



# San Diego

the professional  
association for design

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[sandiego.aiga.org](http://sandiego.aiga.org)

## 2017 STUDENT PORTFOLIO REVIEWER LIST

Below are the professionals who have volunteered their time to participate at the 2017 Portfolio review. Please take your time to research and select your top five (at minimum in preparation for online registration. Registration opens **Friday, May 12, 2017 at 9 a.m.** and closes Sunday, May 14, 2017 at midnight. This process is first-come, first-served, and it is highly suggested that you plan to be available to log in from the **[sandiego.aiga.org](http://sandiego.aiga.org)** event page as early as possible.

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### **CLAUDIA ALBRIZO** | PACKAGING, BRANDING, CROSS CULTURAL

Design Director & Print Production Manager  
Chosen Foods, LLC.

Creative production manager with branding and product development experience in the consumer package goods industry. Past VP of the AIGA San Diego Chapter.

### **SAM ALLEN** | BRANDING, TYPOGRAPHY PUBLICATION

Wedge and Lever  
Partner

[wedgeandlever.com](http://wedgeandlever.com)

### **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** | BRANDING, PACKAGING, 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 served on the board of directors for the Lux Art Institute from its inception in 1998 until 2014, 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.

## **TYLER BLIK** | TYPOGRAPHY, PACKAGING, BRANDING

Principal, Blik  
2009 AIGA Fellow

Tyler is the Principal of the 32+ 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.

## **PAM BROWN** | BRANDING, TYPOGRAPHY, DESIGNER AS ENTREPRENEUR

Brand Design Stylist  
dezinegirl creative studio  
Lifestyle Brand Design for Print, Digital & Web

As an accomplished Graphic Designer with over 15 years combined ad agency and design studio experience, plus 10 years as a solo-creative, Pam offers a wide range of skills and services for lifestyle brands—staying relevant with the industry and technology, yet delivering traditional expertise as well. Pam has successfully contributed to international and national brands such as Ritz-Carlton, Royal Caribbean International Cruises, United Airlines, Fry's Electronics, Kohl's Department Stores, San Diego Symphony, Visual.ly, Internet Marketing Inc, and The Active Network to name a few. She specializes in creating the whole brand experience, social media graphics, infographics, presentations, marketing materials, brochures, conference materials, website design, package design and much more. Pam believes in giving back to and being a part of her community. She has served on a board AIGA San Diego since 2008 and is currently Vice President. She has also served on the board for Young Audiences of San Diego as the Event Chair and Vice President for 4 years, plus, provided pro-bono graphics for Tech Coast Angels San Diego and for American Marketing Association San Diego.

## **BOBBY BUCHANAN** | BRANDING, DESIGN FOR GOOD, TYPOGRAPHY

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** | BRANDING, DESIGNER AS ENTREPRENEUR, ILLUSTRATION

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 5 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, DESIGNER AS ENTREPRENEUR

Designer + Educator

## Min Choi Design

Min Choi is a passionate designer & educator. Leveraging over 15 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, MiraCosta 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](http://Minchoidesign.com)

### **ESTHER COIT** | PUBLICATION, BRANDING, TYPOGRAPHY

Owner/Creative Director  
Patera Design

As the owner and principal designer of Patera Design, a graphic design studio in San Diego, Esther has had the privilege to lead an incredibly talented team for 15 years. After beginning her career as a magazine designer for one of the largest regional publications in the country, San Diego Magazine, Esther's wide range of specialties expanded to include: Brand Development; Design Consultation; Marketing Strategy/Communications; Creative/Art Direction; and of course Magazine Design/Layout.

### **TYLER CRISTOBAL** | ENVIRONMENTAL, TYPOGRAPHY, BRANDING

Hollis Brand Culture

San Diego born and raised, I graduated from SDSU in 2006, interned, freelanced and have now worked at HollisBC for over 10 years. I've held nearly all positions in the studio environment, from file production, brand identity design / storytelling, environmental, wayfinding, graphic signage systems, to interactive, resident DJ and even office IT. Outside the studio I've maintained other creative outlets, a member of [yellerstudio.com](http://yellerstudio.com) an art collective curating and participating in art shows, zine swaps, workshops, silk-screening, and general tom foolery. I also moonlight as part-time manager and representative of a semi-internet famous cat, if you are interested please follow [@lil\\_mama\\_boo\\_thang](https://twitter.com/lil_mama_boo_thang)

### **PATRICIA CUE** | DESIGN FOR GOOD, BRANDING, CROSS CULTURAL

Associate Professor / Graphic Design  
San Diego State University

Patricia Cué, a native Mexico is associate professor of graphic design at San Diego State University since 2008. She received her BFA from the Universidad Iberoamericana in Mexico and completed her graduate degree at the Basel School of Design in Switzerland. Patricia's design and research work centers around how subcultures and vernacular forms of design influence professional, mainstream practices. She has developed cultural identity projects for Mexican indigenous populations through the government of Puebla and Mexico City and has worked on publication design projects for clients in the U.S. and Mexico. Her book on the subculture of Mexican music wall advertising "Bardas de Baile" was published in 2014 by Ghost & Co.

### **JEREMY DAHL** | PACKAGING, BRANDING, DESIGNER AS ENTREPRENEUR

Partner/Creative Director  
BexBrands

An idea is just an idea, until it's an accomplishment. I grew up in Texas, and moved to San Diego to work in photography. I soon found myself magnetized by graphic and interactive design, which let me get as exact as I wanted with everything I created. I was in town for about a decade before I joined forces with Becky. Our initial goal was to help our clients' packaging jump off the shelf, visually, for customers who resonate with their vibes and values. Every day it's exciting to use our teamed-up perspectives to make that happen, and to know that the better we do, the more it will matter.

### **BECKY NELSON-DAHL** | PACKAGING, BRANDING, DESIGN FOR GOOD

Partner  
BexBrands

BexBrands develops bad-ass brands. Mostly food, drink, health and beauty. Our focus is generally Brand Identity & Packaging.

### **HARRY DECKER** | BRANDING, INTERACTIVE, ADVERTISING

Freelance Creative Director  
Independent

I am an independent Creative Director with extensive agency experience in Graphic Design, Art Direction, Branding

(Strategy, Development and Expression), as well as Digital Strategy, User Experience and Integrated Marketing.

**CHERYL DINE** | DESIGN FOR GOOD, BRANDING, TYPOGRAPHY

CEO

Design Perspective

My design firm likes to work in education • health • arts • technology • sustainability—are areas that contribute to strong communities and fire our passion for design.

- 25+ years directing successful branding and design of print and e-communications for B2B and B2C clients.
- Identity, emarketing design, annual reports, collateral materials, and educational materials.
- Served as past chairs for American Institute of Graphic Arts, San Diego public relations, special events and fundraising.
- Past board member for San Diego Youth & Community Services.
- BFA in Graphic Design, Kent State University. Graphic Design Summer Workshop in Brissago, Switzerland

**CHELSEA FLAMING** | BRANDING, ADVERTISING, ILLUSTRATION

Creative Director

Oui Will

Chelsea Flaming is Co-Founder and Creative Director at Oui Will, an award-winning digital branding agency based in San Diego, and Paris, FR. An idea enthusiast and innovator, Chelsea creates through collaboration, strategic communication, and building meaningful relationships. With personal expertise in UI/UX design, web development, brand strategy, and film production, Chelsea's portfolio spans industries including tech, e-commerce, wellness, fitness, hospitality, and non-profit.

**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.

**CHRIS FORD** | INTERACTIVE, DESIGN AS ENTREPRENEUR, HAND-CRAFTED

Creative Director

Creativity Included

Over the course of her 20 year career Chris has been a visual and UX designer, brand strategist, front end developer, professional scrapbooker, magazine art director, and digital project manager. She loves to write, speak and teach other people about all of those things.

**GREG GIBSON** | BRANDING, INTERACTIVE, ADVERTISING

Partner & CCO

Grizzly

As Partner and CCO at Grizzly, Greg helps some of the world's leading organizations build experiences that communicate with customers through authentic design, storytelling, and technology. His experience includes creative, strategic, and digital engagements for Microsoft, Marriott, The Surfrider Foundation, and more.

**CHARLES GLAUBITZ** | ILLUSTRATION, BRANDING, PUBLICATION

Illustrator

Charles Glaubit Illustration

Charles Glaubit born in Tijuana, Graphics Design degree San Diego City College 1998, BFA California of Arts 2001. His illustrations have appeared in Rolling Stone Magazine, San Francisco Chronicle, New York Times, Texas Monthly and Variety Magazine among others. His recent client include Sony Playstation, Jose Cuervo, Miller Lite, American Airlines. His work has been recognized by American Illustration, How Magazine, Print Magazine, 3x3 Magazine and has just published his first graphic novel from Fantagraphics.

**SHARON GONZALES** | ILLUSTRATION, DESIGN FOR GOOD, ENVIRONMENTAL

Graphic Designer | Illustrator  
San Diego International Airport

Sharon is a previous San Diego AIGA board member. For four years she was the Living Principles Chair and then the Design for Good Chair. She presently works for San Diego International Airport in the Marketing Department as a Graphic Designer and Illustrator. In this position she has illustrated children's books, illustrated and designed exhibit spaces for the Airport Arts Program, designed the branding for the different Rotating Arts Exhibits Programs, and designed numerous Annual and Financial Reports, along with other printed business material. Sharon originates from England and went to college at Cambridge College of Art to become an illustrator. In the past she has worked both as a fine artist, Illustrator and as a Graphic Designer. Sharon's passions are people, art, color, music and nature.

**DONALD GOULD** | ILLUSTRATION, BRANDING, HAND-CRAFTED

Lead Designer / Adjunct Instructor at SDCC  
Knockaround / SDCC

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 an Adjunct Instructor for Illustration in Graphic Design at San Diego City College. Donald has always enjoyed working with his hands, rather it is 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.

**JAVIER INIGUES** | ADVERTISING, INTERACTIVE, BRANDING

CCO  
EXPERIENCES FOR MANKIND (EFM)

With the notion that success is delivering beyond expectations, Javier has done just that for 18 years, growing EFM's client base from leading local companies to worldwide global brands. Javier's specialties include marketing and brand strategy, integrated campaign planning and creative grounded on insights.

**PETRA IVES** | BRANDING, TYPOGRAPHY, DESIGNER AS ENTREPRENEUR

Owner/Designer/Lead Thinker  
lime1 Design Inc.

Depending on what time of the day you catch me, I could be either a design business owner of 13 years (lime1design.com) loving and breathing visual design, a slightly disheveled mother of two small blondies, or just a girl enjoying the Californian life. After obtaining my Degree in Graphic Media in my home country of Germany in 2000, I worked as a production artist for 5 years. My passion for graphic design led me back to school and I obtained a BA in Fine Arts with an emphasis in Graphic Design from San Diego State University (transferring from City College). There, I received the award of Most Outstanding Student in the School of Art, Design & Art History 2008/09; a scholarship from Legal Arts for Information Design; and was the First Place Winner of Best Portfolio and Best of Category for Branding in the AIGA San Diego Student Portfolio Exhibition in 2009. I am actively involved in the local art and design community. Since 2014 I serve on the AIGA board, currently as the Membership Director. I joined it for networking reasons but little did I know that I would find my creative family, a sounding board for ideas, personal and professional growth, the gratification of having an impact in the community and a community that gives back.

**SEAN KELLEY** | BRANDING, PACKAGING, ILLUSTRATION

Creative Director  
Mother Sponge

Boutique studio focused on brand development, packaging, and environmental graphics for the food and beverage industry.

**DSTIN KOOP** | BRANDING, TYPOGRAPHY PUBLICATION

Wedge and Lever  
Partner

wedgeandlever.com

**LAUREN LAMB** | TYPOGRAPHY, BRANDING, PACKAGING

Senior Designer  
MiresBall

With nearly a decade of professional experience, I have a broad range of expertise and an insightful approach to branding, packaging, collateral, editorial, and web design. I'm a proud Texas native and a San Diego transplant of 9 years and hold a Bachelor of Fine Arts in Communication Design from Texas State University. I'm currently working as a Senior Designer at MiresBall, alongside a talented team of project managers, strategists, copywriters and designers. I'm responsible for a variety of projects and accounts and overseeing projects from concept to completion.

**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, ENVIRONMENTAL, DESIGN FOR GOOD

Partner/Designer  
Visual Asylum

MaeLin is a partner in the nationally recognized design firm, Visual Asylum located in the East Village. The firm has been an integrated part of the downtown community for 30 years. After adopting two children and struggling to find quality schools of choice, she founded and is President of the Board of Trustees of Urban Discovery Academy. MaeLin led the charge to build a brand new school facility for the free public K-8 charter school in the heart of East Village. Currently working on a design-thinking focused high school (id8High) also to be located in downtown! Committed to contributing to a bright, bold, creative community where both businesses and residents, especially students from PreK to Gray can flourish.

**LUISA LOPEZ** | BRANDING, TYPOGRAPHY, ADVERTISING

Brand Manager  
Qualcomm Inc

Creativity, expertise and passion for design and collaboration wrapped in more than a decade working on my own or with highly talented designers and marketing gurus. Design stats: After completing San Diego City College's Graphic Design program under the tutelage of amazing educators, a couple of internships and a summer at Art Center, I landed my first job at Buchanan Design. Four and a half years later Qualcomm's in-house design group was the destination. Currently I manage Qualcomm's brand visual strategy under the corporate marketing team. Things that keep me busy: visual strategy and brand integration, internal and external campaigns, print collateral, environmental and trade show graphics, experiential activations, interactive and social media and brand governance.

**COURTNEY MAYER** | TYPOGRAPHY, BRANDING, DESIGN FOR GOOD

Assistant Professor  
Point Loma Nazarene University

Courtney is a designer, art director, and design educator. 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 has served corporate clients, non-profit arts organizations and higher education. She currently teaches typography, branding and portfolio at PLNU.

**TODD MCWETHY** | BRANDING, INTERACTIVE, DESIGN FOR GOOD

Partner/Digital Design Director

BLVR

Leading BLVR's digital team, Todd helps elevate brands with tactics based on strategy, fueled by creativity, and inspired by people. Motivated and driven by art, Todd uses design to solve business challenges. He implements digital strategies that help clients become more competitive and profitable

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

Creative Director / Owner

StudioTM

For over 20 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. 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. 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.

**JESSEE MELON** | BRANDING, ADVERTISING, PUBLICATION

Art Director

Sequenom, Inc.

Art director/Graphic/UI designer with 18 years experience in online and offline marketing platforms, programs, and campaigns for biotech, entertainment and big data clients

**KEN MIRACLE** | BRANDING, HAND-CRAFTED, DESIGN FOR GOOD

Principal

Miracle Brand Design

Ken Miracle serves as creative director and brand strategist for his design studio Miracle Brand Design which he founded in San Diego in 1996. Ken has over two decades of experience collaborating with clients and creative talents to build strong brands that get noticed. Ken is a past president of both AIGA San Diego and the Combined Organizations of the Visual Arts, and currently serves on the advisory board of the San Diego Art Institute in Balboa Park. Ken has a Bachelor of Fine Arts degree from the Columbus College of Art and Design and has been an instructor at the Art Institute of California - San Diego (formerly TAAC). Ken maintains a strong connection to the fine arts and exhibits his own collage, sculpture and assemblage art in both regional and national gallery shows.

**RON MIRIELLO** | DESIGN AS ENTREPRENEUR, BRANDING, ENVIRONMENTAL

direttore

Miriello

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.

**TERI BETH MITCHELL** | BRANDING, ILLUSTRATION, HAND-CRAFTED

Senior Designer

Hollis Brand Culture

Graduated from the University of Oklahoma, BFA in Visual Communication, 2007. Moved on up (well, over) to San Diego and have since worked for and freelanced for lots of design firms and ad agencies in town, including Evertyp Design, Buchanan Design, Emota, Sixteenfifty, The I.D.E.A. Brand, Miresball, Experiences for Mankind, and HollisBC. (P.S. I only got fired from ONE of those places.) I'm not saying all this to impress you - though I am really hoping you'll be impressed anyway. I'm telling you because it gives me lots of insight into what kinds of things different places look for. We can talk about how your skills / interests best suit you for different kinds of firms, and how to cater your book to head in the direction you want!

**JESSICA MOON** | INTERACTIVE, DESIGNER AS ENTREPRENEUR, DESIGN FOR GOOD

Creative Director  
Digital Telepathy

Jessica Moon is a Creative Director at Digital Telepathy, an experience design studio based in San Diego, California. She has led a multitude of projects throughout her design career, including web applications, website designs, SaaS products, and mobile applications. Jessica also works on various independent endeavors that combine her education in sociological research with her passion for illustration and design. Her work has raised funding and awareness for social causes, and has been featured in exhibitions internationally. She believes that good design can be inspired by other disciplines, and enjoys exploring what she's learned on her site, Moonspired.com. She is also the founder of The Creative Campaign, an online platform that fundraises for and raises awareness of social problems through the power of design.

**MONICA MOON** | INTERACTIVE, BRANDING, ADVERTISING

Interactive Creative Director  
Elevated

I am a strategic Creative Director with specialties in User Experience (UX), User Interface design (UI) and branding. I have been creating websites, apps, branding, and digital marketing designs for over 10 years in industries as diverse as fashion apparel, construction, hospitality and tourism, technology, and consumer products. My brain is split 50/50, a visual creative designer and also a strategic detailed planner.

**AARON NABUS** | BRANDING, TYPOGRAPHY, CROSS CULTURAL

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 bridge the gaps between clients, vendors, designers, developers, marketing and executives to make sure all the necessary steps and assets are in place to insure successful completion of a project. I have managed a team of graphic designers in the past (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), which gave me a chance to work directly with Mitsubishi, Toyota, Scion, Hyundai, Kia and Infiniti on regional and national direct mail campaigns. Currently, as Project Manager and Lead Designer at Chase Design, I am working with clients such as Palomar Health, Arch Health Partners and Triathlon Business International to create branding standards and marketing/print solutions. I also enjoy interviewing pop culture and comic book related creatives (artists, writers, photographers, cosplayers, etc.) on my podcast, the #HallHshow.

**ANGELO OUTLAW** | INTERACTIVE, HAND CRAFTED, DESIGN FOR GOOD

Senior Interactive Designer & 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 designer and 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

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 nine years I've been designing for Studio Conover, a full service communication and branding shop specializing in the building industry.

**RON PADUA** | ILLUSTRATION, INTERACTIVE, DESIGNER AS ENTREPRENEUR

Concept Artist / SDCOE and JCNi CTE Graphic Arts Instructor  
Ron Padua Designs / SDCOE (San Diego County of Education)/Jacobs Center Graphic Arts Instructor

Ron Padua is a San Diego based Concept Artist. He studied Illustration and Entertainment Design at the Art Center College of Design and began freelancing as a concept designer and storyboard artist for clientele such as The Aspect Ratio, RG/LA,



J. Walter Thompson, Blind Visual Propaganda and New Wave Entertainment. He then landed a lead designer position at the Los Angeles based broadcast production company TZLA. Ron worked on network ID's, brands, on-air promos and main titles for companies such as the Sci-fi Channel, Discovery Channel, HBO, ABC, FX channel and Hollywood squares just to name a few. From 2000 to 2011 he worked at Sony Computer Entertainment of America as the Art Director and Lead Concept Artist for Sony's Visual Arts Service group in San Diego developing cinematics for 1st party Playstation Video games and is now currently working as a freelance Commercial artist and CTE instructor for San Diego County of Education.

**ROBERT PALMER** | INTERACTIVE, PACKAGING, DESIGN AS ENTREPRENEUR

Web Designer  
Honest Code

Robert Palmer is a digital problem solver in Los Angeles, 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 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** | PACKAGING, BRANDING, TYPOGRAPHY

Design Director  
Bulldog Drummond

Garrett is a graphic designer, inspired by the Carl Sagan quote, "Imagination will often carry us to worlds that never were. But without it we go nowhere." Focused, fastidious and quietly confident, his aesthetic is driven by his passion for honest and thoughtful design. He's been featured in several publications such as GO, The Art of Package Design and The Dieline to name a few. He's also done work for a variety of clients that include Campbell's, Anheuser-Busch & Microsoft. 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.

**BENNETT PEJI** | CROSS CULTURAL, DESIGN FOR GOOD, BRANDING

Senior Director, Marketing and Community Affairs  
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 director, brand consultant, designer and frequent international speaker on community-centered design. Peji serves on the boards of California Humanities, 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](http://FormFollowsCulture.com) and [TEDxBP.com](http://TEDxBP.com)

**ROSEMARY RAE** | TYPOGRAPHY, BRANDING, HAND-CRAFTED

Creative Director  
rosemary rae design

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. Previously she worked at boutique design firms creating advertising, publications and corporate brand identity for clients such as Snapple, Bloomberg L.P. and the San Diego Museum of Art. Rosemary earned her B.F.A. from Moore College of Art & Design in Philadelphia, has studied Typography at the School of Visual Arts (NYC) in Rome, as well as teaches Typography at San Diego City College. She also has a freelance design business creating custom invitations and promotional material for galas and events.

**SCOTT ROBINSON** | INTERACTIVE, BRANDING, DESIGNER AS ENTREPRENEUR

Founder / President  
FreshForm

Scott is the founder of FreshForm ([www.freshform.com](http://www.freshform.com)), a strategic design agency that leverages design, design thinking and customer experience principles to grow and differentiate brands. Since graduating from SDSU, Scott has been in the field of design and marketing for 20 years — and at the helm of FreshForm since 2001. Scott is intensely interested in the intersection of design, technology, business and human behavior in the digital age. Scott has worked with some of the best clients in the world, including: Acura, Facebook, Honda, Intel, Qualcomm, Texas A&M University, Trinity University, St. Edward's University and UC San Diego.

Instagram: [@\\_mr\\_robinson\\_](#)

Twitter: [@\\_mr\\_robinson\\_](#)

#### **ADAM ROWE** | BRANDING, DESIGN FOR GOOD, 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.

#### **MIKE SAVACOO** | BRANDING, ADVERTISING, HAND-CRAFTED

Creative Director

LESS+MORE

As Creative Director and CEO of LESS+MORE, Mike plays a leading role in all key client projects, helping to shape both the creative and strategic direction. He works with leaders from multinational corporations and visionary start-ups, directing the creation of branding and design solutions that set their brands and products apart. Schooled in design and passionate about pushing great organizations forward, Mike applies rigorous thinking, a clear communication style, and good old fashioned hard work to help solve the many challenges LESS+MORE tackles. The son of a career military officer, Mike is committed to using his and his company's skills to help organizations who support our nation's soldiers and veterans. Additionally, Mike volunteers with youth and church programs in his local community. He likes to read, write and talk branding, and when he is not, you can find him enjoying San Diego's beaches and waves with his wife and two children.

#### **MIKE STIVERS** | ADVERTISING, BRANDING, TYPOGRAPHY

Art Director

Mike Stivers. Art Director.

In college I studied Film and Video production, photography and creative writing. So naturally I spent my twenties bartending, rock climbing and leading kayaks trips in Baja. In the late '90s I got a job as a Production Artist and worked my tail off over many years to become Creative Director. I'm now celebrating a 20 year career in advertising and design with experience in branding, print & digital advertising, web and graphic design including logos, packaging, collateral and corporate identity. My focus is on creating conceptual, visually striking work that make a deep emotional connection to viewers. View samples at [mikestivers.com](http://mikestivers.com). I draw from years of experience exploring, teaching and immersing myself in the diversity of the world. In 2015 my wife, three kids and I traveled around the world for a year. I also enjoy hiking, camping and making fermented foods like yogurt, kombucha, sauerkraut and beer.

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

Sr. UX Manager

Amazon

I'm currently the Sr. UX Manager for Amazon Game Services. I've also been the UX lead for several other Amazon services including Twitch integration and Appstore. Prior to Amazon I've worked as a Sr. Interaction Designer at Intuit, Creative Director at Scantron, and Sr. Designer at Van Vechten Creative Communications.

#### **ABE VIZCARRA** | DESIGN AS ENTREPRENEUR, BRANDING, TYPOGRAPHY

Creative Director / Founder

Talent Show

work for star clients and teams looking to make their visual communication shine. Collaborating with rad brands with interesting challenges to take them from boring to brilliant. I strategize, art direct, design, produce relevant work that resonates with audiences in relevant ways. Some clients include Apple, James Perse Los Angeles, Nike Basketball, The North Face, Coca Cola, Nixon, Dollar Shave Club, Lexus and Pure Cycles. Recent agency partners include R/GA, Sid Lee, Phenomenon, Carousel and Anomaly, TBWA\Media Arts Lab.

**SCOTT WYSS | HAND-CRAFTED, TYPOGRAPHY, DESIGNER AS ENTREPRENEUR**

Graphic Design and Printmaking Lecturer  
San Diego State University

Scott Wyss graduated from the Philadelphia College of Arts and Crafts (University of the Arts). His extensive typographic and graphic design background on the East Coast with a strong Yale and Basel influence has given him skills to analyze essential messages quickly. Studying color, patterns, gestalt principles and typography, formed his beginning foundations for a very different perspective in graphic design problem solving. His interests in printmaking, serigraphs, fine arts and crafts gives him additional tools for surface and material experimentation to accomplish these tasks in areas of two and three dimensional design.

**NOTES:**

**We suggest having a minimum of your top 5 choices before logging in to register online.**

1<sup>ST</sup> CHOICE REVIEWER: \_\_\_\_\_

2<sup>ND</sup> CHOICE REVIEWER: \_\_\_\_\_

3<sup>RD</sup> CHOICE REVIEWER: \_\_\_\_\_

4<sup>TH</sup> CHOICE REVIEWER: \_\_\_\_\_

5<sup>TH</sup> CHOICE REVIEWER: \_\_\_\_\_