

**EDUCATION**

- Master of Fine Arts in Graphic Design, with minor in Telecommunication, Fort Hays State University, Hays, Kansas, 1995 (**Thesis: 'Curry Type Flambé' -Typographic design exploration and development of a new postscript font, 'Seven'.)**
- Bachelor of Fine Arts in Applied Art, Five Year Professional Degree, Jawaharlal Nehru Technological University, Hyderabad, India, 1991 (**Outstanding Design Portfolio Award from the Department of Applied Art.**)

**CERTIFICATIONS & AFFILIATIONS**

- Brand Design consultant, Association of Computer Aided Design in Architecture, 2007.
- Steering Committee member, Association of Computer Aided Design in Architecture, 2007.
- Associate Professor-Graphic Design, University of Wisconsin-Stout, Menomonie, WI 2007–Present.
- Chair of Creative Studies, Minnesota Interactive Marketing Association, Minneapolis, MN 2006–2007.
- Member of Board of Directors, Minnesota Interactive Marketing Association, Minneapolis, MN 2006–2007.
- Assistant Professor (Tenure track)-Graphic Design, University of Wisconsin-Stout, Menomonie, 2001–2007.
- Elected to the Board of Directors of Minnesota Interactive Marketing Association, 2006–07.
- Certified Online Facilitator by Socrates Distance Learning Technologies Group, July 2006.
- World Trade Center Memorial Design Competition- Graphic Designer for the project entry, 2004.

**TEACHING EXPERIENCES**

- **Associate Professor** (Tenured) spring 2006–present.
- **Assistant Professor** (Tenure-Track) fall 2001–fall 2007.  
Graphic Design, Department of Art and Design, University of Wisconsin-Stout, Menomonie.  
DES-360 Graphic Design II; DES-410-001 Product and Packaging Graphics; DES-386; Publication Design; DES- 480 Senior Project-Graphic Design; DES-456-003 Senior Project-Multimedia Design; DES-256-001 Interactive Design-Multimedia Design; DES- 480 Advertising Design;  
DES- 220 Computer Imagery;  
**Online Teaching Experience**  
DES- 382 Information Design.

**ACHIEVEMENTS**

- Graphis New Talent Annual, two published entries in New Talent Annual 2006–07.
- CMYK Magazine, spring –summer, student project profiled from Information Design class 2007.
- CMYK Magazine, Aspiring Creatives, 10th Anniversary Issue. Two published entries 2007.
- 'Portfolio-one-on-one' 2<sup>nd</sup> place, regional AIGA student portfolio review, Minneapolis –MN 2006
- Graphic Design Show, undergraduate statewide competition 2006. AIGA juried and organized by University of Wisconsin-Stevens-Point.
- First Place, Package Design, Wisconsin student design competition 2006. University of Wisconsin at Whitewater.
- National PaperBox Association, Bronze Award 2004.  
Student juried competition recognizes and encourages college students in the package design field. NPBA receives 500 plus entries every year from various universities in North America.
- Graphic Design Show, undergraduate statewide competition 2004. AIGA juried and organized by University of Wisconsin-Stevens-Point.
- Participated and helped in organizing a national summit for Minnesota Interactive Marketing Association 'MIMA SUMMIT 05 and 06. Designed and published marketing interactive flash presentation for the Summit.
- Three Honorable Mentions, Wisconsin student design competition 2004.
- National PaperBox Association, Bronze award for 2003.

**ACHIEVEMENTS (Continued)**

- Graphic Design Show, undergraduate statewide competition, AIGA juried and organized by University of Wisconsin-Stevens-Point 2003.
- Third Place, Wisconsin student design competition 2003.
- American Institute of Graphic Arts “Best Design Show,” Package Design 2002.
- Brass Ring Awards, University of Oklahoma, Department of Art & Design 2002. National juried competition with entries from 417 universities, ‘Best of the Show’, Second Prize and four Medals of Excellence.

**RESEARCH, CONFERENCES AND PROPOSALS**

- “FEED: Smart, Interactive and Connected Design” submitted to publishers to be co-edited with Mahesh Senagala, Associate Dean for Academic Affairs and Research, Department of Architecture, University of Texas at San Antonio, March 2007.
- AIGA Minnesota Entry Level Designer Committee- a committee aimed at addressing the needs of recent graduates and designers with less than three years of experience 2007.
- Research Paper “Bollywood Dreams: Singing, dancing and lip-synching across regional boundaries” presented at “Cross Cultural Perspectives on Visual Communication” Conference at the University of Wisconsin-Eau Claire, April 21, 2007.
- ‘Experience Design: Multidisciplinary Research Collaborations’ Presented and Participated in an international graphic design education conference ‘Design: Refining our Knowledge’ at the University of Minnesota, Minneapolis-St. Paul, USA, 2004.
- Research Day presentation, UW-Stout campus 2004.
- Participated and presented multi-disciplinary student project between Art and Design and Packaging Technology.
- ‘Visual Icons,’ Marketing Materials for the show at Furlong Gallery, 2003.
- ‘Disparate Sensibilities’, Marketing Materials for the show at Furlong Gallery, 2001.
- Anabuki Design College, Hiroshima, Japan 2005. Recognized as one of the best design programs for Manga Animation. Panel discussion with the design faculty about the curriculum development and advances in the Design Studies in North America.
- National Institute of Design, Ahmedabad India 2004. Recognized as the best Design school in Asia. Lecture presentation on Package Design in America and shared student work from my Package Design class with students and faculty.
- Sri Venkateshwara College of Architecture, Hyderabad India 2003. Recognized as one of the premier private Architecture programs in the region. Lecture presentation on “The Role of Branding and Signage in Architecture.”
- Brand advertising targeted towards attracting corporate clients and students worldwide for ‘Cardean University’. UNext Inc, July 2000.
- ‘UNext’ brand advertising targeted towards attracting investors. UNext Inc, July 2000.
- US Post Office brand advertising, sweepstakes, and direct mail programs. J. Gleason Associates, 1999.
- Marlboro direct mail programs. Leo Burnett, 1998.
- Package Design for Computer game ‘BattleTeach’. J. Gleason Associates, 1997.
- Direct mail and brand advertising for computer game ‘MechCommander’. J. Gleason Associates, 1997.
- Direct mail promotion for font ‘Seven’. Fort Hays State University, 1995.

**COLLABORATIONS**

- Intradepartmental project for publication design student with Industrial Design. Lecturer: Alex Roskins 2003.
- Interdepartmental project for the Product and Packaging graphics students with Packaging Technology to enter National Paperbox Association competition. Associate Professor: Dr. Claire Sand 2002-2003-2004.
- Intradepartmental project for product and package graphics design students with Industrial Design students. Assistant Professor: Adam Wells 2003.
- ‘Cardean University Introduction’ Interactive CD-ROM. Website design; Web Course Demo; E learning section for Shell - [www.cardean.edu/shell](http://www.cardean.edu/shell); E learning section for AOL <[www.corp.aol.com](http://www.corp.aol.com)>2001
- Cardean University, Internet Education Company <[www.cardean.edu](http://www.cardean.edu)> February 2001; UNext.Inc <[www.unext.com](http://www.unext.com)> February 2001.
- Website redesign: FASA Interactive Inc. September 1997.

## MAJOR DESIGN PROJECTS

- **Miller Lite- Brewers Collection**, Package Design. Bagby and Company, Chicago-IL 2007.
- **'MechCommander'**, tenth top selling computer game in 1998. J. Gleason Associates, Chicago-IL 1997.
- **'Fasa Interactive'**, a computer gaming company. J. Gleason Associates, Chicago-IL 1997.
- **'The Noor Group'**, a venture capital company. J. Gleason Associates, Chicago-IL 1995.
- **'Supper Case'**, a restaurant for the design conscious people, Hays KS 1995.

## IDENTITY, INTERACTIVE AND PACKAGE DESIGN

- **Corporate website design** <fasainteractive.com> a computer game. J. Gleason Associates, Chicago-IL.
- **Product website design** <mechcommander.com> a computer game. J. Gleason Associates, Chicago-IL.
- **CD-ROM package for 'Cardean University'**. UNext Inc. Deerfield, Chicago-IL.
- **'Marlboro Special Blend'**, a new flavor from Marlboro. Leo Burnett, Chicago-IL.
- **'BattleTech'**, a computer game. J. Gleason Associates, Chicago-IL.
- **'MechCommander'**, a computer game. J. Gleason Associates, Chicago-IL.
- **Miller Lite- Brewers Collection**, Package Design. Bagby and Company, Chicago-IL.

## COMPUTER SKILLS

- Extensive work experience on Macintosh/ PC computer systems. Programs include current versions: Adobe Illustrator, PhotoShop, Indesign, After Effects, Macromedia Flash, Freehand, Fontographer, QuarkXpress.

## MEMBERSHIPS

- Member of American Institute of Graphic Arts.
- Member of Walker Art Center, Minneapolis MN.
- Member of Association of Computer Aided Design in Architecture.
- Member of CRY, a community service agency, Bombay, India.

## REFERENCES

- **Jason Reeves**,  
User Experience Consultant, Sapient Corporation, 25 First Street Cambridge, MA 02141- 734 272 9968,  
[reevesone@yahoo.com](mailto:reevesone@yahoo.com)
- **Mahesh Senagala**,  
Associate Dean for Academic Affairs and Research, School of Architecture and Interior Design, University of Texas at San Antonio-TX 78249, Ph 210-744 3291, [mahesh@mahesh.org](mailto:mahesh@mahesh.org)
- **Chad Reichert**,  
Assistant Professor, Graphic Design, College for Creative Studies, 201 East Kirby, Detroit, MI 48202-4034 Ph 313.664.7842, [creichert@collegeforcreativestudies.edu](mailto:creichert@collegeforcreativestudies.edu)
- **Sal Ainuddin**,  
Director of Creative Services, Manifest Digital, 1023 West Fulton Market, Chicago, IL 60670  
Ph 312 388 0086, [sal@core.com](mailto:sal@core.com)

## EMPLOYMENT

- **Brand Design Manager**, UNext Inc, Deerfield-IL. July 2000–Sept 2001.
- **Senior Art Director**, Leo Burnett, Chicago-IL. June 1999–June 2000.
- **Art Director**, Leo Burnett, Chicago-IL. April 1998–June 1999.
- **Graphic Designer**, J. Gleason Associates, Chicago-IL, September 1995–April 1998.