

2070 North Bay Dr.
Cleveland, Ohio 44094

ezzo.pixerpro.com
www.creative127.com
www.pixerpro.com

Studio127

(classroom student portfolio work)
(professional work)
(video)

SUMMARY:

- Eighteen years of teaching experience
- Directed and produced a video that made national news in 2018. 1 Million views within 12 hours, 2 million views in 1 week.
- Directed and produced a video for Geneva, Ohio for HGTV
- Twenty one years in graphic design and video directing/editing.
- Five college degrees
- Created a new Graphic Design Program for Lake Erie College (LEC)
- International graphic design award winner for "Color Play".
- LEC wins six National Graphic Design GDUSA award 2020-2023

EDUCATION (5 degrees)

Kent State University, Kent Ohio
MFA Graphic Design, 2016

University of Akron, Akron Ohio
BFA Graphic Design, 1998

Cuyahoga Community College, Cleveland, Ohio
AAB Purchasing
AAB Management
AA Liberal Arts

ACADEMIC TEACHING EXPERIENCE

Maryville University, School of Graphic Design, St. Louis, Missouri.
Adjunct Instructor, 2022-Present

Lake Erie College, Visual Communication Design, Painesville, Ohio.
Associate Professor of Graphic Design, 2017-2025

Committee: Chair of general education requirements (CORE) (2017-2019)

Kent State University, School of Visual Communication Design, Kent, Ohio.
Adjunct Instructor, 2014-2017

Cuyahoga Community College, Graphic Design, Cleveland, Ohio
Adjunct Instructor, 2007-2017
Lecturer, 2008, 2013

TEACHING and LEARNING (courses taught)

Motion Graphics

Introduce graphic design majors into motion graphics using software which includes After Effects and Tumble Hype. Emphasis is placed on learning the principles of motion graphics and implementing them through class projects.

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TEACHING and LEARNING (continued)

UI/UX

The UI/UX Design brings a design-centric approach to user interface and user experience design. This course involves extensive research and user testing to give the user their best experience.

Graphic Design I and II

Second year students are introduced to design problem solving skills.

Media Design

Emphasis on current multimedia formats: video/motion, web, and mobile applications. Students focus on the design process from research and conceptualization to presentation and implementation with respect to interactive and motion driven mediums. ***Developed all course materials.***

Fundamentals of Graphic Design

An introduction to the Graphic Design Principles and Adobe software: InDesign, Photoshop, Illustrator. ***Developed all course materials.***

Typography & Advanced Type

Development, terminology, letter form, classification, selection and specification of typefaces. Emphasis on aesthetic and communicative aspects of typography. Introduction to techniques used to indicate type and images. ***Developed all course materials.***

Portfolio

Responsible for arranging and organizing college wide senior portfolio show. Prepare students for real world interviews. Instruct, graphic designers, illustration, game designers, and video majors for various presentation skills. ***Developed all course materials.***

Graphic Design & Illustration

Techniques, tools and skills in creating commercial illustration using various applications to integrate type and visuals. ***Developed all course materials.***

Package Design

Comprehensive package course from initial concept to presentation of dummies and mock-ups. Conceptual thinking and problem solving using typography, color and images on folded and soft packaging. Methods, materials, practical and production considerations involved in packaging design. ***Developed all course materials.***

Corporate Graphics/Brand Identity

Comprehensive overview of corporate graphic design with emphasis on the design process in creating corporate and brand identity. ***Developed all course materials.***

2D Design

Technical and aesthetic fundamentals in the creation of two-dimensional Designs for print, interactive, broadcast and other media utilizing industry standard 2D graphics and design applications. ***Developed all course materials.***

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TEACHING and LEARNING (continued)

Advertising & Design

Survey of fundamentals of advertising and design for print and other media with overview of industry's past and present. Examination of design process and appropriate types and uses of research. Examination and evaluation of layouts and delivery modes, evolution of presentations from thumbnails to storyboards, and critical analysis of designer/client relations. Additional topics reinforce materials usage, technical and hand skill development, and application of presentation techniques to real-world problem-solving applications.

Developed all course materials.

Design Research

Students learn about research and exploring conceptual design. Design with a thought and purpose.

Developed all course materials.

Web Design

Basic computer coding with the introduction to HTML and CSS.

Developed all course materials.

Environmental Design

Environmental Graphic Design (EGD) embraces many design disciplines including graphic, architectural, interior, landscape, and industrial design.

Developed all course materials.

PROFESSIONAL EXPERIENCE

PIXER Video & Studio127 Design (1998-present)

Owner of graphic design and video services.

American Greetings (1998-2000, 2004-2008) - freelance

Work in the Agency division of American Greetings designing cards, posters, collateral material for non-profit corporations

MATRIX/L'OREAL - Art Director (2000-2001)

In charge of the cosmetic and Amplify line. Arrange and directed photo shoots, attended press checks, oversee freelancers.

Steris Corporation - Sr. Graphic Designer (1999-2000)

Developed print and trade show graphics for incentive marketing product lines supporting corporate strategies. Directed photo shoots.

Ernst & Young LLP- Multimedia Animator (1994-1996, 2001)

Animator of graphics for on-line training content.

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RESEARCH AREA OF INTERESTS

MFA Thesis: Expressive typography/motion graphics/iconography
Using expressive typography and iconography in motion graphics as a learning tool for ELL (English Language Learner) in a multi-device platform.
A comprehensive study on exploring the integration of expressive typography and iconography, in a open caption motion graphic environment as a teaching tool for ELL's. The exploration of the synchronization of subtitles across multiple platform devices to give the ELL student a personal learning experience.

Published Book Reviews

ChoiceConnect:

The Hidden Factor	By Steven Skaggs
An Anthology of Blackness	
The Principles of Graphic Design and Typography	
Drawing for Illustration	By Martin Salisbury
Gorey Secrets	By Malcolm Whyte
John Hassall	By Lucinda Gosling
Introduction to Three-Dimensional Design	By Kimberly Elam
Typographic Fiirsts.	By John Boardley

TECHNICAL ABILITIES

Macintosh operating system, InDesign, Photoshop, Illustrator
After Effects, Adobe Premiere, Blackboard, Canvas, XD,
Dreamweaver, FTP, C panel

AWARDS

PIXI Award "All Night Long" American Greetings - 2006
Aquent International Award, "Color Play" - 2001
Viral video of 2 million views in 12 hours for Police Lip-sync video - 2018
GD USA - Lake Erie College student wins 6 GD USAs 2020-2023 award