wollner Design, West Hartford, CT*

Design and direct concept to completion solutions for academic and corporate clients. Strategically manage projects in a way that is proactive and responsive to the clients' needs. Lead client relations, educate via creative briefs, engage in the iterative process, and manage exterior programming consultants. Past and current clients: Armenian Museum of America, Hartford Marathon, New Britain Museum of American Art, Kenyon College, UWC-USA, Massachusetts Institute of Technology, Suffolk University, Northwestern University, ThinkyTank, New Mexico Highlands University, Red Gate Farms, Bruno Trindade, Doug Green Interactive, Time Banks USA, Justin Knight Photography, and Moscovitz & Moscovitz.

**2015 - Present**

*ThinkyTank, thinkytank.com, Virtual*

ThinkyTank is a small digital studio, the aftermath of the collaborative work space I started in Northampton, MA. We experiment and explore! Duder, Your Virtual BFF, is the first product from this studio and is an experiment in AI chatting where users have the ability to chat with a virtual contact. Users may select a Duder voice which responds in a unique style. Users are also able to manually enter up to three custom replies! I am currently working on two more ideas, Color Chain, a robust color system app for designers and a mobile game called Teddy and Pig where a teddy bear comes alive, straps a gatling gun to a pig and searches for his owners across farmland.

## 2014 - 2015

25 Main Street Collaborative Workspace

Suite #338 became a space which hosted several tech driven meetings. My team was selected into the Valley Venture Mentors program where we developed a new mobile app concept and went after funding. We have never stopped inventing since, even without the space.

## 2013 - 2014

Tech Entrepreneur + Sabbatical Research

*uChampion Software, uchampion.com*, Northampton, MA

Sabbatical research was conducted based on starting a technology based startup business, creating a prototype, and seeking capital. Research supported a new user interface curriculum for courses: Principles of Multimedia, UI Design for the Web, and Advanced Design Practice. Business Development: Creating a software business from scratch based on the strategies of Steve Blank and Eric Ries, (the Lean Launch Pad and Lean Startup, respectively). Prototype Development: A low fidelity mobile app was developed to collect feedback on target audience needs and debuted in the Valley Venture Mentorship program. Raising Capital: Investors will be presented to and approached to help fund the second, and more robust, initiative.

## 1999 - 2005

*Represented Studio Artist*, Conner Contemporary Art, now Conner Smith, Washington, DC

Produced large narrative paintings for private collectors. Participated in several personal shows and group exhibitions.

ConnerSmith is a nationally recognized gallery that represents sought after and emerging artists. Artists regularly appear in such publications as Art in America, ArtForum, and ArtNews.

## Professional Associations

University & College Designers Association (UCDA)

AIGA Board Member, Santa Fe, NM

AIGA Educator Member

College Art Association

Graduate of the Valley Venture Mentorship program, Springfield, MA

Member of the Click Workspace, Northampton, MA

Advisor to the Santa Fe Community Foundation Atrium Art Installation, Santa Fe, NM

Member of Habitat for Humanity, Santa Fe, NM

## Conferences, Workshops and Professional Development

**2017** AIGA Design Conference, Minneapolis, MN (Anticipated)

**2017** Portfolio Reviewer at Emerging Professionals Workshop, University of Connecticut Main Campus, CT

**2017** Keynote Speaker for Connecticut Regional Scholastic Art Awards Celebration, Lincoln Theatre, University of Hartford, CT

**2017** VCD Senior Project Expert Panel Review Workshop, Hartford Art School, CT

**2016** Augmented Reality Demonstration Event, Primacy Design Firm, Farmington, CT

**2016** Hartford Art School Faculty Show, Submission: Digital print, Banana Man, Joseloff Gallery

**2016** Juror for NEXT: Emerging Artists Exhibit at the Gallery on the Green, Canton, CT

**2016** Hosted Auerbach Lecture Series Talk, "Exhibition Design: Art Objects in Context" Jennifer Munson, Hartford Art School, CT

**2016** AIGA Presentation Attendee, Design Disruptors: Hartford, CT

**2016** 11th annual UCDA Design Education Summit, Kean University, NJ

**2016** VCD Senior Project Expert Panel Review Workshop, Hartford Art School, CT

**2015** Connecticut Art Directors Club, Factory Professional Speaker Event, Hartford, CT

**2015** Hartford Art School Faculty Show, Submission: Three digital prints, from the series Assimilasian, Joseloff Gallery

**2015** STE 338: Bulk of Activity: Created a Collaborative Entrepreneurial Space and hosted several meetups, Northampton, MA

**2014** Interviewed on News Radio 560 WHYN "The Engine" with Thom Fox, Springfield, MA

**2014** Graduate of the Valley Venture Mentors program, Springfield, MA

**2014** Organize and direct AIGA statewide portfolio review, Santa Fe and Albuquerque, NM

**2014** Led AIGA Design for Good Initiative workshop with graduate student representative, Santa Fe, NM

- 2013 Organize and direct AIGA statewide portfolio review, Santa Fe and Albuquerque, NM
- 2013 Lean Launch Pad Business Model Workshop, Northampton, MA
- 2013 Interviewed on Santa Fe Public Radio about SF Children's Museum Exhibition, Santa Fe, NM
- 2013 Museums and the Web, Portland, OR
- 2013 AIGA NM Spring Birdhouse Auction, Mark White Gallery, Santa Fe, NM
- 2012 Organize and direct AIGA statewide portfolio review, Santa Fe and Albuquerque, NM
- 2012 RE:MIKE Festival, AIGA Representative, Santa Fe, NM
- 2012 Adobe CREATE: Workshop, Social Innovation Hub, Santa Fe, NM
- 2012 AIGA Representative at Leadership Retreat, Salt Lake City, UT
- 2012 Y-Design Conference, San Diego, CA
- 2011 Visual Design Ignite Presentation, Los Poblanos Cultural Center, Albuquerque, NM
- 2011 AIGA NM Workshop Series Version 1: Justin Ahrens, Santa Fe, NM
- 2011 UWC-USA Guest Lecturer "Publication Design," Montezuma, NM
- 2011 AIGA NM Workshop Series Version 2: "Experiments in Typography," Santa Fe, NM
- 2011 AIGA NM Workshop Series Version 3: "Creative Synthesis," Santa Fe, NM
- 2011 AIGA NM Showdown Award Ceremony, Santa Fe, NM
- 2011 AIGA Professional Networking Social, Thirsty Thursday, Santa Fe, NM
- 2011 AIGA Invited to lecture: Santa Fe University of Art and Design: "Kinetic Typography" Santa Fe, NM
- 2010 Museums and the Web Conference, Denver, CO
- 2010 NMAM Annual Meeting: 21st Century Museums in the Wildest of the Wild West, Las Vegas, NM
- 2010 Current Design Trends Ignite Presentation, Albuquerque, NM
- 2010 Lecture on Branding and Identity and Culture of Communication Design, Las Vegas, NM
- 2010 AIGA Denver Professional Network Meet and Greet, Denver, CO
- 2009 AAM Museum Conference at the Convention Center, Philadelphia, PA
- 2008 AIGA Aquent: Night with Professionals, Boston, MA
- 2008 AIGA Round Table Talk: design processes at the Studio Blue design firm, Chicago, IL
- 2008 Edward Tufte Conference at the Marriot, Albuquerque, NM

## Grants

- 2017 *Faculty Development Grant*, Hartford Art School, CT  
 Awarded funds to attend one of the biggest annual graphic design conferences, hosted by AIGA, a professional association of design. The funding will cover a discounted member entrance fee, round trip airfare, hotel, and a daily stipend for five days. The three full-days consist of 1) exhibitions, 2) innovative professional development sessions, and 3) lectures. Educators who teach digital Visual Communication Design (VCD) studies, including motion design and UI design, must attend conferences such as the AIGA Design Conference to get exposed to current trends. This activity will further enhance the visibility of the Hartford Art School (HAS) by positioning HAS as a relevant institution in VCD digital design education.
- 2015 *International Center Grant*, University of Hartford, CT  
 Awarded funds to develop a future study abroad program for the Hartford Art School Visual Communication Design department by specifically 1) inspiring VCD students and providing a global perspective on graphic design principles and creative practices through a hands-on experience at creative agencies in China and 2) to engage in international student recruitment. The location switched to Montreal, Canada as the department thought it was beneficial to offer a closer study abroad experience within reach to our students.

## Community Service: Advisory Boards

### 2011 - 2014

*Education Director*, AIGA, New Mexico Board, Santa Fe, New Mexico

Nominated and served on the (AIGA) American Institute of Graphic Arts association, the largest national professional association for communication designers. Led, organized, and directed annual Hire Ed Portfolio Review for top graphic design students. In charge of the educational direction and resources of communication design for the state. Served as state chapter representative

at the annual AIGA Leadership conference. Involved with Design for Good initiatives. Led partnership with the Hub for Social Innovation at the Santa Fe Community Foundation. Organized educational speaker series including Adobe Workshops and professional instruction. In charge of forecasting a new AIGA exhibition space and running it. Directed education subcommittee: Campaign to increase satellite numbers and new membership for student chapters across the state. Host the Co-Lab | Birdhouse Auction Fundraiser Event, Mark White Gallery, Santa Fe, NM.

## **2010 - 2011**

*Director of Communication, AIGA, New Mexico Board, Santa Fe, New Mexico*

Directed all communication efforts for NM chapter to AIGA constituents. Organize and host chapter's roundtable discussions and speaker events. Design and launch all new branding efforts for speaker series and networking events. Directed flow and updates to the chapter Website. In charge of email blasts. Led social media updates.

## **University Service**

### *University of Hartford*

Information Technology Executive Council, Member

Academic Technology Advisory Committee, Member

Center for Teaching Excellence and Innovation Committee, Member

CS/WMD Search and Screen Committee, Member

Task Force for Peer Evaluation of Teaching, Member

Ad-Hoc Meeting regarding HIPs with Interim Provost, Essential Learning Outcomes, Invited Attendee

### *Hartford Art School*

Faculty Senator

Curriculum Committee, Member

Alumni Forum Committee, Member

Web Site Committee, Member

Instagram Animated Gif Advertisements

New Launch, Debut Home Page Student's Time Lapse Piece

Auerbach Speaker Event Poster Designer

Senior Party Committee

Visual Communication Design Club Advisor

Spring Open House Presenter

### *New Mexico Highlands University*

Program Coordinator

Media Arts Department Interim Chair

Undergraduate and Graduate Program Review Coordinator

Student Affairs Committee, Member

Faculty Research Committee, Member

Academic Affairs Committee, Member

Tenure and Promotions Committee, Member

Search and Screen Committee Chair

Search and Screen Committee Member

Freshman Orientation, Department Representative

College Night, Department Representative

Media Arts Club Advisor

Mesa High School Workshop Leader