



San Diego

the professional
association for design

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sandiego.aiga.org

2016 STUDENT PORTFOLIO REVIEWER LIST

Each Reviewer has selected their top three categories to review. The category (*subject to change*) in bold is the category they will officially judge. Please research your top 5 (*at minimum*) in preparation for the in-person reviewer selection.

CLAUDIA ALBRIZO | **PACKAGING**, BRANDING, SUSTAINABILITY

Creative & Print Production Manager
Chosen Foods

Creative production project manager with branding and product development experience in the consumer package goods industry; working with clients in production procurement and quality control to ensure highest standards of environmental sustainability and consistency of brand throughout.

RYAN ALLEN | **HAND CRAFTED**, TYPOGRAPHY, ADVERTISING

I graduated SDSU in 2007 and was a participant in the portfolio review myself. Since then I have worked as a designer, photographer and art director for both corporate agencies and in the action sports industry working with brands such as Spy Optic, Masi Bicycles, Lurkville Skateboards, Vans and Haro Bikes.

JOSE ALONSO | **CROSS CULTURAL**, BRANDING, INTERACTIVE

Creative Director
DuChâteau Creative

I have been a creative professional for over ten 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 | **TYPOGRAPHY**, BRANDING, PUBLICATION

Professor
San Diego 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, Qualcomm, Activision/Blizzard, Sempra & Del Mar Racetrack.

JOHN BALL | **PACKAGING**, BRANDING, ADVERTISING

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 CA Design Biennial at the Pasadena Museum of Art.

AMY BECRAFT | **TYPOGRAPHY**, PUBLICATION, BRANDING

Graphic Designer/Educator

Amy Becraft, Visual Communication

Amy Becraft is an award winning design professional. Her experience of 30 years includes 20 years in Switzerland designing and art directing publications, corporate communication and brand identity. Amy shares her dedication to design, sense of ethics, and accomplishments in the field with her students. As an instructor, Amy cultivates a comfortable, open and interactive environment for experimentation and knowledge building. She taught gestaltung and 3D design in Zurich, and now teaches typography, information design and graphic design at City College, SDSU and Southwestern College.

GARY BENZEL | **BRANDING**, DESIGN ENTREPRENEUR, DESIGN FOR GOOD

Professor SDSU

TYLER BLIK | **TYPOGRAPHY**, BRANDING, ENVIRONMENTAL

Principal

BLIK Tyler Blik, Principal Blik

AIGA Fellow, 2009

Tyler is the Principal of the 30+ year old San Diego based design firm Blik, guiding brand communication systems for a diverse roster of clients that have included; Adidas Golf, Chronicle Books, Guess, Inc., Nissan, Infiniti and community based non-profits, such as the San Diego Museum of Art, San Diego Arts Foundation, U.S./Mexico Border Philanthropy Partnership and the Athenaeum Music & Arts Library. He has co-authored four books on American trademarks published through Chronicle Books in San Francisco, California.

A Chicago native and a graduate of Arizona State University, Blik is an adjunct lecturer at San Diego State University and has facilitated design workshops for MenaLab in Dubai, U.A.E. He has made a commitment of sharing his design experiences, 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.

JAMES BOWMAN | **BRANDING**, TYPOGRAPHY, DESIGN ENTREPRENEUR

Graphic Designer

Taylor Guitars

James has worked in branding and advertising as an Art Director, Designer, and Writer. His work has been featured in Communication Arts, Print, Luerzer's Archive, the national ADDYs, and the San Diego Creative Show. He currently works as a Designer at Taylor Guitars while doing select freelance projects for his own list of clients.

James has been an active part of the San Diego creative community through volunteer work and as a past member of the AIGA San Diego board of directors. A love of design history and a passion for education led to seven years spent as an adjunct instructor, primarily at San Diego City College. Seeing so many students flourish and succeed ranks among the most rewarding experiences of his life.

When he is able to step away from his desk, James enjoys surfing, vintage drums, Blue Note records, good tea, craft beer, guitars, and Saturday pancakes with his wife and daughter.

MIKE BROWER | **BRANDING**, ADVERTISING, PACKAGING

Design Director

V I T R O

VITRO is a multi-disciplinary creative agency. We work with a broad range of clients across all industries - specializing in advertising, design, branding, social, digital and experiential/event. With over 25+ years of multidisciplinary design experience, Mike is the current Design Director at VITRO and has held that position for the last 14 years.

In his capacity of Design Director, Mike has been responsible for the management and execution for all facets of design

communications including: Brand Strategy and Concept Development, Creative Direction, Corporate Identity, Branded Workplace Environments, Retail Design, POS Design, Exhibit, Event and Environmental Design, Packaging Design and all forms of Print Communication Design.

Mike has had the pleasure of working for a broad range of clients, products and services including: Alaska Communications, ASICS, Baskin Robbins, Bolle, Boston Scientific, BREW, Qualcomm, Clarisonic, Cobra Golf, Dermache, Garden Fresh, IHOP, Kwikset, Kyocera Wireless, Newcastle Brown Ale, Pei Wei, PF Changs, Pfister, Prince, Red Robin, Serengeti Eyewear, Simple Green, Toyo Tires, Wild Turkey Bourbon and Yamaha Watercraft. His work has been recognized by Communication Arts, Graphis, Creativity, HOW, Print and more.

PAM BROWN | BRANDING, PACKAGING, TYPOGRAPHY

principal/designer

dezinegirl creative studio

Principal/Graphic Designer

Lifestyle Brand Design for Print, Digital & Web

As an accomplished Graphic Designer with over 25 years combined ad agency and design studio experience, Pam offers a wide range of skills and services for lifestyle branding design, staying relevant with the industry and technology, yet delivering traditional expertise as well. She creates each project from the heart, with integrity and passion. She works in partnership with her clients—their success is her ultimate goal.

BOBBY BUCHANAN | BRANDING, DESIGN FOR GOOD, DESIGN ENTREPRENEUR

President & Creative Director

Buchanan Design

As Founder and Creative Director of Buchanan Design, Bobby has dedicated his professional career to provide engaging, creative solutions that add value to the companies he serves. Since 1995, he has been doing exactly that with local and national clients across multiple industries, including healthcare, telecommunications and wireless, hospitality, legal, fitness, and service industries. With a variety of national design awards and work published in leading national and international publications, Bobby continues to provide award-winning creative and strategic thinking for his clients.

Bobby is a native San Diegan, graduated from San Diego State University, past president of AIGA San Diego, and strongly believes in giving back to the community. He is the Founder and Executive Director of the nonprofit Orange Tree Project.

CHRIS CHASE | PUBLICATION, BRANDING, TYPOGRAPHY

Creator & CEO

Chase Design

Chris Chase is a graduate of San Diego State University where he received his BA degree in graphic design in 2001. After graduating, Chris established his own San Diego based design firm, Chase Design, Inc. As CEO and Creative Director of the company, Chris brings over 15 years of graphic design and industry experience.

Chase Design, Inc. specializes in graphic design services and consulting for businesses throughout the United States. The firm has built an impressive reputation for producing effective design and has received several awards for excellence in the industry. Chase Design, Inc. has worked for small and large startup firms as well as more established ones. Some of their more prominent clients have included Callaway Golf, Ashworth Golf, The Los Angeles Triathlon, The Nation's Triathlon, Scripps Hospital and Palomar Health. Projects range from advertisements, catalogs, brochures, corporate identity, publication design, product illustrations, 3D design, motion graphics, web design and development.

Chase Design, Inc. currently employs a team of 4 staff along with several contractors who encompass a wide range of design and programming skills. Chase Design, Inc.'s biggest accolade was in 2013 when Chase Design won first place for the rebranded Palomar Health logo at the Health Care Communicator Awards.

MIN CHOI | HAND CRAFTED, DESIGN FOR GOOD, PACKAGING

Designer + Educator

Min Choi Design

Min Choi is a passionate designer & educator. Leveraging over 14 years of brand identity, corporate communications, design for entertaining, environmental, infographic, packaging to interactive design, she has won numerous design awards, and owns Min Choi Design. Min imparts her knowledge and love of design to the next generation of designers by teaching at

SDSU, San Diego City College, and abroad. She has served AIGA San Diego as an Education Director, Vice President, and a current faculty advisor for City College student group.

Minchoidesign.com

KATE CLAYTON | **BRANDING**, INTERACTIVE, TYPOGRAPHY,
Talent Agent
Vitamin T

Kate Clayton is a Talent Agent with Vitamin T and has a passion for creative recruiting. With 5 years of recruiting experience, Kate has a strong understanding of what companies are looking for in portfolios and potential clients.

DAVE CONOVER | **SUSTAINABILITY**, ENVIRONMENTAL, DESIGN ENTREPRENEUR

Unbeknownst to him that graphic design was actually career, David often spent his time in high school drawing Bonds' 007, Monkees and Man from Uncle logos alongside heavy, outlined dropshadowed type renderings of girlfriends' names. Today, he owns StudioConover — the cross discipline design firm — with his wife Celia. He has been an active member of AIGA since the beginning of the San Diego chapter's existence and has served as Education Chair, general board member and Y conference committee chair prior to becoming its chapter President in June of 2014.

SHAWN DAVIS | **ADVERTISING**, BRANDING, TYPOGRAPHY
LEAD DESIGNER
CHASE DESIGN, INC.

I graduated from the Art Institute of Pittsburgh and have over 15 years of experience in the field. My specialties include, but not in order: Advertising, Branding, Graphic Design, Package Design, Photography, Photo Retouching, Publication Layout and Design, Printing (Large Format), Typography, Web Design and Consulting. I have worked on many large brand name projects such as Palomar Health, Arch Health, Direct Med, Cre8Technologies, Nations Triathlon, Asics, Kyocera, Multisonus Audio, Yamaha, Taylor Guitar, HD Supply and more. I currently work for Chase Design, Inc. Advertising Agency and have been there for over 5 years!

CHERYL DINE | **SUSTAINABILITY**, DESIGN FOR GOOD, DESIGN ENTREPRENEUR
President
Design Perspective
Cheryl Dine, President, Design Perspective, Inc., Founded 1990.

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.

Design Perspective specializes in branding, collateral, and ecommunications. Education • health • arts • technology • sustainability—are areas that contribute to strong communities and fire our passion for design.

As designers—we help clients tell their story in an engaging and authentic way.
As people—we are passionate about our family, friends and building a better tomorrow.
As a team—we are flexible in leading and complementing our client's extended teams.

Beyond our passion for design is an understanding that each client's needs are best met with solutions based on sound strategies balanced with real-life experience. We think that our experience matters.

CHELSEA FLAMING | **PACKAGING**, ADVERTISING, BRANDING
CoFounder and Creative Director
Oui Will

Chelsea is a Colorado born native with a background in design and brand strategy. She has spent the last 5 years as an art director in southern California developing identity systems and rolling-out brand platforms for start-ups, larger internal communications programs as well as B2B and B2C companies. At Oui Will, she acts as both a strategic and creative partner to clients, co-directing all creative endeavors from a branding perspective.

PAUL DROHAN | DESIGN FOR GOOD, INTERACTIVE, BRANDING

Executive Design Director

Mirum Agency

Paul Drohan is an SDCC alumni. He's also been teaching at SDCC for 4 years and San Diego Portfolio Studio for 2. He's the Executive Design Director at Mirum, a full-service global digital agency. His background is in branding and graphic design, but has focused his career in digital for over 16 years. He's been participating in the AIGA Portfolio Review ever since he graduated from SDCC. He loves black, motorcycles, surfing, rusty things and ask him about tobacco.

MAXIMO ESCOBEDO | CROSS CULTURAL, TYPOGRAPHY, BRANDING

Art Director

Salk Institute

Máximo Escobedo is art director at the Salk Institute for Biological Studies as well as principal and creative director at Máximo Creative Communications.

His design work has received recognition from local and national industry organizations and publications such as the American Institute of Graphics Arts (AIGA), Communications Arts, Folio, Ad Club, Step by Step 100 and Print Regional Design Annual.

A long time design educator, he has taught design and business practices courses at Point Loma Nazarene University and San Diego City College.

He is a graduate of the Art Center College of Design in Pasadena, California.

LEE FUHR | INTERACTIVE, DESIGN ENTREPRENEUR, BRANDING

Founder & Creative Director

Cozy

"Lee has been designing usable digital products since the late '90s. Set up for success at Carnegie-Mellon University, he entered the workforce as an Information Architect in 2000. Over the next decade, he learned graphic design by working closely with some of the world's best designers. In 2007, Lee set out and his own and hasn't looked back. Lee specializes in empathic, user-centered, real-world design grounded in the UX principles learned at CMU and honed over the ensuing years."

SHARON GONZALES | DESIGN FOR GOOD, ILLUSTRATION, SUSTAINABILITY

Designer and Illustrator

SDCRAA

Sharon is inspired by fine art, color and design; and is passionate about those that she loves, personal growth, the environment, and helping others. She studied as an illustrator at Cambridge College of Art, Cambridge, England and then went on to study Graphic Design and Multi Media design at Cuyamaca and Grossmont College, San Diego, CA.

For the past 20 years she has worked as a designer and illustrator. In 2006 she went to work for the San Diego International Airport as a designer and illustrator. She works in the Marketing Department on various design jobs, illustrations and creative projects that support airport's marketing, the Art Program, Aviation Education Program, and other airport programs and committees. She is currently on the Sustainability Awards Committee, Wellness Committee and the California Airport's Council Redesign Committee (to promote airport jobs).

Sharon was on the San Diego, AIGA Board for four years, first as Living Principles Chair and then as the San Diego chapters first Design for Good Chair. She believes in making a difference.

DONALD GOULD | ILLUSTRATION, BRANDING, PACKAGING

Lead Designer, Instructor of Illustration-Graphic Design

Knockaround Sunglasses, San Diego City College

Donald Gould is a Designer specializing in print design, illustration and branding. He was raised in Chula Vista and Imperial Beach and received his degree from San Diego State University with an emphasis in Graphic Design. After living up and down the California coast over the years working in the action sports and fashion industry, he has settled back in San Diego and is currently the Lead Designer for Knockaround Sunglasses as well as Instructor of Illustration-Graphic Design at San Diego City College. Donald has always enjoyed working with his hands, rather it be classic motorcycles and cars or home

projects and seamlessly brings a hands-on approach to his design with his unique styling. When he's not watching kitsch movies for personal amusement, he's working to expand his creative range by experimenting with old-world trades and alternative forms of communication.

NIK HAFERMAAS | ENVIRONMENTAL, BRANDING, PUBLICATION

Chair, Undergraduate and Graduate Graphic Design

Art Center College of Design

www.artcenter.edu/gx

www.artcenter.edu/mgx

www.ueberall.us

DON HOLLIS | BRANDING, TYPOGRAPHY, PACKAGING

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.

JAVIER INIGUES | ADVERTISING, INTERACTIVE, BRANDING

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 19 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 | BRANDING, TYPOGRAPHY, PACKAGING

Studio Owner/Graphic Artist/Perfectionist

lime1 Design Inc.

I run a small creative studio called lime1 Design Inc, celebrating 12 years in the running. 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 11th year in a row I serve on the planning committee for the Y Conference and I am 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 packaging design project, and participated (and won!) in the Student Portfolio Exhibition.

DYLAN JONES | PACKAGING, BRANDING, ILLUSTRATION

Creative Director

Ballast Point Brewing Company & Spirits

With a keen eye for all things one-of-a-kind, Dylan boasts over 17 years of experience in brand design. He has elevated brands including Sony, Qualcomm, Hard Rock Hotel, Shure Microphones, Behr, and Taylor Guitars. Over the years his work has been featured in Communication Arts, HOW, Print & Graphics.

Dylan came to Ballast Point Brewing & Spirits equipped with a powerful imagination and approachability that brings out the best in his team. He is adept at seeing projects from a high level, finding strategic solutions to complex challenges and propelling the business forward with strong, conceptual designs.

A collector and connoisseur outside of the workplace, Dylan owns an extensive array of deep funk vinyl and lives for the

pursuit of fine art.

PATTI JUDD | DESIGN FOR GOOD, DESIGN ENTREPRENEUR, BRANDING

Judd Brand Media Patti Judd, President

Award-winning creative director, brand strategist and publicist with Judd Brand Media (previously Juddesign), Patti brings her acumen for establishing strategic visibility, igniting global brands with buzz-worthy stories and must-attend events. Her belief in the power of talent, strategy, creativity and storytelling has produced unparalleled results across the real estate, non-profit, entertainment, film, publishing and music industries including: William Morris Endeavor, Universal, Macmillan Publishing, SeaWorld, San Diego Theatres, Montreux Jazz Festival, Promises2Kids, Walden Family Services, Malashock Dance and live music venue Anthology.

She is founding Vice President as part of the new team that took over leadership of the San Diego Film Festival and non-profit San Diego Film Foundation five years ago to build a solid film community once again in San Diego. Patti is a film producer and executive producer with credits that include a TV series picked up by Nickelodeon. Patti is also president of Tin Roof Entertainment, which produces, funds and markets to the independent film industry. Link to current editorial in Modern Luxury (see page 30) for more information: <http://www.modernluxury.com/modern-luxury-charity-social-datebook-san-diego/digital-edition>

SEAN KELLEY | BRANDING, PACKAGING, TYPOGRAPHY

Creative Director

Mother Sponge

Focuses on working with food and beverage clients, with emphasis on brand development, packaging, and environmental graphics.

ASHLEY KERNS | ILLUSTRATION, BRANDING, PACKAGING

Senior Graphic Designer

EFM

With razor-sharp focus, a unique point of view and an open mind, Ashley has designed strategic and aesthetically stunning campaigns for more than 10 years. Currently a Senior Designer at Experiences for Mankind, she has worked for prominent clients including Sony, Qualcomm, Intel, Ballast Point, The Hop Concept, Astroglide, The Mirage Las Vegas Hotel & Casino, 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.

JACKIE LACKENBACHER | DESIGN ENTREPRENEUR, INTERACTIVE, DESIGN FOR GOOD

VP, Graphic and Web Designer, Treasure of the AIGA San Diego

LightStream, A Division of SunTrust

Jackie Lackenbacher provides visual communication from print to online market. She works collaboratively, independently or collateral with a team. Passionate and dedicate to her work. As a creative professional, Jackie brings more than 19 years of experience in visual communication. Her work experience provides variety of industries including; financial, healthcare, technologies, hospitality, entertainment, high-tech, education, manufacturing, software, retail, and non-profit.

Experience Includes:

- Brand Identity Design Implementation
- Collateral & Marketing Materials
- Promotional & Event Branding
- Advertising & Direct Mail
- UI Front-end interface
- Website Design & Development
- Online Marketing & Social Media Integration

AMY LEVINE | ENVIRONMENTAL, TYPOGRAPHY, HAND-CRAFTED

Partner/ Principal/Design Director
Visual Asylum
Instructor at San Diego City College
Advanced Typography

Amy has a Bachelor of Fine Arts degree from the Kansas City Art Institute, Missouri and has twenty seven 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, 13 years on the Board of AIGA | former president, & Y Conference Chair. 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.

MAELIN LEVINE | DESIGN ENTREPRENEUR, DESIGN FOR GOOD, BRANDING

Partner/Designer
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.

BRIAN LISCHER | BRANDING, INTERACTIVE, ADVERTISING

Equal parts eccentric madman and consummate creative genius, Brian helms the Ignyte ship, channeling his relentless passion into realizing the firm's vision and mission. With degrees in both Communication and Psychology from UCSD, and more than a decade in design and branding, Brian brings a deep-seated interest in behavioral sciences to Ignyte's unique approach. His strategic vision and creative flair—coupled with a brutally honest and obsessive personality—drive Ignyte's goal to reclaim brand authenticity. Brian works closely with clients to ensure optimal brand positioning and a compelling brand experience. In his spare time Brian can be found surfing, snowboarding, or hiking somewhere within the idyllic Southern California landscape.

COURTNEY MAYER | TYPOGRAPHY, BRANDING, ENVIRONMENTAL

Assistant Professor, Graphic Design
Point Loma Nazarene University

Courtney brings 21 years of experience as a designer and art director collaborating 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. She is particularly interested in interdisciplinary collaborations where she guides students on the creation of real-world “Design for Good” projects using Human-Centered Research methods. Before coming to PLNU Courtney was an art director and designer at the University of San Diego where she produced recruitment communications for Public Affairs, Admissions, the College of Arts and Sciences, and the professional schools. Prior to that she created Seabright Studio, a strategic design and branding firm. Her work served corporate clients, non-profit arts organizations and higher education. She has taught Visual Identity and Branding Systems, Information Design and typography at San Diego State University. She is excited to share her experiences with the students at PLNU to help them prepare for successful transitions to professional life or graduate school.

TRACY MEINERS | **PACKAGING**, BRANDING, TYPOGRAPHY

Creative Director / Freelance
StudioTM

Hailing from the Midwest (Go University of Cincy!) and living in San Diego for over 15 years, Tracy brings 20+ years of design experience to her design. Working for design firms in Dayton, Boston, and San Diego have allowed her to work on a wide variety of clients, with a focus on branding. She worked as an art director at Miriello Grafico for 9 years before branching out to work on her own as StudioTM, specializing in client-direct and studio collaboration projects.

JESSEE MELON | **TYPOGRAPHY**, BRANDING, ADVERTISING

Art Director
Sequenom, Inc.

Design team leader and manager of creative services. Mentor to junior designers; collaborator with vendors, agencies, UX designers, front-end developers and executives.

EDISON MICALAT | **SUSTAINABILITY**, DESIGN FOR GOOD, PUBLICATION

Brand & Production Manager, Senior Designer
thinkPARALLAX

Nine years of professional experience in the agency level. thinkPARALLAX builds brands with purpose. Check out thinkparallax.com for more info.

SCOTT MIRES | **PACKAGING**, DESIGN ENTREPRENEUR, BRANDING

Founder & Creative Director
MiresBall

With over 30 years' experience developing integrated communication programs, Scott has a consummate understanding of the critical role brand design plays in business success. He has led major initiatives for Best Western Hotels & Resorts, Taylor Guitars, Pebble Beach Company, Hard Rock Hotel, and Ballast Point Brewing & Spirits, and his work has been published in Gaphis, Communication Arts, and PRINT. Scott is also a founding member of AIGA San Diego.

RON MIRIELLO | **CROSS CULTURAL**, DESIGN FOR GOOD, DESIGN AS ENTREPRENEUR

AIGA National Fellow

Ron Miriello has a Bachelor of Fine Arts degree in graphic design from Colorado State University. Founded 30 years ago, his branding firm, Miriello Grafico, is focused today on providing the thinking, planning and brand strategy that help buildings become places of interest and meaning. Miriello directs brand strategy and the translation of strategy into coordinated design, communications and signage systems. He is also an active fine artist.

MONICA MOON | **INTERACTIVE**, BRANDING, PACKAGING

Interactive Creative Director
Elevated

Monica Moon is the Interactive Creative Director at Elevated, a digital agency in North County San Diego. She has over 10 years of expertise designing websites, apps, UX, UI, branding, digital graphics, packaging and marketing campaigns that solve problems for brands. She has created powerful designs for over 75 brands, including: Disneyland, Four Seasons Resorts, Zodiac, GIA, Polaris, DonJoy and many more.

STEVEN MORRIS | BRANDING, DESIGN FOR GOOD, DESIGN FOR ENTREPREUR

President & Executive Creative Director

Mth Degree

Steve is a 22+ year branding, marketing, and creative professional who founded Mth Degree in 1994 as Steven Morris Design, Inc. He leads the Mth Degree team on strategic and creative issues. His focus is to build creative teams and brands that have agility, innovation and authenticity throughout.

Business Week, STEP Inside Design and HOW Magazines have looked to Steve as an advisor and editorial contributor on design and branding issues. Steve is a recognized thought leader in the retail marketing, branding, young adult culture and design industries (nationally and internationally). He serves on various boards including MAGNET Global, a network of independent international agencies.

Steve holds an MFA in Design from the Tyler School of Art at Temple University and has worked in cities ranging from Boston to New York to Philadelphia and Washington, D.C. Steve's creative work has received more than 100 awards from national and international publications and competitions. In addition to being a creative entrepreneur, Steve is a writer, teacher, speaker, surfer, runner, sailor, husband and father of two boys.

AARON NABUS | PUBLICATION, BRANDING, TYPOGRAPHY

Project Manager and 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 lead a team of graphic designers (across three different locations in the U.S.) 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.

I am currently Project Manager and Lead Designer at Chase Design (ChrisChaseDesign.com) and a Contributor and Social Media Manager for Hall H (HallH.com), a pop culture website.

ANGELO OUTLAW | HAND CRAFTED, ILLUSTRATION, INTERACTIVE

Senior Interactive Designer & Web Developer

Verimatrix

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 letterpress, calligraphy, freshwater aquariums, woodworking and classic cars. His work was recently featured in GDUSA's American In-house Design Awards.

BRETT OYLER | BRANDING, ADVERTISING, PACKAGING

Designer

StudioConover

Has been designing at StudioConover sine 2008. Grew up in San Diego. Spent too much time studying American Literature before figuring out real love was Graphic Design. Spends free time brewing beer, enjoying bon fires and trying to get himself to ride his bike to work more often.

ROBERT PALMER | INTERACTIVE, DESIGN AS ENTREPRENEUR, PACKAGING

Web Designer

Honest Code

Robert Palmer is a digital problem solver in San Diego, California. After a decade of in-house and agency work for the

creators of newspapers, magazines, television, hardware, software, sporting equipment, industrial products, and tract housing, he started Honest Code -- his own web development and graphic design company in 2007. He has hand-crafted websites, WordPress themes, applications, identities, and technical illustrations for startups and Fortune 50 companies alike. Temporarily blind and unable to walk after surviving a stroke in June 2012, he managed to keep his business running, and shared his recovery experience in a feature story in The Magazine. He lives with his amazing wife Michelle, and works from home with their two cats, who are only occasionally helpful.

GARRETT PATZ | PHOTOGRAPHY, BRANDING, TYPOGRAPHY

Design Director
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 Microsoft, Campbell's, Blenders Eyewear, MVMT Watches, TSOVET, Diageo, BLNDN, Lands' End, Kammock and many more.

BENNETT PEJI | CROSS CULTURAL, DESIGN AS ENTREPRENEUR, BRANDING

Senior Director
Jacobs Center for Neighborhood Innovation
Bennett Peji is a Senior Director at the Jacobs Center for Neighborhood Innovation.

He is a strategic marketing and communications planner, brand consultant, designer and frequent international speaker on community-centered design. Peji serves on the boards of the University of San Diego Center for Peace and Commerce, and the La Jolla Playhouse, where he chairs the Public Leadership Council. He served as a Commissioner of Arts & Culture for the City of San Diego 2003-2012, President of the Filipino-American Chamber of Commerce, Chairman of the Asian Business Association, and AIGA national board member. He is a co-founder of the AIGA Center for Cross-cultural Design. Peji has received lifetime achievement awards from AIGA San Diego and SDX (the San Diego Ad Club), and over 200 marketing/design, business and community awards overall. He is a co-founder of the Baja California Missions Foundation, founded to renovate and preserve the historic missions in Mexico. His work can be seen at FormFollowsCulture.com and CivicBranding.com.

ROSEMARY RAE | TYPOGRAPHY, DESIGN FOR GOOD, PUBLICATION

Creative Director
PCI (Project Concern International)

Rosemary Rae has over 20 years of graphic design experience. She currently is Creative Director for PCI (Project Concern International), an international nonprofit based in San Diego. In addition to designing collateral to raise awareness of PCI's role in the global development community, she is responsible for crafting creative to promote its many fundraising efforts and events. Previously she worked at boutique design firms creating advertising, publications and corporate brand identity for clients such as Snapple, Bloomberg L.P., the San Diego Museum of Art and Standard Pacific Homes, and was an adjunct professor of Typography at San Diego State University for four years. Rosemary earned her B.F.A. from Moore College of Art & Design in Philadelphia and has studied Typography at the School of Visual Arts (NYC) in Rome. She also has a freelance design business creating custom invitations and promotional material for galas and weddings and her own line of typographically-inspired custom letterpress greeting cards.

SHANE ROBINSON | PUBLICATION, PACKAGING, BRANDING

Jr. Art Director
Mth Degree

Mth Degree looks to Shane to bring an alternative approach to design challenges. As art director, Shane excels at finding ways to bring fresh forms of expression that are not necessarily design-specific but focused on ideas, new technology application and discovering unique treasures scattered in the design atmosphere.

Shane has delivered innovative campaigns for the following clients: Sony Electronics, San Diego Chargers, Upper Deck Entertainment, San Diego Padres, MiraCosta College, Chicago International Charter School, Qualcomm, Razer, San Diego Foundation, Green Flash Brewing Co. and Bridgepoint Education.

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ADAM ROWE | **BRANDING**, TYPOGRAPHY, PUBLICATION

utility bills payer

erowe design Adam Rowe - erowe design

With over 30 years experience as a brand strategist and communicator, Adam has been instrumental in building brands for companies from emerging growth to Fortune 500 corporations, including national brands the likes of Hewlett-Packard, Sony, Target and Timberland. Adam's work has been selected for inclusion in the design industry's most renowned publications and shows and has received numerous awards. From 1996 to 2001 Adam was the creative director for Qualcomm, the leader of next generation mobile technologies, and was instrumental in the creation and launch of their brand across multi-national boundaries.

Adam served for 20 years on the board of AIGA, and was one of the original founding members of the San Diego chapter. Adam was also Chair of the Y Design Conference consecutively from 2001–2011. Adam is a graduate of Oregon State University, earning his BFA in graphic design.

JOEL SOTELO | **ILLUSTRATION**

Seventeen years experience including art direction, design, illustration and production of two and three dimensional graphic communication pieces, my duties include: art direction, identity design, packaging, branding, web design, cover design, promotional collateral, product and character development for licensing and retail merchandise, way finding systems, and environmental signage. Clients included entertainment, the arts, education and publishing.

GLEN VAN HOUTEN | **INTERACTIVE**, BRANDING, ADVERTISING

Sr. UX Manager

Amazon

I've been at Amazon for almost 4 years now. I'm currently the Sr. UX Manager for Amazon Game Studios' Lumberyard product, but I've also been the Sr. UX lead for Twitch integration, Amazon Underground, the Android Appstore client, and Developer Services.

Before that I had roles as the Senior Interaction/Visual Designer for Intuit's mobile team, Creative Director for Scantron Corporation, Sr. Designer for Van Vechten Creative, and creative director for a couple of tech startup companies where I was involved in everything from interface and visual design for web and desktop applications to marketing and brand development.

CHARLES VAN VECHTEN | **BRANDING**, ADVERTISING, DESIGN AS ENTREPRENEUR

Managing Director

Buchanan Design

A creative industry executive with over 25 years of experience in brand, design, and marketing. Relationship builder with start-up clients to Fortune500 corporations. Strategic, creative, and entrepreneurial thinker with the ability to pinpoint problems and set a course for the best solutions. Award-winning creative director with the ability to sell ideas, inspire creativity, and deliver sound strategy that brings results. Business minded leader who understands all aspects of operations and builds processes that bring efficiency.

A lead by example manager who motivates the team, provides vision, and builds a nurturing culture to foster growth. Proven in building and growing a successful organization, creating award-winning solutions, building a valued team, increasing revenue, finding new business opportunities, and adapting to changing environments.

A native San Diegan, Charlie earned a BA from the University of San Diego, and earned a post-graduate degree in graphic design and advertising from the The Advertising Arts College. After gathering experience at several large San Diego-based advertising and public relations firms, Charlie channeled his energies into building his own business and opened Van Vechten Creative in 1992. In 2008, Charlie merged with and helped build Jacob Tyler until selling in 2015. He is currently

advertising and public relations firms, Charlie channeled his energies into building his own business and opened Van Vechten Creative in 1992. In 2008, Charlie merged with and helped build Jacob Tyler until selling in 2015. He is currently managing director at Buchanan Design.

ABE VIZCARRA | **ILLUSTRATION**, DESIGN AS ENTREPRENEUR, BRANDING
Founder / Designer of Talent Show studio.

We collaborate with brave clients with a sense of vision, creating work that gives clarity, focus and purpose in communicating to audiences with relevance. Clients include Nixon, Dollar Shave Club, Hyundai, Qualcomm, Lexus & Pure Fix bicycles along with a number of startups and local businesses. We also split our time creating our own line of designer products which are debuting soon.

PHIL WINDYK | **BRANDING**, INTERACTIVE, TYPOGRAPHY
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.

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.

Specialties:
Brand structure and strategy
Print and Interactive communications design
Color consulting for product and brand development

RICHARD YBARRA | **TYPOGRAPHY**, BRANDING, ADVERTISING
Owned my design firm for 10 years—Ybarra Design & Advertising.
Worked in the industry for 37 years.
Teaching for 25 years, 18 years full time at The Art Institute.

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YOUR FIRST AND LAST NAME: (PRINTED) _____

1ST CHOICE REVIEWER: _____

2ND CHOICE REVIEWER: _____

3RD CHOICE REVIEWER: _____

4TH CHOICE REVIEWER: _____

5TH CHOICE REVIEWER: _____