

EDUCATION

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| 2005 | MASTER OF ARTS IN GRAPHIC DESIGN
Savannah College of Art and Design – Savannah, GA
Magna Cum Laude |
| 1998 | BACHELOR OF ARTS IN FINE ART
Flagler College – St. Augustine, FL
Cum Laude |

ACADEMIC APPOINTMENTS & TEACHING EXPERIENCE

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| 2008–PRESENT | ASSISTANT PROFESSOR OF GRAPHIC DESIGN
Flagler College – St. Augustine, FL |
| 2007–2008 | GRAPHIC DESIGN INSTRUCTOR
Flagler College – St. Augustine, FL |
| 1998–2007 | GRAPHIC DESIGN INSTRUCTOR
Keiser University – Daytona Beach, FL |
| 2006–2007 | ADJUNCT GRAPHIC DESIGN INSTRUCTOR
The Art Institute of Pittsburgh
Distance Learning Division, Pittsburgh, PA |
| 2002 | ADJUNCT WEB DESIGN INSTRUCTOR
Daytona State College – Daytona Beach, FL |

ACADEMIC & PROGRAM LEADERSHIP

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| 2022–PRESENT | GRAPHIC DESIGN PROGRAM COORDINATOR
Flagler College – St. Augustine, FL
Curriculum development and revision; program-level assessment; scheduling; adjunct coordination; student advising; recruitment; portfolio review; industry engagement. |
| 2011–PRESENT | FACULTY ADVISOR, AIGA FLAGLER COLLEGE CHAPTER
Flagler College – St. Augustine, FL
Student organization advising; Design Week; professional speakers; agency/studio visits; portfolio reviews; industry networking and professional development. |
| 2026–PRESENT | CHAIR, COMMUNITY INTEGRATED EDUCATION (CIE) COMMITTEE
Flagler College – St. Augustine, FL |
| 2026 | FACULTY ADVISOR, AAF FLAGLER COLLEGE CHAPTER
Flagler College – St. Augustine, FL |

2026	FACULTY ADVISOR, NATIONAL STUDENT ADVERTISING COMPETITION (NSAC) Flagler College – St. Augustine, FL
2022–2023	CHAIR, SUSTAINABILITY COMMITTEE Flagler College – St. Augustine, FL
2022, 2010, 2009	CHAIR, GRAPHIC DESIGN FACULTY SEARCH COMMITTEE Flagler College – St. Augustine, FL
2018–2019	CHAIR, DIVERSITY AND INCLUSION EVENTS SUB-COMMITTEE Flagler College – St. Augustine, FL
2016–2017	CHAIR, COMPUTER AND TECHNOLOGY COMMITTEE Flagler College – St. Augustine, FL
2000–2007	GRAPHIC DESIGN PROGRAM COORDINATOR Keiser University – Daytona Beach, FL

COURSES TAUGHT

GRAPHIC DESIGN MAJOR

Visual Culture; Image Studio; Type Studio I; Design Methodologies; Branding; Package Design; Web Design Studio; Interactive Design Studio; Design Portfolio; BFA Design Thesis.

SPECIAL TOPICS & ELECTIVES

Information Design; Self-Promotion; Brand Identity & Omni-channel Marketing; Photography; Print Production; Graphic Design for the Non-Major.

HONORS

Honors Capstone I, II, III; Honors Forum.

INDEPENDENT STUDIES

Package Design II; Mobile App Design II; Web Design II; Landscape Photography.

LEARNING COMMUNITIES

Game Day Design & Sports Advertising; Visual Culture and Environmental Science.

RESEARCH, SCHOLARSHIP & DISSEMINATION

2025–PRESENT	NEURO DESIGN RESEARCH — FOUNDER NeuroDesignResearch.com Research connecting neuroscience, psychology, perception, behavior, and human-centered design.
2024–PRESENT	DESIGN BIBLIOTECA — FOUNDER DesignBiblioteca.com Public educational resource connecting design foundations, history, professional practice, and emerging technologies.

- 2026 **"DESIGNING FOR THE BRAIN:
TRANSLATING NEUROSCIENCE INTO
HUMAN-CENTERED DESIGN PRINCIPLES"**
Peer-Reviewed Accepted Poster Presentation
Applied Human Factors and Ergonomics (AHFE)
Hawaii International Conference – Honolulu, HI
- 2026 **"LIFESTYLE BRANDING IN A CAMPUS WORLD"**
Invited Marketing Track Conference Presentation and Workshop Facilitator
Independent College Bookstore Association (ICBA) – Jacksonville, FL
- 2025 **"RETHINKING CREATIVE PEDAGOGY
THROUGH IMMERSIVE STUDENT EVENTS"**
Peer-Reviewed Conference Presentation
Educator's Summit, The One Club for Creativity – New York City, NY

UNDERGRADUATE RESEARCH & STUDENT MENTORSHIP

- 2026 **UNDERGRADUATE RESEARCH FACULTY ADVISOR
NATIONAL STUDENT ADVERTISING COMPETITION: NFL**
AAF 4th District: Florida and the Caribbean – Orlando, FL
AAF 4th District First Place; Best Brand Activation;
National Semifinalist, Top 15 of 108 Teams
- 2023–2026,
2018–2019, 2010 **UNDERGRADUATE RESEARCH FACULTY ADVISOR
AAF JACKSONVILLE AMERICAN ADVERTISING AWARDS**
AAF Jacksonville – Jacksonville, FL
- 2022–2025 **UNDERGRADUATE RESEARCH FACULTY ADVISOR
AAF 4TH DISTRICT AMERICAN ADVERTISING AWARDS**
AAF 4th District: Florida and the Caribbean – Orlando, FL
- 2023–2025, 2021, 2020 **HONORS PROGRAM FACULTY MENTOR**
Honors Capstone I, II, III; Honors Forum; 11 Courses
Flagler College – St. Augustine, FL
- 2017 **UNDERGRADUATE RESEARCH FACULTY MENTOR
CREATIVE BOOT CAMP, CLIENT: VERIZON WIRELESS**
Sapient-Nitro Advertising Agency – Coconut Grove, FL
- 2011 **UNDERGRADUATE RESEARCH FACULTY ADVISOR
DBAF AMERICAN ADVERTISING AWARDS**
DBAF, Daytona Beach Advertising Federation – Daytona Beach, FL

COMMUNITY-INTEGRATED EDUCATION & COMMUNITY PARTNERSHIPS

2026 SPRING	PINK STORK Glow, Premium Fertility, Premium Prenatal + DHA, Total Postnatal Package Design Re-brand
2026, 2025	PUSH PUSH SALON T-shirt Designs
2026 SPRING	MAKING WAVES, THE DANCE COMPANY Posters, Program Cover, T-shirt Design, and Stickers
2025, 2024, 2023	WINTER SPECTACULAR, THE DANCE COMPANY Posters, Program Cover, T-shirt Design, and Package Designs
2025 SPRING	DEFYING GRAVITY, THE DANCE COMPANY Posters, Program Cover, T-shirt Design, and Stickers
2024 FALL	ST. AUGUSTINE HISTORICAL SOCIETY Reggie Rascot, Resident Researcher Mascot Designs
2024 SUMMER	ST. AUGUSTINE LIGHTHOUSE 150th Anniversary Logo, Promotional Items, and Event Planning
2024 SPRING	GREATEST HITS, THE DANCE COMPANY Posters, Program Cover, T-shirt Design, and Anniversary Logo Designs
2021–2022	ST. AUGUSTINE POLICE DEPARTMENT St. Augustine Police Vehicle Wrap
2018	SPACECAMP CO. Identity Design
2015	ST. FRANCIS HOUSE Website Planning and Interface Designs
2015	NOAA, RIGHT WHALE FESTIVAL Right Whale Festival Poster Design and Promotional Designs
2015	HABITAT FOR HUMANITY Homeownership Branding and Promotional Materials
2012	KEEPERS OF THE COAST T-shirt Designs
2012	FSDB, FLORIDA SCHOOL FOR THE DEAF AND THE BLIND FSDB Identity System and Brand Guidelines
2010	NOAA, RIGHT WHALE FESTIVAL Right Whale Festival Identity Design

2009	THE ANTILLEAN AND BAJAN DREAM PROJECT, BARBADOS The Antillean Identity Design and Website Interface
2008	KEEPERS OF THE COAST Identity Design
2006	EASTER SEALS Print and Information Designs
2005	HABITAT FOR HUMANITY Poster Designs
2004	ONE VOICE FOR VOLUSIA Identity Designs
2003	DEPARTMENT OF CHILDREN AND FAMILIES Collateral Designs
2002	THEATRIFFFIC CHILDREN'S THEATRE Poster Designs

COLLEGE SERVICE

2024–PRESENT, 2019	CIE, COMMUNITY INTEGRATED EDUCATION COMMITTEE — MEMBER Flagler College – St. Augustine, FL
2025, 2018, 2008	GRAPHIC DESIGN FACULTY SEARCH COMMITTEE — MEMBER Flagler College – St. Augustine, FL
2023–2024	STUDY ABROAD COMMITTEE — MEMBER Flagler College – St. Augustine, FL
2019–2023, 2014–2015	SUSTAINABILITY COMMITTEE — MEMBER Flagler College – St. Augustine, FL
2018–2019	DIVERSITY AND INCLUSION COMMITTEE — MEMBER Flagler College – St. Augustine, FL
2017	FIRST YEAR ADVISOR Flagler College – St. Augustine, FL
2012–2017	COMPUTER AND TECHNOLOGY COMMITTEE — MEMBER Flagler College – St. Augustine, FL
2012–2013	DISTANCE LEARNING SUB-COMMITTEE — MEMBER Flagler College – St. Augustine, FL
2011– 2012	SERVICE LEARNING AND INTERNSHIP COMMITTEE — MEMBER Flagler College – St. Augustine, FL

2010, 2009	PRINCIPADO DE ASTURIAS SCHOOL OF ART AND FLAGLER COLLEGE STUDY ABROAD MEETING Madrid, Barcelona, and Aviles, Spain
2010	ADVISORY BOARD, FLAGLER COLLEGE GARGOYLE Flagler College – St. Augustine, FL

PROFESSIONAL LEADERSHIP

2026	ADDYS JUDGE, DBAF AMERICAN ADVERTISING AWARDS Daytona Beach Advertising Federation – Daytona Beach, FL
2024–PRESENT	EDUCATION CO-CHAIR, AAF JACKSONVILLE Jacksonville, FL
2024–PRESENT	EDUCATION CO-DIRECTOR, AIGA JACKSONVILLE Jacksonville, FL
2017	CREATIVE BOOTCAMP MENTOR The One Club for Creativity – Coconut Grove, FL
2013	GOLD BOOK JUDGE, MARKETING AND PROMOTIONS DIVISION Association of Directory Publishers – St. Augustine, FL
2011	ADVISORY BOARD MEMBER, FORTIS DISTANCE LEARNING Graphic Design Program
2005–2009	EDUCATION CHAIR, DAYTONA BEACH ADVERTISING FEDERATION Daytona Beach, FL

PROFESSIONAL SERVICE

2023–PRESENT	AIGA JACKSONVILLE FALL PORTFOLIO REVIEWER Jacksonville, FL
2014–PRESENT	AIGA JACKSONVILLE SPRING PORTFOLIO REVIEWER Jacksonville, FL
2026	AAF STUDENT AWARDS PRESENTER AAF JAX AMERICAN ADVERTISING AWARDS GALA Jacksonville, FL
2025	BRUNET-GARCÍA SCHOLARSHIP PRESENTER AAF JAX AMERICAN ADVERTISING AWARDS GALA Jacksonville, FL
2025	CREATIVE WEEK PORTFOLIO REVIEWER One Club for Creativity – Virtual / New York City, NY

2020–2025	AAF STUDENT ADPATH CONFERENCE PORTFOLIO REVIEWER AAF 4th District – Orlando, FL
2020–2023	THE ONE CLUB FOR CREATIVITY PORTFOLIO REVIEWER Virtual / International
2010, 2009	DBAF, AMERICAN ADVERTISING FEDERATION PORTFOLIO REVIEWER Daytona Beach, FL

INDUSTRY ENGAGEMENT & STUDENT PROFESSIONAL DEVELOPMENT

2026, 2017–2019	M.C. PRESSURE LETTERPRESS PRINTING PRESENTATION Ryan Temprow, Director of Imagination – St. Augustine, FL
2026	BRANDCENTER AT VCU, BEYOND AESTHETICS: CRAFTING A STRATEGIC DESIGN PORTFOLIO Emma Barone, Director of Strategic Initiatives and Enrollment – St. Augustine, FL
2026	PINK STORK, BRANDING & PACKAGE DESIGN PRESENTATION Terrell Carney, Package Designer – St. Augustine, FL
2019–2026	AIGA FLAGLER ANNUAL DESIGN WEEK 60+ Creative Professionals from 40+ Industry Organizations – St. Augustine, FL
2026, 2025	AIGA JAX SPRING PORTFOLIO REVIEW & GUEST SPEAKERS Colin Barnes, Fors Marsh Creative Director, 2026 David Schwen, PepsiCo Design Director, 2025 40+ Design Professionals and 60+ Students from Flagler, UNF, SCAD, and JU Jacksonville University – Jacksonville, FL
2026, 2025	PAPER ROOT SCREEN PRINTING PRESENTATION Hugh Ward, Creative Director – St. Augustine, FL
2014–2025	GRAPHIC DESIGN BA FALL PORTFOLIO EXHIBITION 50 + Attendees Annually Flagler College – St. Augustine, FL
2025	BFA DESIGN THESIS PRESENTATION AND ORAL DEFENSE Quinn Harrington, Chief Brand Concierge, Harrington Design Co. Matt Whalley, UI/UX Developer, Council for Affordable Quality Healthcare Trudy Abadie-Mendia, Executive Director of Institutional Effectiveness, SCAD Cassie Kane, Founder & CEO of Kane Learning Flagler College Zoom – Virtual
2025	ADJECTIVE & CO, CRAFTING A DESIGN PORTFOLIO Alex Balosie, Design Director – St. Augustine, FL
2025, 2024	AIGA JAX FALL PORTFOLIO REVIEW 20+ Design Professionals and 30+ Students from Flagler, UNF, SCAD, and FSCJ Flagler College – St. Augustine, FL

2014–2023	GRAPHIC DESIGN BA FALL EMPLOYER PORTFOLIO REVIEW 10 + Local Design Agencies Annually Flagler College – St. Augustine, FL
2014	UNIVERSAL CREATIVE, THE WIZARDING WORLD OF HARRY POTTER: DIAGON ALLEY BEHIND THE SCENES DBAF, Daytona Beach Advertising Federation – Daytona Beach, FL
2009	NGEN WORKS WEB DESIGN PRESENTATION Carl Smith and Varick Rosete, Jacksonville, FL
2008	DALTON AGENCY PRESENTATION Print & Digital Design Team – Jacksonville, FL

PROFESSIONAL EXPERIENCE

1998–PRESENT	CREATIVE DIRECTOR AND OWNER Lodi Design Studio – St. Augustine, FL Independent design practice specializing in brand identity, digital experiences, and web design for clients across hospitality, government, and consumer sectors. Selected clients include Hilton Caribbean and Latin America, Daytona Beach Visitor's Bureau, Cell Nectar Dermaceutical, SolJourn Retreats, and Volusia County.
2007–2009	GRAPHIC DESIGNER AND WEB DEVELOPER ITA Inc., International Trade Associates – Palm Coast, FL
2002–2004	GRAPHIC DESIGNER AND WEB DEVELOPER Advantage Group Advertising Agency – Ormond Beach, FL
2001–2002	UI/UX DESIGNER Volusia County – Daytona Beach, FL
1999–2000	UI/UX DESIGNER Independent Medical Company – Daytona Beach, FL
1997–1998	GRAPHIC DESIGNER Sports Corner – St. Augustine, FL

HONORS & AWARDS

2019	BRONZE ADDY AWARD CELL NECTAR BRANDING DBAF, Daytona Beach Advertising Federation – Daytona Beach, FL
2018	4TH DISTRICT SILVER ADDY AWARD SOLJOURN RETREATS BRANDING AND WEBSITE 4th District American Advertising Federation – All of Florida and the Caribbean

2018	SILVER ADDY AWARD SOLJOURN RETREATS BRANDING AND WEBSITE DBAF, Daytona Beach Advertising Federation – Daytona Beach, FL
2017	SILVER ADDY AWARD LILIKOI CREATIONS, WEBSITE CONTENT AND DEVELOPMENT DBAF, Daytona Beach Advertising Federation – Daytona Beach, FL
2008	PRESIDENT’S AWARD AMERICAN ADVERTISING FEDERATION DBAF, Daytona Beach Advertising Federation – Daytona Beach, FL
2008	SILVER ADDY AWARD DAYTONA BEACH VISITOR’S BUREAU BOOKLET DESIGN DBAF, Daytona Beach Advertising Federation – Daytona Beach, FL
2005	ARTISTIC HONORS FELLOWSHIP AWARD Savannah College of Art and Design – Savannah, GA
2004	ARTISTIC HONORS FELLOWSHIP AWARD Savannah College of Art and Design – Savannah, GA
2000	OUTSTANDING FACULTY AWARD Keiser College – Daytona Beach, FL
1999	OUTSTANDING FACULTY AWARD Keiser College – Daytona Beach, FL

SELECTED PROFESSIONAL DEVELOPMENT

2025–PRESENT	ELEVENLABS IMPACT × PROFESSORS PROGRAM ElevenLabs – Virtual
2026	M&C SAATCHI OPEN HOUSE CERTIFICATE PROGRAM M&C Saatchi – Virtual Sydney, Australia & London, United Kingdom
2025	GOOGLE CREATIVE LAB WORKSHOP Amit Pitaru, Director, Creative Technology & Aaron Wade, Creative Technologist Google Creative Lab, New York, NY
2023	GOOGLE UX DESIGN PROFESSIONAL CERTIFICATE PROGRAM Google – Virtual
2016	UNMASKING HTML EMAIL Dan Denney – Virtual
2016	YOU, ME AND SVG Alyssa Nicoll – Virtual

2015	ADVENTURES IN WEB ANIMATIONS Alyssa Nicoll – Virtual
2015	JOURNEY INTO MOBILE Jason Van Lue – Virtual
2014	FRONT END DEVELOPER TOOLING WORKSHOP Adam Simpson, Breaking Development Conference – Nashville, Tennessee
2014	HTML5, BUILD BETTER, FASTER, SMARTER APP AND SITES WORKSHOP John Allsop, Breaking Development Conference – Nashville, Tennessee
2013	INTRODUCTION TO MARKETING Wharton, University of Pennsylvania – Virtual
2012	DESIGNING MOBILE TO MULTI-DEVICE EXPERIENCES WORKSHOP Luke Wroblewski, Breaking Development Conference – Kissimmee, FL
2012	RESPONSIVE TYPOGRAPHY FOR THE WEB AIGA and Adobe – Virtual
2011	TYPOGRAPHY FOR THE WEB AIGA and Adobe – Virtual
2011	DESIGN WEBSITES WITHOUT WRITING CODE USING MUSE AIGA and Adobe – Virtual
2010	AIGA GOURMET TYPOGRAPHY WORKSHOP Full Sail University – Orlando, FL

SELECTED CONFERENCES

2022–2026	CONFIG, FIGMA CONFERENCE Virtual/San Francisco, CA
2026	INDEPENDENT COLLEGE BOOKSTORE ASSOCIATION CONFERENCE Hyatt Regency – Jacksonville, FL
2021–2025	ADOBE MAX, THE CREATIVITY CONFERENCE Virtual/Los Angeles, CA
2022–2025	AAF VOICE OF ADVERTISING SUMMIT AAF 4th District, Orlando, FL
2025	EDUCATOR'S SUMMIT, THE ONE CLUB FOR CREATIVITY New York City, NY
2021, 2020	SHIFT: AIGA DEC VIRTUAL SUMMIT AIGA Design Educators Community – Virtual

2014, 2012	BREAKING DEVELOPMENT MOBILE DESIGN CONFERENCE Gaylord Opryland Convention Center – Nashville, Tennessee; Gaylord Palms Resort – Kissimmee, FL
2010	NEW CONTEXTS / NEW PRACTICES: AIGA DESIGN EDUCATORS CONFERENCE North Carolina State University – Raleigh, NC
2009, 2008	AIGA RE:SOLUTIONS DESIGN CONFERENCE AIGA Orlando – Orlando, FL
2008	AIGA RE:CHARGE 08 DESIGN CONFERENCE AIGA Jacksonville – Jacksonville, FL

EXHIBITIONS

2025, 2019, 2017, 2015	ART AND DESIGN FACULTY EXHIBITION CEAM, Crisp-Ellert Art Museum – St. Augustine, FL
2024	GET OUT THE VOTE, AIGA POSTER EXHIBITION AIGA 2024 Online Gallery and CEAM, Crisp-Ellert Art Museum – St. Augustine, FL
1998	SCULPTURE AND PAINTING JURIED SHOW St. Augustine Art Association – St. Augustine, FL
1998	SCULPTURE AND PHOTOGRAPHY TWO-PERSON EXHIBITION Carrera Gallery – St. Augustine, FL

PROFESSIONAL AFFILIATIONS

2000–PRESENT	AAF, AMERICAN ADVERTISING FEDERATION National; Daytona Beach, FL; Jacksonville, FL
2001–PRESENT	AIGA, THE PROFESSIONAL ASSOCIATION FOR DESIGN National; Orlando, FL; Jacksonville, FL
2017–PRESENT	THE ONE CLUB FOR CREATIVITY International; New York, NY; Miami, FL
2021–2025	UCDA, UNIVERSITY & COLLEGE DESIGNERS ASSOCIATION International
2009–2022	CAA, COLLEGE ART ASSOCIATION National