

stacy asher



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Professional Experience

Asher Design Oakland, California

Designer / Creative Director - May, 2000 to present

Acquire and advise clients across numerous market segments. Develop marketing intelligence and strategy as it relates to client needs and mission. Design and produce marketing materials integrating web presence and positioning. Develop collateral in support of sales and/or client presence using online and traditional print production approaches.

University of San Francisco San Francisco, California

Part-time Faculty - September, 2008 to present

Create course curriculum used to lead students through the process of integrating art and its relationship to personal and societal anthropology and behavior. Courses focus on developing a strong foundation in design, craft, composition, typography, and conceptual development and production. Curriculum includes Design History, Design Theory/Critical Thinking, and Design Leadership. The tool sets provided are digital design technologies, web based integration and experiential presentation. An integral effort of this process is to demonstrate how media channels effect "real" space and behaviorally influence its audience.

Deeper Shades of Soul San Francisco, CA

Graphic Designer - June 2004 to September, 2005

Worked with Creative Director and Principals of apparel company to produce graphic imagery within budget requirements. Required strong understanding of mass market trends. Developed graphics for line of mens and womens street wear. Developed graphics for Pool Trade Show in Las Vegas.
<http://www.deepershadesofsoul.com/>

Cabra Diseño San Francisco, California

Designer / Research Assistant - May, 2001 to August, 2001

Assisted Design Principal with research and development of public service campaign for the San Francisco Aids Foundation / Gay Life + Black Brothers of Esteem. Provided field research for the production of an extensive Public Service Campaign for HIV prevention. Conceptualized and designed collateral within budget requirements.

Ohio University Athens, Ohio

Assistant Professor - September, 2003 to July, 2008

Implementing curriculum in design theory, communication theory, typography, graphic form, layout, and systems design. Responsible for development of objectives, curriculum and class structure for courses in Principles of Graphic Design, Visual Form, Multi-Media I: Video / DVD Production [Final Cut Pro, After Effects, DVD Studio Pro] Multi Media II: time-based interactive [Flash, Dreamweaver]

The University of Dayton Dayton, Ohio

Visiting Assistant Professor - August, 2002 to May, 2003

Responsibilities include commitment to teaching undergraduates, curriculum development, leadership within the Visual Communication Design and Fine Art departments. Responsible for development of objectives, curriculum and class structure for courses in Visual Form, Multi-Media I [Final Cut Pro, After Effects, Sound Edit 16, Pro-tools] Multi Media II [Flash, Dreamweaver], Video for Artists, and Design Processes and Concepts.

California College of the Arts San Francisco, California

Teaching Assistant [Undergraduate Design Department] - August, 2001 to December, 2001

Assisted Professor with the instruction of senior level Graphic Design coursework. Implemented curriculum involving advanced time based media [sound and video]. Assisted students with the production of experimental sound and film/video projects while introducing historical and contemporary video works.

Metropolitan State College of Denver Denver, Colorado

Area Coordinator [Communication Design Department] - August, 1999 to May, 2000

Taught courses in Communication Design, including Typography, Identity Design, and Advanced Publication Design. Coordinated programs: supervised part-time faculty, developed and monitored budgets, tracked and implemented curriculum, as well as monitored field based programs for advanced students. Performed responsibilities of full-time faculty including: professional development, college and community service.

Instructor [Communication Design Department] - January, 1999 to August, 1999

Instructed students in Advanced Publication Design theory and methods. Responsible for development of objectives, curriculum and class structure.

Steamboat Springs Arts Council Steamboat Springs, Colorado

Executive Assistant for Programs - December, 1996 to May, 1999

Assisted the Executive Director with planning, coordinating, presentation and evaluation of SSAC programs, with emphasis on marketing and promotions. Responsible for written press releases, designed and produced all marketing materials including quarterly newsletters. Assisted Development Committee of the Board of Directors in identifying and implementing special events fund-raising. Worked with Visual Arts Committee with annual visual arts exhibition schedule.

International Fine Art Expositions Los Angeles, California /Stuart, Florida

Director of Publications - February, 1991 to May, 1994

Coordinated and monitored the production of all marketing and promotional materials for international art expositions firm. Developed production schedules and budgets for advertising and promotional needs for four annual art fairs: Art Miami, Art Chicago, Art New York, Art Asia Hong Kong. Conceptualized, designed and produced full-color, hard-bound catalogues, brochures, advertisements, press kits. Development and maintenance of direct mail databases. Acted as creative liaison to major charitable organizations for gala openings. Presented budget and marketing plans to principals for approval. Supervised creative staff of 5. Annual operating budget \$1.5 million.

Western Regional Director - May, 1994 to April, 1996

Responsible for recruiting galleries from western United States and Europe for participation in international art expositions held in Miami, Chicago, New York, Hong Kong. Coordinated general promotions for participating galleries.

Exposition Manager / Consultant - May, 1994 to April, 1997

Responsible for managing the general operations during show set-up, breakdown and exposition hours. Organized and directed all educational tours for the duration of the exhibition. Consult Director of Publications, maintaining client and service relations and budget requirements.

Education

MFA, Design, 2002 [honors]

California College of the Arts [formerly California College of Arts and Crafts]

San Francisco, California

Thesis Title: "A Branding Experiment: the Poetics of Intentional Ambiguity"

Thesis Advisors: Geoff Kaplan, Gwen Allen, Lucille Tenazas

Maine College of Art Summer Institute in Graphic Design, 1999

Portland, Maine

University of Colorado / Boulder, 1999

Boulder, Colorado, Graduate coursework in print making and digital imaging

BA in Integrated Studies, 1989 [honors]

University of Nebraska - Lincoln

Lincoln, Nebraska

Double Major: Biology and Fine Art [drawing emphasis]

Technical Knowledge

Extensive knowledge in both Mac and PC environments. Graphic applications include: Adobe CS4: In-Design, Illustrator, Photoshop, Acrobat, After Effects, Flash, Dreamweaver. Fireworks. Final Cut Pro, DVD Studio Pro, Quark Xpress

Knowledgeable in black and white and color photography, digital video editing, electronic pre-press and print production, screen printing and lithography.

Qualifications include:

Strong working knowledge of Adobe Creative Suite CS4.

General working knowledge of HTML and CSS.

Capacity to work both quickly and accurately under deadline.

Demonstrated knowledge of print and web production parameters.

Proven ability to produce and prepare existing electronic files for pre-press release.

Familiarity with master pages, style sheet usage and book files in InDesign.

Familiarity generating and working with interactive PDF files.

Good eye for detail, deep sense of personal responsibility, and desire to create a quality end-product.

Awards and Honors

All College Honors Award - Design, 2001

California College of Arts and Crafts

Graduate Merit Scholarship - Design, 2001 - 2002

California College of Arts and Crafts

CCAC Scholarship, 2001 - 2002

California College of Arts and Crafts

Affiliations

American Institute of Graphic Arts [AIGA]

College Art Association [CAA]

Exhibition Record

Pink Dot Experiment
Southern Exposure / Intersection for the Arts
San Francisco, California
December 01, 2007

Crafting a Vision for Art, Equity and Civic Engagement
California College of the Arts
Center for Art and Public Life
Pink Dot Experiment Documentation
Oliver Art Center Tecoa Bruce Galleries
November 2, 3, 4, 2006
Oakland, California

Pink Dot Experiment
Visiting Artist / Guest Lecturer
Morehead State University
Morehead, Kentucky
October 4, 2006

Intervention in the Heartland
Pink Dot Experiment
National Womens Studies Association Annual Conference
June 17, 2006
Oakland, California

Black Wonder
VERSION 06
April 29 - May 2, 2006
Chicago, Illinois

Understanding the World Through Wonder
National Bioethics Conference
April 8 - 11, 2006
Chicago, Illinois

Understanding the World Through Wonder
Centro | Design, Film, Television
Mexico City, Mexico
February 2006
<http://www.centro.org.mx/>

New Genre Art. September 2005
Pink Dot Experiment
Ohio University Art Gallery

Cultural Studies Conference
Understanding the World Through Wonder
Kansas State University
<http://www.k-state.edu/english/symposium/2005/sched.html>

San Jose Works Queer Arts Festival, 2004
body commodities/queer packaging
sexualized identity in popular media

"All College Honors Award Exhibition"
September, 2001
California College of Arts and Crafts

"The Teaching Project", 2002
representing a body of drawings and photographs
produced with 1st grade students at Oxford School
Berkeley Unified School District Superintendents Building
Berkeley, California

"Knowing your Faculties:
Metropolitan State College of Denver Faculty Exhibition"
October, 1999
Emmanuel Gallery, Auraria Campus
Denver, Colorado

Galeria de Arte José Clemente Orozco
de la Escuela Nacional Preparatori
October, 1999
Mexico City, Mexico

Galeria Rancho de Comate Cuitolco
October, 1999
Tenango, Mexico

Professional References

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