

# SHAWN M MCKINNEY < Graphic Designer >

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## CONTACT INFO

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## DESIGN SKILLS

Art Direction | Project Management | Publication Design | Web Design | Marketing and Advertising  
Typography | Copywriting | Branding and Identity | Environmental Graphics | Design Education

## COMPUTER SKILLS

Adobe CS2 Suite (Acrobat, GoLive, Illustrator, InDesign, Photoshop + ImageReady) | QuarkXPress  
XHTML + CSS | Macromedia Dreamweaver | Microsoft Office (Word, Excel, PowerPoint)

## EMPLOYMENT HISTORY

- Jun 2006 – present **typonica** < Designer, Consultant > Austin, TX  
Founded a freelance consulting service specializing in communication design and typography.  
Clients: Ivy Sweet LLC, Drunken Boat Literary Journal, Urban Communication Foundation.
- Apr 2006 – Sep 2006 **Drunken Boat No. 8 | Oulipo Section** < Web Editor, Guest Designer > New Britain, CT  
Organized and designed an extensive feature section of an online literary journal, including selected work (in English, French and/or German) by more than 100 poets, critics, artists and designers.
- Aug 1999 – Jun 2006 **University of Texas | School of Journalism** < Assistant Professor, Lecturer > Austin, TX  
Served as Design Advisor, *Orange Magazine* and Design Consultant, School of Journalism. Art directed two redesigns of the website <<http://journalism.utexas.edu/>>. Designed logotypes, marketing materials and print ads. Courses: Visual Design, Web Publishing, Print Design, Advanced Visual Design.
- May 1998 – Aug 1999 **Holt, Rinehart and Winston | Harcourt, Inc** < Art Director, Senior Designer > Austin, TX  
Supervised and designed covers, packages and identity systems for textbooks, novels and CD-ROMs, grades 6-12. Responsible for art direction, project management, planning, staffing and quality control.
- Sep 1997 – May 1998 **Publishers Resource Group** < Senior Designer > Austin, TX  
Designed four color pages for textbook series, grades 3-8. Responsible for training, copy editing, paginating, proofreading, archiving and quality control.
- Jun 1995 – Jul 1997 **Wanganui Polytechnic | School of Computer Graphic Design** < Lecturer > Wanganui, NZ  
Designed marketing materials, created new courses, helped develop a graduate degree program.  
Courses: Computer Graphic Design III, Typography IV, Online Media, Senior Thesis, Design History.
- Apr 1991 – Jul 1992 **Sherry Matthews Advocacy Marketing** < Art Director, Senior Designer > Austin, TX  
Supervised advertising and graphic design projects. Designed and produced publications, print ads, brochures, billboards, identity systems, exterior signs, point of purchase displays and posters.  
Responsible for staffing, art direction, copywriting, project management and print management.  
Clients: Brackenridge Hospital, Central Park Shopping Center, Highland Mall, Heritage Society of Austin, Lower Colorado River Authority, Texas Monthly Magazine, Whole Foods Market.
- Nov 1986 – Apr 1991 **fd2s** < Designer > Austin, TX  
Designed and produced logos, marketing materials, catalogs, posters, print ads, identity systems and environmental graphics. Responsible for marketing strategies, client meetings and print management.  
Clients: Ambion, Arboretum Market, Austin Nature Center, Contemporary Arts Museum (Houston), FlightSafety Intl., Glencoe/Merril, Kewaunee Scientific, National Endowment for the Humanities, Rice University School of Architecture, San Antonio Art Institute, Sawgrass Mills Mall, Sharir Dance Company, Steck Vaughn, Texas Fine Arts Association, Texas Medicine Magazine.
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### PROFESSIONAL ASSOCIATIONS

- since 1999  
Jun 2003 – May 2005
- AIGA Austin** (American Institute of Graphic Arts)  
< President >  
Reorganized Board of Directors. Managed and produced *Design Ranch 2005*, a nationally recognized four-day event, featuring creative workshops and live entertainment. In tandem with four other organizations, founded and produced *Holidayz*, a seasonal networking event. Created and produced *Mag/Netic* — an editorial design conference for students; *Hammer-Time*, a monthly networking event, and *eNEWSletter*, a monthly email publication. Created and produced *PowerLunch*, a business outreach event. Art directed and produced *PULP*, *The Community Issue*, a four-color print journal. Produced a *Guest Lectures Series*, including Charles Spencer Anderson, Doyald Young and James Victore.
- Jun 2001 – May 2003
- < Vice President >  
Rewrote the Chapter Bylaws and Chapter Board Descriptions. Wrote the Annual Report. Co-founded and produced *Art After Hours*, an exhibit of artwork created by professional designers. Co-founded *Buzzz Club*, a bi-monthly bookclub for local designers, and *Student Portfolio Review*.
- since 1999  
Aug 2003 – July 2005
- AEJMC, VisCom Division** (Association for Education in Journalism and Mass Communication)  
< Logo Design Competition Chair >  
Produced a juried national competition to design the Annual Conference logotype.
- Aug 2000 – July 2002
- < Newsletter Editor, Designer >  
Edited, designed and produced a triannual, eight page, national member newsletter.

### ACADEMIC DEGREES

**California Institute of the Arts | Program in Graphic Design** < MFA > Valencia, CA  
**Tulane University | School of Liberal Arts** < BA (Major: English) > New Orleans, LA

### PUBLISHED ARTICLES

- Summer 2006
- Journalism & Mass Comm. Quarterly*, Vol. 83, No. 2** | Dan Riffe, ed. | AEJMC Publications  
“Reviewed: *Margaret Bourke-White: The Early Work*, by Ronald Ostman and Harry Littel”
- Summer 2005
- International Journal of Comic Art*, Vol. 7, No. 1** | John A. Lent, ed. | Lent Publications  
“Alphonse Marie Mucha: Poster, Panels ... and Comic Books?” (with Brandon Bollom)
- Spring 2002
- Journal of Mass Media Ethics*, Vol. 17, No. 1** | Paul Lester, ed. | Lawrence Erlbaum Associates  
“The Good, The Bad, and The Bawdy: On the Ethics of Typography”

### PUBLISHED DESIGN WORK

- 1998 ***Type in Motion*** | Jeff Bellantoni and Matt Woolman, eds. | Thames and Hudson  
1997 ***Digital Type*** | Stephen Knapp, ed. | Rockport Publishers  
1996 ***Typography Now 2*** | Rick Poynor, ed. | Booth-Clibborn Editions

### INVITED PRESENTATIONS

- Aug 2006 **AEJMC Annual Conference** | San Francisco, CA  
“Digital Copyright Protection and Fair Use” | Panel Presentation
- Aug 2005 **Whole Foods Market Headquarters** | Austin, TX  
“Design Basics (Signs of Life)” | Guest Lecture
- Aug 2005 **AEJMC Annual Conference** | San Antonio, TX  
“Teaching Digital Skills: The Photomontage” | Panel Presentation
- Apr 2005 **CASE Annual Design Conference** | Austin, TX  
“Making the Switch from Quark to InDesign” | Skills Presentation
- Feb 2005 **CAA Annual Conference** | Atlanta, GA  
“W(h)ither the Touch?” < Discussant > Paper Presentation
- Oct 2005 **Design in the Fast Lane | AIGA Texas Education Conference** | Houston, TX  
“Cover Up: Editorial Design from Idea to Conception” | Guest Lecture