

HOSTED BY PROFESSOR ROBERT SEDLACK, VISUAL COMMUNICATION DESIGN,
AND THE DEPARTMENT OF ART, ART HISTORY & DESIGN

A SERIES OF 10 PRESENTATIONS FROM DESIGN PROGRAM ALUMNI CLASS OF 2004

THE

alumni design conference

APRIL 10-11, 2014

226 DESIGN CENTER AT WEST LAKE HALL

THURSDAY, APRIL 10



6:00 PM
KEYNOTE SPEAKER
JAY VELTZ, '94
UNDER ARMOUR GEAR, SAN DIEGO



7:00 PM
KATHERINE KEANE
PRODUCER
POTION, NEW YORK CITY



7:20 PM
ALEXANDRA (GIERAK) COSCIA
SENIOR COPYWRITER
VICTORIA'S SECRET, NEW YORK CITY

FRIDAY, APRIL 11



9:00 AM
WELCOME
PROFESSOR ROBERT SEDLACK



9:10 AM
JONATHAN SLUYS
CREATIVE DIRECTOR
VSA PARTNERS, CHICAGO

9:30 AM
ROSS BARTELS
FOUNDER AND CHIEF DESIGN OFFICER
BOOM DESIGNS, CHICAGO



9:50 AM
AMY BIERBACH
DESIGNER
SPOTIFY, NEW YORK CITY



10:10 AM
JESS MOORE
SENIOR GRAPHICS ASSOCIATE
AMERICAN CHEMICAL SOCIETY, COLUMBUS



10:30 AM
[BAGEL BREAK, CREGG COMMONS]
SPONSORED BY THE CAREER CENTER

10:50 AM
MAURA (COLLINS) HOVEN
SENIOR INDUSTRIAL DESIGNER
NEW DEAL DESIGN, SAN FRANCISCO



11:10 AM
KRISTA SEIDL
INDEPENDENT CREATIVE
DIRECTOR/DESIGNER, GREEN BAY



11:30 AM
ALLISON WALSH
SENIOR ASSOCIATE DESIGNER
AMERICAN RED CROSS, WASHINGTON, D.C.

MADE POSSIBLE BY ALUMNI GIFTS TO THE VISUAL
COMMUNICATION AND INDUSTRIAL DESIGN
ALUMNI FUND

1:30-5:00 PM
DESIGN STUDENT PORTFOLIO REVIEWS
THE MEMBERS OF THE CLASS OF 2004 WILL RETURN
FRIDAY AFTERNOON TO WEST LAKE 226 FOR A FORMAL
REVIEW OF CURRENT DESIGN STUDENT PORTFOLIOS. TO
PARTICIPATE, SIGN-UPS FOR THE TIME SLOTS AFTER THE
FINAL PRESENTATION