

# Feedback 12

AIGA STUDENT PORTFOLIO REVIEW FOR SENIORS  
THURSDAY MAY 6, 2010 | MOORE COLLEGE OF ART & DESIGN

## 1] FRANK BASEMAN [BASEMAN DESIGN ASSOCIATES]

Frank Baseman is an AIGA Fellow and principal of Baseman Design Associates, an award-winning graphic design firm providing visual communication services to a variety of businesses, corporations and institutions. He is also an Associate Professor and the Director of the Graphic Design Communication program at Philadelphia University, where he has taught since 1998.

## 2] BARBARA BOSHA [BOSHA DESIGN + COMMUNICATIONS]

Barbara Bosha is owner of Bosha Design + Communications, a full-service graphic design company specializing in employee communications. Bosha Design's award-winning creative team has more than 25 years of experience in marketing and communications, strategic and tactical planning, and project management. Our expertise includes integrated campaigns that span print, interactive, and signage. Some of their client include Johnson and Johnson, Tyco Electronics, Tyco International and Dow Chemical.

## 3] BETH BRODOVSKY, [IRIS CREATIVE GROUP, INC]

Iris Creative Group, provides consulting, training, and creative services for membership organizations. Launched in 1996, Iris focuses on developing ongoing communication programs that encourage participation. Beth earned her BFA in Communication Design from Pratt Institute, has 20 years experience in design, marketing and managing creative teams, and speaks regularly about effective communications, managing brand and integrating social media into communications.

## 4] JOHN BURNS [JOHN BURNS GRAPHIC DESIGN]

Since 1993, studio founder and award-winning designer John Burns has created visual languages that speak through print and electronic media. John has worked with such well-established design firms as Anspach Grossman Portugal of New York, and NGS Associates, Inc., in Pennsylvania.

## 5] MIKE BURTON [1600VER90]

An Ohio native, Mikey Burton proudly describes his design aesthetic as "Midwestern" and draws much of his inspiration from artifacts found throughout the hardworking, blue collar Rust Belt: old type-specimen sheets, arcane equipment manuals and ancient textbooks. He has worked for such clients as Wilco, The Sundance Channel, and MTV2 and received awards from Communication Arts, Print, HOW, CMYK and Logo Lounge.

## 6] RONALD J. CALA II [CALAGRAPHIC DESIGN]

Ronald received a BFA and MFA in Graphic & Interactive Design from Tyler School of Art. His designs and illustrations have received recognition from Graphis, AIGA, Print, How, CMYK, Create, American Illustration, Society of Illustrators, Logo Lounge, the Art Directors Club, Type Directors Club, Creativity, and The One Show. Clients include The New York Times, London Times, Fortune Magazine, Wired, American Lawyer and Art Making Machine Studios.

## 7] MELISSA CRISPIN [PETPLAN]

After acquiring over 84 dog years of NYC- and Philadelphia-based agency and freelance design experience, Melissa became the Design Director for Petplan, the #1 rated pet insurance company in the country. Aside from innovating and overseeing all of the firm's print and web creative (including their pet health quarterly, fetch!), she is responsible for bringing her cat to work with her at least 3 times a week. Melissa received her MFA in Graphic & Interactive Design from Tyler, where she continues to teach part-time.

## 8] KEVIN O'FARRELL BROWN [FAT DOG DESIGN]

Kevin owns and operates Fat Dog Design, a design studio specializing in collateral communications and brand development. Clients include AstraZeneca, Cerexagri, CoMed Communications and Safeguard Global Services. In addition, Kevin teaches at classes at Arcadia University and the The Art Institute of Philadelphia. Kevin holds a BFA in Communications from Pratt Institute (1988).

## 9] PETER CAMBURN [ABOUT FACE]

Peter Camburn is the Creative Director at About Face Design, a Philadelphia-based marketing communications and graphic design firm. He received his BFA from The Cooper Union School of Art, NYC, followed by a year abroad, studying at the University of Art and Design, Basel, Switzerland (Hochschule für Gestaltung und Kunst Basel). Since finishing school, Peter has been working in Philadelphia as the Creative Director for About Face Design, as a freelance graphic designer and, occasionally, as an educator. His work focuses on identity, branding, photography, multi-media, and print work.

## 10] MICHELE AND GAVIN COOPER [COOPER GRAPHIC DESIGN]

Cooper Graphic Design is a small design studio focused on print and web projects. Gavin is a graduate of Philadelphia University and has an MFA from Tyler School of Art. He is currently a FT professor at the University of Pennsylvania where he teaches print and web design. Michele has her BA in Public Relations and Graphic Design from West Virginia Wesleyan College. She has been an active member of the AIGA Philadelphia chapter for 10 years and served as President from 2005-2007. After chairing the PDA competition committee, she is currently a PDA committee member.

## 11] KAREN COPESTAKES [HMP COMMUNICATIONS]

Karen is an Art Director at HMP Communications. HMP Communications is a leading medical publication company located in Malvern, PA that focuses on various journals and publications for the medical industry.

## 12] ROSE DI SANTO [DI SANTO DESIGN]

Rose Di Santo is principal and owner of Di Santo Design, a full-service design firm based in Philadelphia. Rose has worked with international clients including Apple Computer and Reebok, as well as nonprofits, children's services and the arts including The American Cancer Society, Paul Newman's The Hole in the Wall Gang Camps and The Mann Center for the Performing Arts here in Philadelphia. Rose graduated from the University of Delaware in 1983.

## 13] ALLAN ESPIRITU [GDLOFT PHL]

Allan Espiritu is a Philadelphia based Graphic Designer/Art Director and educator. Espiritu received his BA in graphic design from Rutgers University, Camden, and MFA from Yale University, School of Art. He is cofounder of Gdloft PHL, a small collaborative design studio made up of photographers, fine artists, students, designers and aspiring competitive food eaters. gdlloft was recently nominated for Cooper Hewitt's 2010 National Design Award in Communication.

## 14] KATE FABRIZIO [ANTHROPOLOGIE]

Kate Fabrizio very much enjoys working as a Graphic Designer for Anthropologie. She also enjoys practicing calligraphy, making animated GIFs of celebrities falling down, and collaborating with her studio mates at Compound Warehouse in Philadelphia.

## 15] VIC GEANOPULOS [HMP COMMUNICATIONS]

Vic has been working in the publishing industry as a art director and creative director for the past 15 years. He currently is the creative director for HMP Communications a leading source of comprehensive information, products and education services targeting today's healthcare professionals.

## 16] BENJAMIN BROWN AND VICKI GRAY [MASTERS GROUP DESIGN]

Masters Group has been in operation since 1993 and serves as partner to a wide spectrum of non-profit organizations dedicated to enriching our community and creating social change. These include: Living Beyond Breast Cancer, Friends of the Wissahickon, Historical Society of Pennsylvania, Jewish Family and Children's Service of Greater Philadelphia, Philadelphia Live Arts Festival & Philly Fringe, and Simpson Senior Services.

## 17] BERNADETTE HAZEL [HMP COMMUNICATIONS]

Bernadette Hazel has been working as a graphic designer for 6 years and is currently working as an Art Director at HMP Communications. HMP published leading journal focusing on various areas of the medical industry.

## 18] JEREMY HOLMES [MUTT INK]

MUTT INK is a multi-disciplinary creative studio, the imaginative effort of Jeremy Holmes. Formed in 2004, Mutt Ink provides a broad range of design and illustration solutions with experience in print, editorial, branding, publishing, web and packaging. Their work has been featured in publications such as American Illustration, 3x3, How, Print, I.D., Communication Arts, and CMYK; at such events as the Flash Forward Film Festival and Society of Illustrators Exhibition; and on-line for Juxtapoz and Adobe. They're also winner of the prestigious Opera Prima BolognaRagazzi award for their first children's book, "There Was an Old Lady Who Swallowed a Fly."

## 19] LAURA JACOBY [DEBRA MALINIC ADVERTISING]

Laura Jacoby is Senior Art Director for DMA and conceives, designs and produces a broad spectrum of print and advertising materials for corporate, medical, legal, travel, manufacturing, government, cultural and nonprofit clients. Her work has won many creative awards and is published in several graphic design trade annuals. Since 1996, Ms. Jacoby has also been a Graphic Design Instructor at Rosemont College, teaching various courses in the undergraduate Graphic Design track and in the graduate Publishing Programs track.

## 20] TOM JACKSON [TOM JACKSON STUDIO]

Tom is the owner of Tom Jackson Studio, an independent graphic design and illustration studio since 1975, providing identity development, marketing, and publication design and illustration for cultural, historical, and scientific institutions and publishers. He teaches publication design, graphic symbolism, typography, and a range of courses at the Art Institute of Philadelphia.

## 21] LINDA KARP [KARP MARKETING]

Linda has been President/Creative Director of Karp Marketing for over 25 years. Karp Marketing is an award winning, full service agency specializing in original and creative solutions, helping clients stand out from the crowd, and realize their potential — especially in B2B. Linda has been teaching since 1984 at The Art Institute of Philadelphia.

## 22] PAUL KEPPLER [HEADCASE DESIGN]

Paul Kepple is the owner of Headcase Design, an award-winning graphic design and illustration studio which specializes in book publishing. His work has been recognized by such publications as AIGA's 365 and 50 Books/50 Covers, American Illustration, Communication Arts, Graphis, and Print.

## 23] NICOLE KOENITZER [NICOLEKOENITZER.COM]

Nicole Koenitzer is a web/print designer and painter. She graduated from Rutgers University in 2005, receiving a Bachelor of the Arts degree in Graphic Design and a minor in Computer Science. She currently works as print/web designer for Edmund Optics, an international optical company and serves on the board for AIGA Philadelphia as Interactive Co-Chair. She also has a freelance brand, nicolekoenitzer.com, under which she does a wide variety of design and art projects.

## 24] JESSICA KOFFMAN

Jessica Koffman has over a decade of experience innovating and executing complex brand strategies for diverse clients in diverse industries. Most recently, as Design Director for STUDIOetc, she focused heavily on sustainability and created recyclable tradeshow booths that were chipped up and spread into the mulch of the convention center grounds post-show. Jessica's experience includes bringing to life a variety of experimental retail concepts — Build-A-Bear Workshop, Five Below, McDonald's kid-friendly gyms (yes, gyms!). Based in Philadelphia now, she continues to consult and freelance, and she is in constant search of the most effective yet unexpected ways for a brand to have the right voice and tell the right story.

**25| SOONDUK KREBS [SK DESIGNWORKS]**

SK Designworks, Inc. is a full-service graphic design firm located in Center City, Philadelphia. At SK Designworks, we view each project as a unique creative opportunity, and therefore, do not try to impose a set style or "look" upon all of our work. Our work has also been featured in juried local and regional exhibitions, and nationally and internationally in professional publications including AR 100, Print, How, Communication Arts and Graphis.

**26| ALLISON KROSNIK + MATT WOLF [ARCADIA UNIVERSITY]**

Allison is a Graphic Designer at Arcadia University producing publications and signage supporting Arcadia internally and externally. Her background includes designing textbook covers at McGraw-Hill and corporate design at Westinghouse Lighting Corp. She graduated from Drexel University's College of Media Arts and Design. Matt earned his BFA in Design from Marywood University and serves as Graphic Design Manager in the University Relations office at Arcadia. He oversees a large range of publications for internal and external communications. In his spare time he keeps busy with his freelance business, Wyndetryst Design & Photography.

**27| ALLIE LEFEBVRE [DIGITAS HEALTH]**

Allie LeFebvre currently works as a Senior Designer at Digitas Health in their Philadelphia Office. Digitas is a brand of Publicis Groupe a French multinational advertising and communications company. It is one of the big three global advertising holding companies. The company conducts its operations in approximately 196 cities in 104 countries. Recent personal projects include a total brand rejuvenation of the Philadelphia Folk Song Society, branding for NYC based restaurant WineDown, as well as a small law firm located in South Florida.

**28| DANIELLE LYONS [KELSH WILSON DESIGN + LOVELEIGH INVITATIONS]**

Danielle's talent for clean, elegant design is evident in the array of corporate and educational projects she has completed since joining Kelsh Wilson Design nearly eight years ago. She also co-founded her own venture, LoveLeigh Invitations, creating custom designs for all sorts of social events and celebrations. Danielle has served on the board of the Philadelphia chapter of AIGA, and she has participated as a reviewer at Feedback for three years in a row.

**29| DEBRA MALINICS [DEBRA MALINICS ADVERTISING]**

Debra Malinics has more than 28 years of experience in advertising, graphic design, marketing and public relations. Her firm has received over 260 regional and national awards and recognitions. She has published numerous articles in regional business and trade publications, has taught advertising and communications at area colleges and universities and sits on the board of The Gershman Y, a regional arts and cultural institution. Her firm was named one of Pennsylvania's top 50 Women owned businesses in 2009.

**30| WILLIAM MILNAZIK [AXIS VISUAL]**

As a designer of marketing communications for the past 28 years, William has worked with many companies and products ranging from pharmaceutical, financial, high-tech and consumer. He has designed/produced everything from annual reports, corporate identity, advertising, web sites, trade show exhibits and direct mail. He started AXIS Visual in 1997. William graduated from the Tyler School of Art in 1980.

**31| ROBIN NALLY [ROBIN NALLY ADVERTISING & DESIGN]**

At Robin Nally Advertising & Design, our design team provides original and creative solutions for our client's design needs. Through our personal and responsive service, we guide them successfully from project creation to project completion, while remaining committed to their deadlines, needs and expectations. We work hard to produce designs that work. We are a full service design company dedicated to quality.

**32| JEN NEUHOFF [NOTHFOUND]**

Jen Neuhoff is a designer and the founder of Northfound, a design studio rooted in a passion for smart, honest communication. Originally from St. Louis, MO, she earned her BFA with honors from Webster University in 1999 and has since worked with companies, individuals and organizations worldwide. Jen believes strong concepts and practical functionality are the backbone of effective design, championing clever solutions over design for design's sake. In addition to her work at Northfound, Jen teaches brand identity and typography at Philadelphia University.

**33| ROSEMARY MURPHY [MURPHY DESIGN]**

Over the past 25 years, my firm has produced creative, effective and award winning communications. From brochures and newsletters to Web sites to packaging design, we've been transforming compelling business ideas into persuasive marketing tools. I have an accomplished record of working with great clients and providing design-driven solutions to businesses, non-profit organizations, colleges and universities. While my firm has grown to accommodate fluctuations in business and the economy, I am currently working as a sole practitioner

**34| CHEYENNE PANZETER [THE FRANKLIN INSTITUTE + LOVELEIGH INVITATIONS]**

Cheyenne is a graphic designer at The Franklin Institute where she designs marketing, educational, and event materials, as well as the graphics for the exhibits. She designed the exhibit Identity, and exhibition of you which is now traveling the country for the next eight years. And just completed the design for The Franklin's most recent permanent exhibit, *Changing Earth*, where she focused on creating graphics out of sustainable materials. Cheyenne is a proud member of the Society of Environmental Graphic Designers. She currently co-founded her own venture, LoveLeigh Invitations, creating custom designs for all sorts of social events.

**35| 1 TRICK PONY**

One Trick Pony creates advertising and branded creative content. They are a company of art directors, designers, flash animators, writers, producers and strategists. They focus on their clients' needs as if they were their own and devote themselves to creating progressive advertising and design solutions that move their brands forward. Whether they are working with a local brand like Gorilla Coffee, or a national client like Sony Pictures Classics, their approach is the same — create visually engaging solutions that translate across multiple mediums and demand attention.

**36| LUCY PRICE [PARAGRAPH, INC.]**

A graduate of Rutgers University with a B.A. in Graphic Design, Lucy honed her skills working with leading Philadelphia-based design studios and advertising agencies before joining Paragraph, Inc. as a graphic designer. In addition to her professional work at Paragraph, Inc., she is actively involved with the local chapter of AIGA.

**37| CHRISTINE SHELLER [SIG]**

Christine Sheller is a designer with 15 years of experience focused on in-house corporate design. She has worked for companies large and small, including Motorola, Lincoln Financial Group, and Universal Health Services. She is currently employed by SIG, a proprietary trading firm, where she is responsible for the creative direction, design, and production for internal and customer-facing collateral. Christine serves on the board for the Philadelphia Community Arts Network, enjoys screen printing, sewing, and making things, and is on the quest for a really good vegan cupcake.

**38| SUSAN STROHM + CARL MILL [ART270]**

art270 is a full-service design studio with over 25 years experience designing visual solutions for print, the web and wayfinding. Carl Mill, President and art director heads a staff of 11. Susan Strohm is a senior designer. art270 is located in Jenkintown, PA.

**39| MITZIE TESTANI [NON PERISHABLE DESIGN]**

Mitzie is an Interactive co-chair for AIGA Philadelphia and an interactive designer at The Vanguard Group, Inc. She will also be teaching, part-time, in the fall at her alma mater, Tyler School of Art, Temple University. Her background includes both print and interactive design. She has worked on a wide range of projects from logos and books to hand-coded HTML/CSS websites and browser-based front-end software interfaces.

**40| R.J. TOWNSEND [CODEMYDESIGNS.COM]**

R.J. Townsend is an entrepreneur and small business owner with nine years experience using web-based technologies to automate research programs and work processes. He is the owner of Cultivate Technologies (aka CodeMyDesigns.com), a local web development shop specializing in Drupal CMS development for freelance designers and ad agencies, and the author of Foundation Drupal 7: Learn how to use the Drupal framework to quickly build feature-rich websites.

**41| LAURA TWILLEY [ANTHROPOLOGIE]**

Laura Harris Twilley is the Senior Interactive Designer at Anthropologie.com. There she admires all things handmade, unique and elegant as she creates unconventional visual presentations and develops engaging interactive experiences.

**42| BOB WARKULWIZ [WARKULWIZ DESIGN ASSOCIATES]**

Bob Warkulwiz has owned and managed his design firm since the Carter administration. Over that time he has won hundreds of awards for his local, national and international client base. He is currently a member of the Graphic Design department of Philadelphia University. Bob is a graduate of Tyler.

**43| LUKE WEIDNER [HMP COMMUNICATIONS]**

Luke Wediner has been working as a graphic designer for 5 years and is currently and Art Director at HMP Communications. HMP Communications is a leader in the field of medical publishing and marketing.

**44| LISA WEINBERGER [MASTERS GROUP DESIGN]**

Lisa is owner and Creative Director of Masters Group Design, a studio specializing in branding and communications. Masters Group has been in operation since 1993 and serves as partner to a wide spectrum of non-profit organizations dedicated to enriching our community and creating social change.

**45| DAVID WEINSTEIN [PARAGRAPH, INC.]**

A graduate of Tyler School of Art, David applies his diverse talents in print and web design, video production, animation, illustration, and front-end programming to bring brands to life at Paragraph, Inc. Throughout his career, he has worked on projects ranging from Marvel comics properties to large-scale branding initiatives in the financial and technology sectors.

**46| LARRY WILL [WILL CREATIVE]**

Will Creative is an innovative design firm that provides unique solutions in sensory experience collateral, promotional packaging, interactive print, paper engineering, and specialty invitations.

**47| STEVE WILLIAMS [THE STEVE WILLIAMS DESIGN OFFICE]**

Steve Williams is president and creative director of The Steve Williams Design Office, an award-winning, interdisciplinary marketing and design firm. The firm provides branding, marketing, and advertising services for a wide range of clients and industries. Clients include Dow Jones, AstraZeneca, Merck, and Ritz-Carlton.

**48| CHRISTIAN WILLIAMSON / 49| ERIC YEAGER [BAILEY BRAND CONSULTING]**

For over a quarter-century, Bailey Brand Consulting has been helping companies build brands. We've created brands from the ground up, and we've revitalized brands with significant heritage. Above all, we understand the need to craft a comprehensive, intelligent brand strategy, and offer the insight and creativity to transform strategy into results.

**50| MARK WILLIE [WILLIE•FETCHKO]**

Mark Willie is a principal at Willie•Fetchko Graphic Design, a creative partnership in Philadelphia specializing in the design of brochures, annual reports, corporate identity, marketing materials, publication/book design, and environmental graphic design for corporate, institutional and cultural clients. In addition to his practice, Mark teaches visual communications and typography at Drexel University.

