

*"You only understand something new relative
to something you already understand..."*

RICHARD SAUL WURMAN

My best teachers were those that made the abstract relevant to concepts or feelings I already understood. In addition, they exhibited and inspired a great deal of curiosity. Relevancy and curiosity are inherent not only to good teaching, but also good design. In both my teaching and my design I've tried to raise questions, tell poignant stories, and engage the viewer or student in a personal way that encourages and rewards further dialogue and exploration.

EDUCATION

2008

University of Alberta

Masters of Design:

Visual Communication Design

2001-2002

Western Seminary/
Mars Hill Graduate School

Three semesters of course and practicum
work towards Master of Art in Counseling

1997

University of Nebraska at Kearney

BFA Visual Communication Design
(Magna Cum Laude)



TEACHING EXPERIENCE

2009-10

Principal Instructor
University of Northern Colorado:

WEB STYLE DESIGN

This course concentrates on the design, development and implementation of effective web and interactive media applications. The design process, principles of digital design, usability and current technology/programming are explored.

TYPOGRAPHY

Exploration of micro- and macro-aesthetics in typography. Emphasizes the application of typographic fundamentals to a variety of common design scenarios including, expressive, informational, publication, digital and packaging.

BRAND IDENTITY DESIGN

An introduction into the process, application and terminology of developing corporate/visual/brand identities. The explores the role that identities play in expressing brand personality, executing strategy and obtaining attention.

2006-07

Principal Instructor
University of Nebraska at Kearney:

INTRODUCTION TO GRAPHIC DESIGN

An introduction to basic design processes and communication principles. Emphasis involves the study, research, and evaluation of different methods to produce simple functional two- and three-dimensional graphic translations.

TYPOGRAPHY I

Emphasis involves the study, research, and exploration of the fundamentals of typography and typographic design through creative and functional investigations.

COMPUTERS AND DESIGN

An introduction and intermediate exploration of computer hardware operations and software procedures necessary for contemporary graphic design. Emphasis involves electronic word processing, page layout, illustration, image generation and hardware proficiency.

DESIGN ILLUSTRATION I

An introduction to technical illustration. Emphasis involves the research and exploration of different drawing techniques in various mediums for design communications.

DESIGN ILLUSTRATION II

An advanced course in developing illustration appropriate for business communication or editorial displays. Emphasis involves creating illustrations that would appear in books magazines or newspapers. Students will practice illustration skills with the concerns for content that involves ethical and social implications.

2005-06

Principal Instructor
University of Alberta:

DESIGN FUNDAMENTALS

Studio-based introduction to the conceptual and practical concerns of the design professions. Both two- and three-dimensional issues are explored.

2004-06

Teaching Assistant
University of Alberta:

COMMUNICATION DESIGN FOR INTERACTIVE MEDIA I

Design for information, education and instruction using multimedia. Explores issues of interaction between humans and computers including; user-interface design, navigation, and human factors. Emphasis also given to planning, design research, and testing.

COMMUNICATION DESIGN FOR INTERACTIVE MEDIA II

Design issues in new communication media. Explores the internet as information resource, research tool, and mass media, with special consideration of design for open information structures and complex hierarchical systems. Emphasis also given to project planning, design research, and testing.

ADVANCED TYPOGRAPHY

Typography in the context of language communication. Explores the design of letterforms, the development of hierarchy through typography, the history of letterforms, and the history of printing and book design.



PROFESSIONAL EXPERIENCE

2007-PRESENT

HuebnerPetersen
Marketing Communications

Chief Creative Strategist.

1999-PRESENT

Clinton Carlson Design

Freelance design, illustration, art direction,
and consulting. Clients include:

THE COLORADO METH PROJECT

Designed toolkit and facilitated collaborative
poster workshop.

INSTRUCTIONAL COACHING GROUP

Design of identity and curriculum for this
University of Kansas-based research group.

CENERGY INTERNATIONAL

Design and development of redesigned
new corporate website.

RADICAL LEARNERS

Art direction, design and illustration for an
educational blog by educational coach and
author Jim Knight.

CLEAR

Designed new identity for this local meth
prevention nonprofit.

COMPASSION INTERNATIONAL

Art directed and designed follow-up report
for technology program.

TESTIMONY AFRICA

Art directed, designed and illustrated photographic
book that captures the stories of three African's that
have overcome the impact of HIV/AIDS, genocide
and famine.

GUESTHOUSE INTERNATIONAL

Consulted, designed, and art directed a refined
identity, website and booking interface.

SETTLE INN, LLC

Consulted, designed, illustrated, and art directed a
new identity, website, franchise sales materials and
other materials.

STRATEGIC SOLUTIONS INC.

Design of website for this Washington-based
information security and storage company.

ENVIRONMENTAL MANAGEMENT
INTERNATIONAL

Design of website for this India-based
non-government organization.

HORIZON INTERNATIONAL

Design of identity system and website for this
non-government organization that cares for
African children orphaned by AIDS.

UNIVERSITY OF ALBERTA

Design of visiting lecturer posters.

WORLD VISION, US

Designed, consulted, illustrated, and art directed
several print and online projects.

WORLD VISION, AUSTRALIA

Designed and illustrated template for World Vision
Australia's Micro-Enterprise Development Report.

WORLD VISION, NEW ZEALAND

Consulted on development of online educational
game discussing child labor issues for New Zealand
public schools.

AIDS CALGARY

Pro-bono consulting on poster for HIV/AIDS
awareness program targeting gay men.

MCGRAW HILL PUBLISHING

Design of reading curriculum.

2002-04

World Vision Creative Solutions

Responsibilities as a senior designer included
design, production, photography, illustration,
press-checks, and client presentations.

1997-2000

HuebnerPetersen
Marketing Communications

Held positions of designer and Art Director.

RESEARCH EXPERIENCE

2007-10

Testing of consumer and cross-cultural response to marketing and branding materials through in-person and online methods.
HuebnerPetersen

2010

Vector Competence of the Stable Fly for West Nile virus.
The Center for Disease Control and Prevention
Journal of Medical Entomology
Michael S. Doyle, et al.
Assisted with informational figures

2007-10

Continued Testing of Collaborative Design Methods for Micro-Community Settings.
Regis University
Columbia College Chicago
University of Nebraska at Kearney
University of Alberta

2008

Collaborative Design of Health Communications in Micro-Community Settings.
MDES Thesis University of Alberta

2007

Usability testing for online social networking interface among parents of school-aged children.
HuebnerPetersen

2005-06

Preliminary Testing of Low-tech Printing Methods for Collaborative Design of Health Messages.

2005-06

Preliminary Testing of Collaborative Design Methods for Development of Safe-sex Messaging Among University of Alberta Students

2005

Collaborative Construction of Diagrams for Higher-Order Thinking
Marc Brisbourne
Assisted in Testing

2005

Evaluating Public Response to Messages Relaying the Cost of Traffic Collisions in Alberta
Blaine Bertsch & Jorge Frascara
Assisted in Promotion and Testing

2005

Master of Physical Therapy Project: The Development of Effective Public Educational Materials for Reducing Low Back Pain Disability
Nora Dienstmann, Alana MacDonald, and Alicia Savona
Assisted with Design and Art Direction
(Project received nomination for Ann Collins Whitmore Award)

2005

Designing a Digital Learning Resource to Enrich Undergraduate Students' Appreciation of Aboriginal Canadian Literature
Andrea Ruskin
Assisted with Research

2004

Preliminary Testing of Online Collaborative Environments for Design of Safe-sex Messages.

2004

Designing for Awareness and impact of Energy Conservation Messages
Collaborative Research Project





RESEARCH INTERESTS

ONGOING RESEARCH

Currently my research is focused on how design processes may be able to improve health and development communications in small-scale community settings. Specifically I am looking at the use of participatory or collaborative design to raise community participation, dialogue, and awareness. This research has led me to explore several additional disciplines, including: community development, health communications, social marketing, idea generation, group consensus, participatory action research and other qualitative research methods.

ADDITIONAL RESEARCH INTERESTS

The use of low-tech printing technologies for small-scale health-related campaigns.

The use of online resources for improved exchange of information within community development organizations.

ACADEMIC ACTIVITIES

2009-10

University of Northern Colorado

DESIGN PROGRAM ADVISORY COMMITTEE

Advisory role in planning and guiding UNC's design degree program

PORTFOLIO REVIEW

Assisted graduating seniors in reviewing and preparing their final portfolios

2006-07

University of Nebraska at Kearney

ADVISING

Academic and Senior Exhibit advising of undergraduate students

DEPARTMENT TOURS

Guided prospective student tours of department

IN-CLASS COLLABORATION WITH UNK STUDENT HEALTH SERVICES

Facilitated student collaboration with Student Health Services to design and print alcohol awareness posters

SCREEN-PRINTING LAB PREPARATION

Assisted in preparation of printmaking facilities for screen-printing

2005-06

University of Alberta

ART & DESIGN WEBSITE MAINTENANCE

Maintained and updated departmental website

CHAIR SELECTION FORUMS AND SESSIONS

Participated in faculty review and student forums

STUDENT TOURS

Guided prospective student tours of Design department facilities

DESIGN FUNDAMENTALS STUDIO TOUR

Selection of student work for presentation



PUBLIC PRESENTATIONS AND VISITING LECTURES

2010

AIIGA Response_ability: Ethics and sustainability
in design education, Toledo, OH

Collaborative design of health
communications in micro-
community settings.

2008

Bridging the Divide: Suicide Prevention
and Awareness Summit, Denver, CO

Suicide preventions, art &
action Part II: The stencil design
community art project.

2005

Presentation University of Alberta

Curiosity in information design

2005

Visiting Lecture University of Alberta

Collaborative design of health
messaging for University students

2005

Visiting Lecture University of Alberta

The human touch in the
digital world

2005

Visiting Lecture University of Alberta

The designer and social issues

2004

Public Presentation University of Alberta

Collaboration and design
of HIV/AIDS communications

2004

Public Presentation University of Alberta

Designing for awareness and impact
of energy conservation messages

CONFERENCES, SEMINARS, AND WORKSHOPS

2010

Response_ability

AIIGA

2008

Managing Creatives

Design Management Institute.

2006

Graduate Discussion Seminar

Robert Peters, past president of icograda.

2005

Graduate Discussion Seminar

Robert Bringhurst, typographer, poet and author.

2005

Information Design:

Benchmarking Workshop

David Sless, Director of Communication
Research Institute, Australia

2005

Branding and Information Design

Robert Waller, Founder of the U.K.'s largest
information design consultancy.

2003

Letterpress Workshop

With Hatch Show Print

Jim Sherraden, Manager of Hatch Show Print.

2002

DMA Catalog Conference

PUBLICATIONS, HONORS, AWARDS AND EXHIBITS



2010

Pre-Consumer Artifacts

Exhibited three works that explored various collaborative design methods in the design of safe sex posters for this invitational exhibition at the University of Northern Colorado.

2010

Logo Lounge, Volume 6; Rockport Publishers

Two logos selected.

2008

Collaborative Design of Health Communications in Micro- Community Settings

Solo Exhibit, University of Alberta.

2008

Nebraska Addy Awards

Multiple student projects selected for Gold, Silver and Bronze.

2008

Brass Ring Awards

Student project awarded Merit.

2007

AIGA Nebraska Awards

Multiple student projects selected for Gold, Silver and Bronze Awards.

2007

UNK Art Faculty Exhibit

Museum of Nebraska Art

2006

AIGA Sharing Dreams

Selected as one of seven U.S. designers to participate in a collaborative poster design project and resulting exhibit with designers from Cuba.

The exhibit continues to travel to locations in Cuba, the U.S., and Canada.

2004-05 & 2005-06

University of Alberta

Masters of Design Scholarship (\$15,000 annually)

2005

Fast Forward 2005: Selected Works of MDES/MFA Candidates

University of Alberta

2002

365: AIGA Annual Design Exhibition 24

World Vision "Village Transformation" brochure exhibited in New York from November 2003 to February 2004. In addition, the work was exhibited throughout the U.S..

2002

365: AIGA Year in Design 24

Brochure design for World Vision's "Village Transformation" was published in the Information Design category for this annual catalog. The project also received a Social Relevance Award.

1997

University of Nebraska at Kearney

College of Fine Arts & Humanities

Outstanding Senior

1992-1997

University of Nebraska at Kearney

Dean's List



ASSOCIATIONS AND MEMBERSHIPS

2008-CURRENT

Design Management Institute Member

Professional member since 2008.

2003-CURRENT

AIGA member

Professional member since 2003. Participated in numerous visiting lectures, presentations, and workshops through the Seattle and Nebraska chapters.

2009-CURRENT

iconji Advisory Team

An advisory team member for this experimental iconic language and mobile application being explored for use in everyday, educational and medical settings.

2009-CURRENT

CLEAR Board Member

Meth prevention and awareness non-profit serving the Loveland community and schools.

2005-2006

Be A Design Group

Contributing Author. Be A Design Group (BADG) has been written about, interviewed and highlighted by How Magazine, Step Inside Design Magazine, Design Matters, and Creative Latitude.

2002-03

The Link Program

Assisted with planning and instruction for this Seattle-based program connecting youth from inner-city schools with artists and creative professionals. Topics included photography, life-drawing, printmaking, painting, and portfolio preparation.

REFERENCE CONTACTS

Bonnie Sadler Takach

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