



## REVIEWERS

The following professionals will be reviewing and judging portfolios this year. Each student will get to choose two professionals to meet with. Reviewers chosen on a first come first serve basis on registration day.

## REGISTRATION

At registration on May 1st, you will be asked to present your top 5 reviewers.

Please direct any specific questions to [education@sandiego.aiga.org](mailto:education@sandiego.aiga.org)

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**Claudio Albrizzio** Designer, [Izzio Design](#)

Claudia Albrizzio is currently an independent brand and packaging consultant. She has created and directed graphic design programs for company's products and identity. Working with product development and retail design to ensure the highest standards and consistency of design throughout to meet the stated strategic direction. Her sharp eye for style and detail has won her design awards.

**Ryan Allen** Senior Designer, [Haro Bikes](#)

I'm a graphic designer based in beautiful San Diego, California. I dig bikes, skateboards, cameras, screenprints and sharpies. As the head of the Art Department for Haro Bikes and the Haro family of brands I oversee and develop the visual output on all mediums and media, from product design to photography.

**Jose Alonso** Creative Director, [DuChâteau](#)

I have been a creative professional for over fifteen years. My education as an architect provided me with a strategic thought process that has opened many doors into the design industry, ranging from architectural and furniture design to photography to graphic and interactive design. I have a wide range of B2C and B2B experience. I utilize and combine all available communication channels (old and new) to reach and engage consumers and create next generation brands.

**Sean Bacon** Graphic Designer/Adjunct Faculty, [SD City College](#)

Teaches portfolio and other advanced graphic design courses at San Diego City College. After graduating from SDSU and City he worked for Jonathan Segal Architect and then Parallax before focusing his energy on freelance and teaching at City. Specializing in page-layout and typography his work usually involves multiple pages and modified typography. He has worked for clients big and small such as Petco, Praline Patisserie, Cedar Cycling, Sempra & Del Mar Racetrack.

**John Ball** Partner / Creative Director, [MiresBall](#)

John brings more than thirty years of experience and a passion for simplicity and clarity to his work every day—directing a brand revitalization for legendary American microphone maker Shure, transforming Creative Nail Design into all-encompassing professional beauty brand CND, and leading high-profile initiatives ranging from ExxonMobil's corporate citizenship communications to an educational poster series for the Smithsonian. In addition, John has served on the board of directors for the Lux Art Institute since its inception in 1998, helping to build the arts organization's identity system and award-winning communications program. Besides industry recognition from organizations such as AIGA, Communication Arts and Graphis, John's work was selected for inclusion in the 2005 California Design Biennial at the Pasadena Museum of Art.

**Amy Becraft** Lecturer/Instructor, [San Diego City College](#), [San Diego State University](#)

Forever a student and passionate about learning, the areas of fine arts, graphic design, corporate design management, and adult education have kept me busy over the years. In addition to teaching and contract design work I am working on a masters in graphic design at the Academy of Art University in San Francisco.

**Tyler Blik** AIGA Fellow, Principal, [BLIK](#)

Tyler Blik is the founder and creative director behind Blik, a 30-year-old San Diego based brand communications firm, guiding design work for a diverse roster of clients including Adidas golf, Airwalk footwear, Guess, Nissan, Infiniti, The Athenaeum Music & Arts Library and the San Diego Museum of Art. His firm's work has been recognized by AIGA, American Institute of Architects, Communication Arts, Print, The American Marketing Association, ADDY, Graphis, Domus, ID, and the American Association of Museums. Mr. Blik is the author/ co-author of four books on historical American trademarks, published through Chronicle Books, San Francisco. For the past 16 years Tyler has also taught Branding, Packaging Design, and Advance Typography at San Diego State University and has lead public workshops on design in Dubai, U.A.E. and in the United States. He has made a commitment to sharing his expertise, and has held board positions with major regional and national organizations such as the American Institute of Graphic Arts, American Institute of Architects, Orchid & Onions public awareness program and Partners for Livable Places. He and his firm strongly believe in investigating current business lifestyles, while using less, repurposing more, and creating long-lasting communication solutions.

**Erich Broesel** Creative Director, [Basic Agency](#)

Co-founder and Creative Director of BASIC- A brand development and creative agency located in San Diego.

**Pam Brown** AIGA SD Board Member Owner/Designer, [dezinegirl creative studio](#)

Pam Brown is the owner and design principal of dezinegirl creative studio—a boutique design shop based in San Diego—known for her passion and talent in the areas of hospitality, retail, food, home, travel, leisure, luxury, fitness, self-improvement, and well-being.

With 25 years experience from agencies and studios, Pam specializes in logo design and brand development, brochures and other marketing collateral, presentations, event and conference materials, package design, website design and development, social media art, digital media, and most of all... infographics!

**Bobby Buchanan** AIGA SD Past President [Buchanan Design](#) & [OrangeTree Project](#)

Bobby is the Principal and Art Director of Buchanan Design. The San Diego based branding and communications firm works on a variety of projects including digital, print, packaging, and environmental. Buchanan Design has received a variety of national awards and their work can be found in design books and industry magazines. Clients include BlackBerry, Sequenom, Bledsoe Brace, UCSD Healthcare, Qualcomm, Scripps Healthcare, Marriott International. Bobby is graduate of San Diego State University and the current president of AIGA San Diego, an organization that he has been actively involved with since 1998. Through his involvement in AIGA, he has served in a variety of positions on the board, including ColorWorks producer, Y7 Communications, and most recently Bowhaus branding and communications. Bobby believes in giving back to social causes and community organizations. He started OrangeTree Project as a way of raising funds to provide branding and design services to non-profit organizations. Bobby hopes OrangeTree Project will continue to grow and include other creative firms who have the same philanthropic philosophy.

**Min Choi AIGA SD Vice President** creative director + designer + educator, Min Choi Design, [San Diego State University](#), [San Diego City College](#)

Min grew up in the businesses of printing and floral design, watching and learning from her parents. Min has a remarkable eye for detail, an incredible sense of color, and an inherent love and passion of design that can be seen in her work. Leveraging more than a decade of agency experience on brand and identity systems, corporate communications, design for entertaining, environmental, information, promotional and packaging design to interactive design, she has won numerous design awards. In her off hours, Min imparts her knowledge and passion to the next generation of designers by teaching at San Diego State University and San Diego City College as an adjunct lecturer.

**Ester Coit** Owner/Creative Director, [Patera Design](#)

SDSU. Industrial Arts. Patera Design was born in 1999 with a partner and I have run it solely since 2006. AIGA President back in the day. After having been in the graphic design community for almost 3 decades (ouch), my true love, from the beginning, has been publication design, whether in digital or print format. I love being able to communicate and have a “conversation” with someone who is experiencing my work.

**David Conover AIGA SD President** [Studio Conover](#)

Unbeknownst to him at the time, David Conover nurtured his design career as a youngster – drawing The 007 logo along with heavily-outlined dropshadowed typographic renderings of girlfriends' names. Even then he never quite grasped the power of design when a rendering of a fascist's regime's propaganda mark was confiscated by his middle school principal. At the time he had yet to connect the dots, both figuratively and literally. Many rock band logos and tshirts later, he earned his BFA in Graphic Design at Arizona State University, a school whose motto he had believed was: “You gotta fight for your right to party”. After years of setting type on typesetters, rubbing down transfer type for ad headlines, developing negs in darkrooms, pasting up page numbers in horticultural publications and designing video game spaceships with 5 pixels, David – and his infinitely more talented wife Cecelia – opened their design studio together. Since 1985 they've been able to keep the doors open, pay their bills, hire a few respected associates, have fun at what they do and spend time with their children. When you think about it; truly a dream that continues to this day.

**Patricia Cué** Assistant Professor in Graphic Design, [San Diego State University](#)

Patricia Cué completed her graphic design studies at the Universidad Iberoamericana in Mexico and at the Basel School of Design in Switzerland. Through her work, she explores the ways in which design defines the cultural identity of public spaces and is inspired by the tradition, colors, and textures in vernacular forms of design. Her work has been featured in Visible Language, Voice AIGA Cross-Cultural Design, Fahrenheit Contemporary Art, TM Typographische Monatsblätter, and more recently in the TV documentary series Sensacional de Diseño Mexicano produced and broadcasted by Once TV Mexico. Her book Mexican Wall Painting: Bardas de Baile was published in August 2013 by Ghost & Company.

**John Charles** User Experience Architect, [InnovaSystems](#)

John designs and develops enterprise level web applications for the Department of Defense. He is a Certified Microsoft Solutions Developer with 13+ years experience working with the web and interaction design. He has worked for Fortune 500 companies as well as global action sports leaders from marketing to branding and web management. He is a past AIGA Board Member, Web Chair and Y-Conference Committee Member. John is a San Diego State University alumni with a BA in Applied Art & Sciences with an emphasis in Graphic Design. Most recently, John was selected as 1 of 22 top designers in San Diego to participate in the Adobe Creative Jam: San Diego.

**Shawn Davis** Lead Designer, [Chase Design](#)

**Kathy David** Owner, [Kathy David Associates](#)

Kathy Davis Associates has mastered the art of color & materials development for the built environment and is a full service interior and graphic design company with a 40 year foundation of knowledge and experience in design.

**Harry Decker** Creative Director, [Mth Degree](#)

In professional advertising since 1997. Worked in two renowned advertising agencies in Germany before moving to California. Providing creative solutions from briefing to finish in a variety of industries and markets across the globe for a wide range of clients.

**Cheryl Dine** President, [Design Perspective, Inc.](#)

Cheryl Dine, Design Perspective, Founded 1990. Design Perspective specializes in branding, collateral, and ecommunications for clients in education, health, technology and the arts. We connect our clients to their clients, through thoughtful use of media and message. Cheryl has a BFA in Graphic Design from Kent State University and attended the Graphic Design Workshop in Brissago, Switzerland. Cheryl has served AIGA San Diego as Past Chairs for public relations, special events and fundraising.

**Matt Dominguez** User Experience Lead, [Seamgen](#)

Matt is a UX and Motion Graphics designer who enjoys creating experiences with effective and interesting interactions. For the past ten years he has done everything from working alongside a pressman, to creating experiences for industry leaders like Burger King and Cigna. Currently working for a design and development agency in downtown San Diego he spends his time designing iOS, Android, and web applications.

**Max Escobedo** Creative Director, [Salk Institute](#)

Over a 20 year career as an art and creative director, he has successfully managed branding, packaging, publication, and new media projects for a distinguished roster of clients. His design work has been recognized nationally by industry-leading organizations and publications, such as Communication Arts Design Annual, Step by Step 100, Print Regional Design Annual, and AIGA Grown in California. He has also been recognized by the San Diego County Hispanic Chamber of Commerce as Entrepreneur of the Year, and has received the San Diego Union-Tribune - AVID Center Community Service Award. A long-time design educator, he currently teaches graphic design at Point Loma Nazarene University. He is also founding alumnus, and national spokesperson, for Advancement Via Individual Determination (AVID).

**Chris Ford** Creative Director, [Creativity Included](#)

Chris graduated from the City College Graphic Design program in 1996 with the program's first interactive portfolio. From table based design to Flash to WordPress she's spent her career chasing what's new and what's next. Currently Chris is the sole proprietor of Creativity Included, where she singlehandedly help businesses define their brand, content, user experience and visual design strategies.

**Donald Gould** Lead Designer, [Knockaround Sunglasses](#)

I'm a graphic designer specializing in print design, illustration and branding. I was raised in Southern California and received my degree from San Diego State University with an emphasis in graphic design. When I'm not watching Kitsch movies for personal amusement, I'm working to expand my creative range by experimenting with old-world trades and alternative forms of communication.

**Rick Gray** Associate Creative Director, [Jacob Tyler](#)

Born and raised in Cincinnati, Ohio, Rick's love for design has taken him from the Midwest to the South and ultimately to the West Coast where he now calls home. After graduating from Flagler College with a major in Graphic Design, Rick began his career at F+W publications where he worked on creative for both HOW and Print magazines. With several years in the publication world behind him, Rick took a position with the ACTIVE Network where he worked as Art Director overseeing both the corporate brand and ACTIVE's internal marketing agency. While at ACTIVE Rick played an integral part in creating the ACTIVE brand story and assisted in taking the company public in 2011. He's worked on campaigns for brands such as Toyota, Gatorade, Disney, Sony, Volkswagen, and Wheaties. After nearly 10 years with ACTIVE Rick decided his next challenge would be in the agency world and joined the brand engagement agency, Northlich. His proudest accomplishment in this role was being awarded the World Health Organization account to promote its anti-tobacco efforts as part of World No Tobacco Day 2015. Rick led the team at Northlich through the creative, which was produced worldwide in 40 countries.

As ACD with Jacob Tyler, Rick is responsible for leading multiple projects and assisting the creative director through a common vision for creative excellence. He provides insight to solve design challenges and assists with business development, pitching to potential clients and presenting to existing clients. He often leads market research and guides the team to create the most effective solution for clients needs. Rick is very much a "doer" and spends as much time as he can designing.

**Will Hansen** Senior Visual Designer, [Intuit](#)

My desire is to make using the internet easier. I enjoy being part of a team, strategizing, concepting, designing and developing cutting edge projects from start to finish with the ultimate goal of driving business growth for my clients, all the while keeping true to their needs and business goals. I enjoy the challenge of solving problems both on the creative side, and the technical side so that we may come up with solutions that not only work, but make the users experience pleasant and engaging. I have had a passion for visual design as far back as I can remember, so it comes natural for me to want to make beautiful web designs that are pleasing on the eye, accessible, and most importantly, usable.

**Angela Hill** CEO & Chief Creative Officer, [Incitrio](#)

Since 1992, I have worked in the fields of design, marketing and branding in St. Louis, San Francisco and San Diego. In 2004, I started my firm Incitrio and am the CEO and Chief Creative Officer. We work with innovative, growing companies looking to take their positioning and revenue to the next level.

**Erwin Hines** Associate Creative Director, [Basic Agency](#)

I work with a team that helps connect brands with people. We strive to do things worth remembering and we believe in the power of design, genuine relationships and memorable experiences. We, like you, and the brands we partner with, strive to Be More Human™.

**Don Hollis**, Creative Director, [Hollis Brand Culture](#)

At Hollis Brand Culture, Don creates brand strategies and identity development for Hospitality, Lifestyle and Technology clients to build engaging brand solutions across print, interactive and architectural environments. As the firm's founder and principal, Don brings over twenty years of applied experience in brand building and marketing, environmental graphic design and business management. In 2006, Don launched Subtext Gallery to celebrate emerging and established regional artists. Subtext Gallery also features artists, illustrators, photographers and designers from around the globe with a goal to enrich our region with more diverse cultural influences. The gallery focuses on neo-contemporary, pop surrealist and low-brow genres.

**Javier Iniguez** President & CCO, [Experiences for Mankind](#)

Javier Iniguez is the President & CCO at Experiences For Mankind, a purpose-driven advertising agency based in San Diego. He has the innate ability to bring out the best in his fellow colleagues, nurturing talent both in and out of the workplace for more than 18 years. Javier helped EFM grow from less than 10 to more than 35 employees, implementing innovative strategy and facilitating impactful creative for his clients. He has created dynamic campaigns for General Electric, Sony, The Mirage Hotel and Casino, Jenny Craig International, Kaiser Permanente, Siemens, UCSD, Qualcomm and more. By building a customized road map that extends beyond end goals, Javier expertly guides clients from strategy and planning to execution and measurement.

**Petra Ives AIGA SD Volunteer Coordinator** Graphic Designer, [lime1 Design, Inc.](#)

I run a small creative studio called lime1 Design Inc. celebrating 10 years last year. I provide marketing strategies and graphic design solutions for companies from small mom-and-pop shops to large corporations. Here I treat every project as an opportunity to discover, a challenge to solve problems, and an outlet for my creativity. I enjoy working in different environments, collaborating with different design teams, and have the opportunity to work with clients from so many different industries and backgrounds. That's what keeps my job interesting and me on my toes.

I consider myself right- and left-brained. Art and design has always been the core of my life, I daydream, prefer to think visually and react often on intuition. However, I can't shake off the urge to organize my stuff in neat piles, label everything and I also prefer dogs over cats (apparently a left brain trait). I believe in intelligent design. A design can be the most beautiful done composition, perfectly kerned typography, and visually splendid, but if it doesn't make sense, it's meaningless. I have been actively involved in the local design community since many years. For the 10th year in a row I serve on the planning committee for the Y Conference and I am now also an AIGA board member. I love to give back especially to students since it hasn't been that long when I went to City College and SDSU, stayed up all night to mock up a package design project, and participated (and won) in the Student Portfolio Exhibition.

**Summer Jackson** Art Director, [Experiences for Mankind](#)

I Graduated from SDSU in 2004 with a Bachelors in Graphic Design (Go Aztecs!). Since then, I have worked at various design shops and agencies within the San Diego area. I've worked in a variety of disciplines covering branding, print, web, video and photography for a range of clients including: The San Diego Zoo, Fairmont Hotels & Resorts, Siemens Healthcare, Mirage Hotel Las Vegas, Arizona Biltmore, GE Lighting & UCSD Alumni. I'm passionate about using my skills and expertise as a way to give back, I currently also advise as a volunteer Brand Director for Compassionate Eye Foundation. When I'm not in the office you can find me with my binoculars bird watching, beer drinking, trying a new restaurant or taking in a new art show.

**Dylan Jones** Associate Creative Director, [Experiences for Mankind](#)

Dylan Jones is a graphic designer, a gallery owner, connoisseur of fine meats and cheeses, an obsessive record collector, a funk aficionado, a ginger, a husband, and a proud father of one. After spending a scorching 13 years and the better part of his childhood growing up in the Las Vegas heat, Dylan left the architecture program at UNLV, and headed west to San Diego in 1995 to pursue a career in advertising and design. While studying at The Advertising Arts College, he worked as a student teacher where he taught design workshops. In his senior year, he began to develop a steady base of freelance clients, and in 1998 he graduated valedictorian and joined the creative team at ParkerWhite, a north county based brand communications agency. After nearly 8 years at ParkerWhite, Dylan moved on to pursue his own freelance clientele, and eventually landed a spot as senior designer at MiresBall. For

the past 15 years Dylan has worked with a variety of clients including Ballast Point Brewing & Spirits, Qualcomm, Shure Microphones, Taylor Guitars, Guitar Center, Altec Lansing, Titleist, DonJoy, Airwalk Footwear, Star Trac Fitness, The Gemological Institute of America, and Sony Electronics. His work has been showcased in a variety of publications including Communication Arts, HOW, Print, STEP, and Graphis. In September of 2006, Dylan partnered with Don Hollis of Hollis Brand Communication to form Subtext; a contemporary art gallery located in North Little Italy near downtown San Diego. Since its inception, Subtext has featured nearly 400 up-and-coming and established contemporary artists from around the globe. In his endless quest for art and design excellence, Dylan adds a critical eye and keen sense of design to the Subtext equation.

**Ashley Kerns** Senior Graphic Designer, [Experiences for Mankind](#)

With razor-sharp focus, a unique point of view and an open mind, Ashley has designed strategic and aesthetically stunning campaigns for more than 9 years. Currently a Senior Designer at Experiences for Mankind, she has worked for prominent clients including Qualcomm, Intel, Ballast Point, The Mirage Las Vegas Hotel & Casino, Sony and more.

Ashley sees every challenge as an opportunity to push her clients, her colleagues and herself forward. With the notion that great minds do not always think alike, she works closely with her team, bringing different strengths together to lead the group to success. Clients and coworkers alike appreciate her knack for nurturing talent and igniting enthusiasm. Mindful and positive both in and out of the office, Ashley is also a certified yoga master and a magnificent cook.

**Daniela Larsen** Senior Graphic Designer, [Chase Design](#)

**Amy Levine AIGA SD Y Conference Chair** Partner/Design Director, [Visual Asylum](#)

Twenty six years experience including art direction, design and production of two and three dimensional graphic communication pieces. We are a communications design firm. We collaborate with companies and institutions to create dynamic, effective communications which might include; a branded identity, a strategic environmental signage program or a hot new product package. Our clients include major casinos and restaurant owners, educational institutions and many start-up businesses. We are strong strategic partners for our client's in helping them reach their customers in a way that brings brand identification and loyalty, we get our client.

Specialties: Brand identity, environmental graphic design, product packaging / Professional Member of the American Institute of Graphic Arts/San Diego Chapter, Sits on the Board of AIGA

Before joining Visual Asylum, worked with several well established design firms in San Diego and Denver where she worked with clients including: Davidson Communities, Oliver McMillan, Blanchard Training and Development, Lomas Group, Plains Petroleum and Daniels Cable Television.

Instructor at San Diego City College: Advanced Typography. Holds a Bachelor of Fine Arts degree from the Kansas City Art Institute, Missouri.

**MaeLin Levine** **AIGA Fellow**, Partner, [Visual Asylum](#)

MaeLin Levine is the Partner and Creative Director of Visual Asylum. Her work has been nationally recognized by multiple organizations. She was also awarded the prestigious AIGA Fellow Award in 2008. Originally from Leadville, Colorado, Levine holds a BFA in Graphic Communications Design from the University of Denver and participated in the AIGA professional program at Harvard Business School.

MaeLin served on the board of the San Diego Chapter of AIGA – the professional association of Graphic Artists – for sixteen years and was president for four years. In that role she was part of the team that envisioned and launched the Y Conference, now in it's 20th year, and developed the first ever international chapter of the organization.

More recently Levine has turned her attention toward a new passion project as President of the Board of Trustees of the Urban Discovery Academy (UDA) – a highly successful K-8 charter school. This unique learning environment integrates the creative DNA of Visual Asylum into its curriculum and character development programs. Levine is also a design instructor at San Diego City College, where she has served as an adjunct faculty member for nearly twenty years.

Levine's hallmark style incorporates bold use of color and whimsical touches, and she is inspired by Alexander Girard, Charles & Ray Eames, Edith Head, folk art, toys, dolls, fabric and paper. Collaborative by nature, MaeLin appreciates working with clients who challenge the status quo and value the big picture.

**Candice López** **AIGA Fellow**, Professor Graphic Design, San Diego City College

Candice López is an AIGA Fellow and professor of Graphic Design for 25 years at San Diego City College. Her professional background includes work as an Advertising art director at BBDO in Los Angeles and as a graphic designer at studios in San Diego and the San Francisco bay area. She has taught design abroad in Italy, Mexico, Spain and Switzerland and has taught portfolio, portfolio building, graphic design history, identity and packaging design and other subjects. She is passionate about helping design students find their visual voice, vision and viewpoint.

**Courtney Mayer** Creative Director / Designer, Seabright Studio

Courtney is an educator and practicing designer of 21 years. She is an assistant professor of graphic design at Point Loma Nazarene University and continues to collaborate with businesses, institutions and organizations to produce strategic design and branding. She specializes in designing visual identity systems across media. Her work focuses on distinguishing, positioning and raising profiles that build brand loyalty and positively influence perceptions and emotions.

**Kate McCarthy** **AIGA SD Board Member** Principal/Creative Director, [Studio M Visual Design](#)

Kate was born and raised in Thailand. After earning her BFA at California College of the Arts, she worked as an animator in San Francisco, Art Director at KXAN-TV in Austin, and then as Art Director at KGTV/Channel 10 in San Diego. In 1998 she founded Studio M, an award-winning design studio that attracts clients large and small – from software companies and architectural firms to healthcare organizations and non-profits. Her projects include brand identity, print collateral, website design, and animated commercials for TV and the web.

A member of the board of AIGA San Diego, Kate enjoys reviewing Portfolio Day for college students and helping to plan the annual Y Conference. She was on the Communications team for Y20.

**Tracy Meiners** Creative Director/Owner, [StudioTM](#)

For over 18 years, Tracy specializes in branding, print and interactive, honing her skills at numerous award-winning creative firms in San Diego, Ohio, and Boston. As a former Art Director and Senior Designer at Miriello Grafico for almost 9 years, Tracy has been fortunate to help lead and shape a variety of branding campaigns for various lifestyle, tech, and hospitality clients.

She takes pride in seeing projects through, from the initial concept to the last-minute details. She says design is a way of telling stories and solving problems—of communicating. That's why she's passionate about listening to clients; she's determined to get the story right, in the most interesting way possible. And coming up with ways to do that within the limits of time and budget stokes her creative fires. Maybe it's her Midwestern upbringing that makes her work so diligently to make each design perfect. But just as likely, it's her inborn talent, fostered by training at the critically acclaimed design program at the University of Cincinnati School of DAAP, that helps her craft the best design for each client.

**Edison Miciat** Brand Production Manager & Senior Designer, [Think Parallax](#)

Edison's great sense of color and design details, make him an aesthetical pro. Not only is he a strong designer, he's the best at asking the right questions, making sure all bits and pieces come together the way they should and seeing a project through to the end – all with a little help from his trusty sidekick Newton. Before Edison graduated from San Diego State University, he lived in Japan where he cultivated his aesthetical eye and love for photography.

**Cole Miller** Senior Visual Designer, [Intuit](#)

I grew up in the “true” Northern California town of Yreka. Growing up, I enjoyed all outdoor activities, especially sports. I even spent a few years playing minor league baseball with the Detroit Tigers. Soon I found myself back in school at Point Loma Nazarene University majoring in Graphic Design with an Advertising concentration. During my Senior year of college I earned an internship at Jacob Tyler, a brand communications agency in San Diego. My position with the company quickly changed to full time and I spent 5 years working my way up the organization where I earned a position as a Senior Interactive Designer and Front-End Programmer. Currently, I'm a Senior Interactive Designer at Intuit TurboTax where I work on the design and strategy of the front-end, marketing website.

**Ron Miriello AIGA Fellow**, Director, [Miriello](#)

Ron Miriello is the founder and director of Miriello Grafico in San Diego and a founding member of the San Diego Chapter of the American Institute of Graphic Arts. Miriello studied at Colorado State University and completed his design degree in Italy at La Poggerina, where he later taught and lived for two years before moving to San Diego in the early 1980s. As a designer in the San Diego community for 30 years, he has helped set a high benchmark for creativity while mentoring early career designers on the many things not taught in school but crucial to succeeding in the design business.

Together with the founding board members of the San Diego chapter, Miriello negotiated with Moscow to have 300 Soviet posters documenting Glasnost and Perestroika to be sent to San Diego for exhibition in 1989. The collection ignited the fledgling local AIGA chapter, which now has 450 members. A year later, after the fall of the communist block, the posters were bequeathed by the Union of Soviet Artists to the AIGA San Diego and have since traveled to all AIGA chapters.

Miriello divides his time between the new Miriello Grafico design warehouse located in the Barrio Logan neighborhood of San Diego, California and Radicondoli (near Siena, Italy) where he creates his own works away from the world of clients, deadlines and budgets.

**Kalina Moniquet** Graphic Designer, [MONIQUET](#)

Currently working as a freelance graphic designer Kalina's experience stretches over various platforms ranging from interactive/web media, to corporate identity, branding, and book design. Kalina holds a BA in Graphic Design from San Diego State University, while also receiving experience and training in Industrial Design from Technical University-Sofia. She also holds an AA in Fashion and Textile Design. Kalina enjoys several aspects of design but feels especially passionate about typography, color, user experience and interactive media design. Before becoming a freelance designer, Kalina was employed at BLIK, where she was presented with numerous opportunities for learning and growth while expanding her experience by working on variety of projects from logo/identity design to web/application design.

**Monica Moon** Designer/Owner, [Monica Moon](#)

I'm a results driven Visual Art Director with expertise designing websites, UX, branding, innovative graphics and marketing campaigns that solve problems. I have a passion for visual design and believe creativity is contagious and powerful.

**Svante Nilson** Senior Visual Designer, [Mirum Agency](#)

Digital designer with 8 years experience.

**Aaron Nabus** Project Manager & Lead Designer, [Chase Design](#)

I'm a management level Graphic Designer with a well balanced mixture of corporate and freelance experience and a keen eye for details. Whether I'm doing work for a Fortune 500 company or a local start-up, I can combine my creativity and project management skills to efficiently create a "Signature Image," that can be used to brand a company at a trade show, online, or through direct mail.

In addition to having managed a team of graphic designers that specialized in the creation and maintenance of retention products (direct mail, email templates, and personal webpages) for the automotive industry (at OneCommand and previously at Autobytel), I have also had the opportunity to work directly with Mitsubishi, Scion, Hyundai, Kia, and Infiniti on regional and national direct mail campaigns.

**Angelo Outlaw AIGA SD Website Chair** Web Designer & Developer, [CSA Travel Protection](#)

San Diego native Angelo Outlaw began school as an aspiring engineer and left with a degree in graphic design. This experience left him with a unique blend of technical ability and creative sensibility. In-house graphic designer and web developer by day, he spends his free time tinkering with an eclectic mix of hobbies including calligraphy, letterpress, freshwater aquariums, woodworking and classic cars. His work was recently featured in GDUSA's American In-house Design Awards.

**Brett Oyler** Designer, [Studio Conover](#)

I'm a San Diego native whose passion for graphic design is only challenged by my love for brewing beer and my bike. For the past seven years I've been designing for Studio Conover, a full service communication and branding shop specializing in the building industry.

**Garrett Patz** Senior Design Thinker, [Bulldog Drummond](#)

Garrett has been interested in creating things for as long as he can remember and has long been inspired by the Carl Sagan quote, “Imagination will often carry us to worlds that never were. But without it we go nowhere.” He loves the power of branding and the inherent value a struggle can provide. Focused, fastidious and quietly confident, his aesthetic is driven by his passion for honest and thoughtful design and he is naturally drawn to grids, structure and geometric forms. When he’s not bringing people together through design or photography, he enjoys spending time with his family of four, hiking throughout Southern California and venturing on road trips to explore new destinations. Garrett has worked on projects for IDEO, Lands’ End, Sequenom, Diageo, Coromega, Transforming Youth Outdoors and more.

**Judith Pelayo AIGA SD Programming Chair** Founder [Pelayo Designs](#)

Judith Pelayo is a designer with over 8 years of experience having worked in house, freelance and in the corporate world. She is a Cal State Northridge alumni originally from the LA area. Now residing in San Diego she serves on the AIGA board and is a Marketing Design Manager at Caringo. She is passionate about design and her work reflects that.

**Miguel Perez** Associate Creative Director, [MiresBall](#)

A talented designer with more than twenty years of experience, Miguel adeptly blends color, imagery and typography to build memorable brands. An avid traveler, he finds inspiration in the local art, culture and architecture he discovers in cities around the world. Miguel leads design teams for clients in technology, health care, music and the arts, and has personally created identities for Walmart, Nike, Pebble Beach and Las Vegas. His work for Arena Stage is included in The Library of Congress’ permanent collection and has received numerous awards including Communication Arts, REBRAND Global 100 and Creativity Awards.

**Allen Ramirez** Graphic Designer, [Think Parallax](#)

Allen’s passion for graffiti and urban art, gives him a fresh perspective and extra edge as a designer. An illustrator at heart, Allen was the kid in grammar school that his friends “hired” to doodle on their binders. Today he incorporates his talent for illustrating into his everyday work with typography and graphic design. Allen first interned with Parallax in 2010 and they took notice of his creativity. After graduating from SDSU’s Graphic Design program, Parallax scooped him up as their newest designer. When he’s not sketching in his “black book,” Allen can be found skating around town, snowboarding and surfing. And to answer the question on everyone’s minds – he’s been growing those dreads since 2004.

**Angela Renac** Design Director, [MiresBall](#)

Responsible for concept, design and production of highest profile projects; directing designers and vendors to execute creative as established with the Creative Director; art/photography/copy direction; client presentations; training and mentoring of design staff; recruitment of creative talent.

**Scott Robinson** Founder / Digital Strategist, [FreshForm Interactive](#)

A few years after graduating from SDSU, I founded FreshForm, a digital agency located near downtown in a 100 year old brewery. I am a recovering UI designer and now lead strategy and client relationship development for our growing firm. I’m extremely interested in the intersection of design, technology, marketing and consumer behavior. My favorite quote: “Form follows function—that has been misunderstood. Form and function should be one, joined in a spiritual union.” – Frank Lloyd Wright

**Adam Rowe** Founder & Creative Director, [erowe design](#)

As founder and creative development director of erowe design, Adam Rowe has over 25 years experience as a brand strategist and corporate communications designer. He has built brands for Qualcomm, Sempra Energy, UCSD Healthcare and Medical Center. He has also created work for international brands including Hewlett-Packard, Sony, Timberland and Target. His expertise covers the full-spectrum of design services inclusive of strategic brand development and alignment and fully integrated marketing and digital media campaigns.

**Cody Small** Designer, [Caava Design](#)

Prior to founding Caava Design, Cody gained branding experience designing for clients such as World Vision, Starbucks, Diageo, Easton, Plant With Purpose, WD-40 and Westfield. He holds a BFA in graphic design from Point Loma Nazarene University. He has a passion for helping his clients communicate their unique vision through art and form. He believes that simple, functional design enables brands to tell their visual story and develop their truth to audiences that matter to them. Using part intuition and part technical skill, Cody takes a difficult and vulnerable process of branding, web development, and establishing a creative identity and makes it fresh and exciting. A self-described bicycle enthusiast and “font savant” with the uncanny ability to identify fonts on demand, he is constantly drawing inspiration from the adventures and the mundane of everyday life.

**Joe Sotelo** Senior Graphic Designer / Illustrator, [Joel Sotelo Design + Illustration](#)

Experience includes art direction, design, illustration and production of two and three dimensional graphic communication pieces. Clients included entertainment, the arts, education and publishing.

Joel brings with him an unprecedented work ethic, an incredible sense of color and a passion for design that includes personal interests in furniture and architecture. Joel is a soulful designer, committed to the quest for knowledge and a love of world travel.

**Gale Spitzley** Senior Graphic Designer, [MiresBall](#)

Graphic Designer with over 20 years of professional experience specializing in branding and campaigns for both small start ups and large enterprise companies.

**Glenn Van Houten** Senior UX Designer, [Amazon](#)

I am currently a lead designer for Amazon App Store where I'm focused on UX solutions for Android and Amazon devices including tablets, phones and TVs. While my current focus is on UX, I've also worked as creative director for Scantron where I was responsible for developing and managing their comprehensive branding solutions, and I spent several years working in branding agencies where clients included Disney, Sea World, Four Seasons, San Diego Symphony and others.

**Nicola Vruwink** Director of Recruitment, [Art Center College of Design](#)

Practicing artist and designer, I have been with Art Center for 6 years advising students in the development of their portfolios. Personal work ranges from large-scale installations, text based wall hangings, to ceramic sculptural objects and jewelry. My work can be found at [www.nicolavruwink.com](http://www.nicolavruwink.com) and [www.bevruwink.com](http://www.bevruwink.com)

**Phil Windyk** Art Director, [Jacob Tyler](#)

I graduated from Minnesota State University in Mankato Minnesota with a BFA in Graphic Design. I had never taken a graphic design course until my sophomore year of college where I fell in love with the combination of typography and photography. As a kid, I had spent hundreds of hours tracing the logos of my favorite sports teams to later find out that you could actually have a job creating logos. I started my career as a graphic designer at a boutique eyewear company in Minneapolis, MN. In this role I was able to gain a great understanding of retail marketing and the ins-and-outs of the fashion industry. As a Graphic Designer at Sleep Number, I was exposed to the processes of a larger corporation and the role of a strong in-house design department. At Sleep Number, I was able to develop an in-depth understanding of how brands work from the inside.

As an Art Director at Jacob Tyler, I have been able to gain a wider perspective of the branding challenges facing clients from a variety of industries. I have been able to focus on the process of brand development and have learned how to create new brands and maintain the integrity and evolution of existing brands.

**Calvin Woo** President, [CWA Inc.](#)

Calvin Woo is the founder and president of CWA, Inc. In keeping within a broad range of private industry branding, packaging, promotional, environmental design and web site projects, his interest is in developing the aesthetic potential of communities and cities, and in helping them in their planning and positioning efforts. Mr. Woo's affiliation as board and advisory board member are of the following organizations: Asian Business Association; NTC (Naval Training Center) Foundation for Civic, Arts and Culture; Spruce Street Forum; San Diego-Jeonju Sister City Association; United Way / CHAD; and, UCSD's Division of Social Sciences Dean's Advisory Council. Besides winning numerous industry awards, he was honored as Entrepreneur of the Year in 1999 by Wells Fargo Bank and the Asian Business Association, was previous board chair for the Union of Pan Asian Communities, and Commissioner for the San Diego Commission for Arts and Culture.

Mr. Woo's early work was with JWT Worldwide, Chiat Day Advertising, Lennon and Newell Advertising, Saul Bass and Associates and Southern California Carton Company. He founded and heads the Design Innovation Institute, a 501(c)3 non-profit organization in San Diego. A primary goal is to locate and build a 2nd national design museum on the West Coast as a complement to the Cooper Hewitt National Design Museum in NYC.