

## DEGREES

- 2008 **UNIVERSITY OF ALBERTA**  
Master of Design (MDES) in *Visual Communication Design*  
Funding: University of Alberta Master's Scholarship (\$15,000 annually plus tuition)  
Thesis: *Collaborative Design of Health Communications in Micro-Community Settings*
- 1997 **UNIVERSITY OF NEBRASKA AT KEARNEY**  
Bachelors of Fine Art (BFA) in *Visual Communication Design*  
Graduated Magna Cum Laude

## TEACHING EXPERIENCE

- 2019-PRESENT **ASSOCIATE PROFESSOR**  
Visual Communication Design  
Department of Art, Art History, and Design, College of Arts and Letters  
University of Notre Dame
- 2017-19 **ASSOCIATE PROFESSOR**  
Visual Communication Design  
Department of Design, College of Visual Arts and Design  
University of North Texas
- 2017-19 **UNDERGRADUATE PROGRAM COORDINATOR**  
Visual Communication Design  
Department of Design, College of Visual Arts and Design  
University of North Texas
- 2011-17 **ASSISTANT PROFESSOR**  
Visual Communication Design  
Department of Design, College of Visual Arts and Design  
University of North Texas
- 2014-15 **EDUCATION AND RESEARCH PRINCIPAL**  
Tekzenit  
Dallas, TX

TEACHING EXPERIENCE (*continued*)

- 2009-11 **ADJUNCT INSTRUCTOR**  
Graphic Design  
School of Art and Design  
University of Northern Colorado
- 2006-07 **LECTURER**  
Visual Communication Design  
Department of Art  
University of Nebraska at Kearney
- 2006 **ADJUNCT INSTRUCTOR**  
Visual Communication Design  
Department of Art and Design  
University of Alberta
- 2004-05 **TEACHING ASSISTANT**  
Visual Communication Design  
Department of Art and Design  
University of Alberta

**COURSES TAUGHT**

- 2019-PRESENT **UNIVERSITY OF NOTRE DAME**  
VCD 7 Interaction Design  
VCD 4 Brand Identity  
VCD 3 Web Design  
VCD 2 Typography  
MFA Design Seminar

COURSES TAUGHT (*continued*)

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- 2011-19 **UNIVERSITY OF NORTH TEXAS**  
ADES 1500 Introduction to Communication Design  
ADES 1540 Foundations for Communication Design  
ADES 2500 Design Thinking  
ADES 2515 Image Making and Color Theory  
ADES 2520 Graphic Design  
ADES 3510 Interaction Design I  
ADES 3540 Interaction Design II  
ADES 3545 Mobile Design  
ADES 3545 Digital Product Design  
ADES 4525 Graphic Design Final Portfolio  
ADES 4540 Communication Design Studio  
ADES 5536 University Citizenship and Tenure in Design  
ADES 5900 Special Problems  
ADES 5538 Guided Teaching
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- 2009-11 **UNIVERSITY OF NORTHERN COLORADO**  
ART 473 Brand Identity Design  
ART 469 Web Style Design  
ART 376 Typography
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- 2006-07 **UNIVERSITY OF NEBRASKA-KEARNEY**  
ART 218 Introduction to Graphic Design  
ART 301 Typography I  
ART 305 Computers and Design  
ART 319 Design Illustration I  
ART 369 Design Illustration II
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- 2006 **UNIVERSITY OF ALBERTA**  
DES 135 Design Fundamentals

**PROFESSIONAL EXPERIENCE**

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- 2000-PRESENT **CLINTON CARLSON DESIGN AND RESEARCH**  
Denton, Texas

**Owner and Creative Director**

*As an independent design and research consultant I have worked for clients including, Toyota, CARE, World Vision-New Zealand, World Vision-Australia, Compassion International, Centers for Disease Control and Prevention, AIDS Calgary, Florida Keys Mosquito Control District, Environmental Management International, Instructional Coaching Group, Corwin Publishing, Peace Heroes, McGraw Hill, One Fine Bird Press, Jayco Recreational Vehicles, StarCraft Recreational Vehicles, and Cenergy International.*

## PROFESSIONAL EXPERIENCE (continued)

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2014-15 **TEKZENIT**  
Dallas, Texas

**Education and Research Principal**

*At Tekzenit I helped develop and coordinate their XD (Experience Design) Program, a three-month intensive user-experience (UX) design school for recent graduates in related fields. I also developed Tekzenit's design research team integrating them into design, development, and sales processes. Over the course of my time at Tekzenit, I helped coordinate projects or pitches for AT&T, Airtel, CBRE, GameStop, Intel, Sprint, Ericsson, Parkland Health, and others.*

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2007-11 **HUEBNER PETERSEN MARKETING COMMUNICATIONS**  
Creative Director

*In this position, I assisted with strategy, acquisition, and oversaw all creative design, writing, and production for clients including Waterpik, Jayco, Starcraft, Entegra Coach, Casey Industrial, and others.*

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2002-04 **WORLD VISION**  
Senior Designer

*I was responsible for design, production, photography, illustration, press-checks, and client presentations for in-house clients.*

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1997-2000 **HUEBNER PETERSEN MARKETING COMMUNICATIONS**  
Junior Designer/Art Director

*I was responsible for the design, production, and presentation materials for regional clients in the banking, food, manufacturing, and medical industries.*

PUBLICATIONS (continued)

## PUBLICATIONS

### PAPER

- 2022 *Connection Through Reflection — A Meditation Installation*  
Clinton Carlson, Nik Swift  
Festival of Emergence  
DRS Digital Library

### BOOK CHAPTER

- 2021 *When the Silos Come Down: Helping Organizations Perceive Disciplinary Differences as They Mature Toward Interdisciplinarity*  
Clinton Carlson  
Published in:  
*Advances in Industrial Design*  
Springer International Publishing

### BOOK

- 2017 *The Reflection Guide to the Impact Cycle: What Instructional Coaches Should Do to Foster Powerful Improvements in Teaching*  
Jim Knight, Jenny Ryshcon Knight, and Clinton Carlson  
Corwin Publishing

### BOOK

- 2015 *The Reflection Guide to Better Conversations: Coaching Ourselves and Each Other to Be More Credible, Caring, and Connected*  
Jim Knight, Jenny Ryshcon Knight, and Clinton Carlson  
Corwin Publishing

### BOOK CHAPTER

- 2014 *Context is King: a Graduate Project Exploring the Purpose, Effectiveness, and Contextual Issues in Redesigning an Existing Informational Graphic*  
Clinton Carlson and John Hicks  
Published in:  
*Information Design as Principled Action: Making Information Accessible, Relevant, Understandable, and Usable*  
Ed. Jorge Frascara  
Common Ground Publishing

### PEER-REVIEWED JOURNAL ARTICLE

- 2014 *Letting Context Speak: the Use of Co-Creative, Design-Led, and User-Centered Design Methods in the Design of Complex Public Communications*  
Clinton Carlson, Whitney Peake, and Jeff Joiner  
Communication Design Quarterly  
New York, NY

PUBLICATIONS (*continued*)

- PEER-REVIEWED JOURNAL ARTICLE
- 2014 *One Bad Apple Spoils the Bunch? An Exploration of Broad Consumption Changes in Response to Food Recalls*  
Whitney O. Peake, Joshua D. Detre, and Clinton C. Carlson  
Food Policy
- PEER-REVIEWED JOURNAL ARTICLE
- 2014 *Rethinking Food Recall Communications for Consumers*  
Iridescent  
Icograda Journal of Design Research
- BOOK INCLUSION
- 2014 *Radical Learners Logo*  
Logo Lounge: Volume 8  
Rockport Publishing
- BOOK INCLUSION
- 2012 *Settle Inn and Little Ideas Logos*  
Logo Lounge: Master Library Volume 4  
Rockport Publishing
- BOOK INCLUSION
- 2011 *Instructional Coaching Group and Indochine Logos*  
Logo Lounge: Volume 6  
Rockport Publishing
- BOOK INCLUSION AND ONLINE RESOURCE
- 2011 *Community Activated Design*  
Participate: Designing With User-Generated Content  
Ed. Helen Armstrong and Zvezdana Stojmirovic  
Princeton Architectural Press
- BOOK INCLUSION AND EXHIBIT
- 2004 *World Vision: Village Transformation*  
365: AIGA Year in Design 24  
Harper Design
- 2020
- 2017

## PRESENTATIONS, INVITED LECTURES, AND WORKSHOPS

### PRESENTATION

- 2021 *Connection Through Reflection — A Meditation Installation*  
Festival of Emergence, Design Research Society, Remote

### PRESENTATION

- 2021 *Designing Beyond Products: A Case Study in Restorative Justice*  
BigDesign Conference, Dallas, TX (Remote)

### INVITED PRODUCT FEATURE

- 2021 *co.alesce.org*  
The Opportunity Project, 2021 Demo Week  
U.S. Census Bureau (Remote)

### PRESENTATION

- 2021 *When the Silos Come Down: Helping Organizations Perceive Disciplinary Differences as They Mature Toward Interdisciplinarity*  
Clinton Carlson  
12th International Conference on Applied Human Factors and Ergonomics (Remote)

### PRESENTATION

- 2020 *Design in The Middle: Redesigning an appropriated brand identity in a polarized culture*  
Design Incubation Colloquium 6.3: Fordham University

### PANEL PRESENTATION

- 2020 *Deep Making: Maintaining Depth of Skill in Interaction Design Education*  
CAA Annual Conference

### INVITED PRESENTATION

- 2017 *The Middle: The Critical Nature of Maintaining Diversity in Design Disciplines*  
University of Kansas

### INVITED SEMINAR PRESENTATION

- 2017 *Community Activated Design: Macro and Micro Social Activism*  
IES Abroad Buenos Aires Faculty Seminar  
Buenos Aires, Argentina

### INVITED LECTURE

- 2017 *Design Spectrum: From Graphic-Centered to Human-Centered*  
Baylor University  
Waco, TX

### INVITED LECTURE

- 2017 *Designing Experiences: Human-Centered Design in Practice*  
Baylor University  
Waco, TX

PRESENTATIONS (*continued*)INVITED LECTURE AND STUDENT REVIEW

- 2015 ***Solving Human Problems Through Graphic Solutions***  
University of Nebraska at Kearney  
Kearney, NE

INVITED LECTURE

- 2015 ***Case Study: Co-Creative Stencil Community Workshops***  
Creative Arts Therapies Department  
Columbia College  
Chicago, IL

CONFERENCE PRESENTATION

- 2014 ***Demystifying Design***  
Clinton Carlson and Amber Walsh  
Texas Art Educators Association Annual Conference  
Galveston, TX

CONFERENCE WORKSHOP

- 2014 ***Forced Connection Logos***  
Clinton Carlson and Amber Walsh  
Texas Art Educators Association Annual Conference  
Galveston, TX

CONFERENCE PRESENTATION

- 2014 ***Balancing Aesthetic And Human-Centered Design Methods In The Classroom***  
New Ventures in Design  
AIGA Design Educators Conference  
Portland, OR

INVITED PRESENTATION

- 2014 ***Small Change: Activating Micro communities to communicate health messages***  
Creatives United/John Brown University  
Siloam Springs, AR

CONFERENCE PRESENTATION

- 2014 ***The Future of Food Recalls: Giving The Public a Voice***  
Clinton Carlson, Whitney Peake, and Jeff Joiner  
A Matter of Design: Making Society through Science and Technology  
5th STS Italia Conference  
Milan, Italy

CONFERENCE PRESENTATION

- 2013 ***Gaining Context: Human-Centered Design Methods for Complex Public Communications***  
Clinton Carlson, Whitney Peake, and Jeff Joiner  
3rd Annual Symposium on Communicating Complex Information  
Greenville, NC



## GRANTS AND FUNDING (continued)

## INVITED LECTURE

- 2013 ***Participatory Design Methods***  
Visual Information Design Program  
Universidad de las Americas Puebla  
Puebla, Mexico

## CONFERENCE PRESENTATION

- 2012 ***Small Change: Activating Micro Communities to Communicate Health Messages***  
Insight2: Design Health Humanities and Community Symposium  
Alberta, Canada

## CONFERENCE PRESENTATION

- 2012 ***Rethinking Food Recall Communications For Consumers***  
Clinton Carlson and Whitney Peake  
Glide '12: the 3rd global Interaction in Design Conference

## CONFERENCE PRESENTATION

- 2012 ***Does One Bad Apple Spoil the Bunch: An Exploration of Legitimacy Loss for Innocent Firms Under Food Recall Situations***  
Whitney Peake, Joshua Detre, Michael Gunderson, and Clinton Carlson  
Agriculture and Applied Economics Association Annual Meeting  
Seattle, WA

## INVITED LECTURE

- 2012 ***The Cultural and Institutional Geography of Maps: Evaluation and Design of Maps Within the Context of Public Health Campaigns***  
UNT Geography Department Fall Lecture Series  
Denton, TX

## CONFERENCE PRESENTATION

- 2010 ***Collaborative Design of Health Communications in Micro-Community Settings***  
ALGA Response\_ability: Ethics and Sustainability in Design Education Conference  
Toledo, OH

## INVITED PRESENTATION

- 2008 ***Suicide Prevention Art & Action Part II: The Stencil Design Community Art Project***  
Bridging the Divide: Suicide Prevention and Awareness Summit  
Denver, CO

## **GRANTS AND FUNDING**

- 2021 **ISLA: RACE AND ETHNICITY IN THE US**  
Community Activated Design: Fostering Sustainable, Adaptable,  
and Community-led Restorative Justice Practices  
\$4,800 (funded)
- 2020 **TEACHING BEYOND THE CLASSROOM**  
Bridging User Experiences: Physical and Digital  
\$250 (funded)
- 2018-2019 **INSTRUCTIONAL COACHING GROUP**  
Brand Development and Lean Design Organizational Integration  
\$150,000 (funded)
- 2019 **DUPONT**  
Food Safety Culture  
(not funded due to move in location)
- 2019 **US ARMY CORP OF ENGINEERS**  
Voluntary Wear of Lifejackets with Adult White Males  
(not funded due to move in location)
- 2018 **ROBERT WOOD JOHNSON**  
Evidence for Action: Making Health a Shared Action  
\$1.7 M (not funded)
- 2012-2019 **UNT TRAVEL GRANTS**  
\$18,000+ (funded)
- 2016 **UNT MA IN INTERACTION DESIGN WEBSITE**  
\$34,600 (funded)
- 2015 **AIGA FACULTY RESEARCH GRANT**  
\$2,500 (funded)
- 2013 **GS1 CONNECT ANNUAL CONFERENCE**  
Full Tuition (\$2,100)
- 2013 **DESIGN RESEARCH CENTER RESEARCH GRANT**  
\$750 (funded)
- 2013 **NSF RAPID GRANT**  
\$170,000 (not funded)

## EXHIBITIONS AND COLLECTIONS

### INVITATIONAL EXHIBIT

- 2010 *Pre-Consumer Artifacts*  
University of Northern Colorado

### SOLO EXHIBIT

- 2008 *Collaborative Design of Health Communications In Micro Community Settings*  
University of Alberta

### TRAVELING EXHIBIT

- 2006 *AIIGA Sharing Dreams*  
Cuba and United States

### TRAVELING EXHIBIT

- 2002 *365: AIIGA Annual Design Exhibition 24*  
United States

### PERMANENT COLLECTION

- 2002 *AIIGA Design Archives*  
United States

## STUDENT RECOGNITION

### WALTER R. BEARDSLEY FOUNDATION AWARD

- 2021 Yuliya Fedorovych

### DSVC NATIONAL STUDENT SHOW

- 2020 Ashley Roy | Top Senior Portfolio  
Annie Nugyen | Second Senior Portfolio
- 2019 Mark Baker-Sanchez | DONE | Best Advertising Campaign  
Mark Baker-Sanchez | DONE | Best Concept  
Jonathan Pinto | Best Website Design  
Hyunjung Yoo | Hallo | Best App Design  
Hyunjung Yoo | Hallo | Best Digital Integration  
Chien Lin | Best Junior Portfolio

- 2018 Annie Diaz | Cattle Track | Best Interactive | Best Mobile  
 Julieta Moran | Top Senior Portfolio  
 Kimberly Hanson | Second Senior Portfolio
- 2017 Sarah Congdon | Rocky Mountain Hiking Website  
 Jordan Crane | Neu App  
 Stephanie Embry | Adler Planetarium Website  
 Zabdiel Gonzalez | Ordo App  
 Megan Loh | Please Touch Museum  
 Megan Loh | Senior Portfolio  
 Jason Ortiz | Guru App | Top Mobile App  
 Jason Ortiz | Negro Leagues Museum | Website  
 Anna Price | Senior Portfolio | Awarded 2nd place portfolio  
 Anna Price | Library of Congress | Chairman's Choice  
 Anna Price | Library of Congress | Top Website  
 Anna Price | Benjo's Logo  
 Joanna Tang | Asgard Brewing Logo  
 Farrah Yoo | UNT Library App
- 2016 Cyrus Coleman | 3rd Place Senior Portfolio  
 Bret Hawkins | Senior Portfolio  
 Dermot Jiang | 2nd Place Senior Portfolio  
 Farrah Yoo | Top Junior Portfolio
- 2015 Michelle Ruiz | App Design | Best App Design  
 Amber Schmitzer | Stationery
- 2014 Jordan Hill | Stationery | Best Stationery
- 2013 Fancis Acuña | Self Promotion Stationery  
 Jennifer Jennings | Senior Portfolio  
 Bryan Lavery | Self Branding  
 Claire Morales | Senior Portfolio  
 Chad Smith | Best Senior Portfolio  
 Arthur Stewart | Stationery  
 Melissa Stammer | Self Promotion
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- ADOBE AWARDS**
- 2019 Hyejung Ko | UNDAP App | Social Impact Semifinalist
- 
- COMMUNICATION ARTS DESIGN ANNUAL 59**
- 2019 Hyejung Ko | Elvis Preseley's Graceland Website
- 
- COMMUNICATION ARTS MAGAZINE**
- 2016 Joanna Tang | Asgard Brewing Logo
- 
- CMYK MAGAZINE**
- 2014 Amy Nortman | Personal Logo

## STUDENT PLACEMENT

One of the things I am most proud of is the employment opportunities that my students have been offered over the years. Companies that have employed former students as designers include:

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American Airlines	Monotype
Condé Nast	Nautica
Collective Licensing International	Nike
Crispin Porter + Bogusky	Pentagram
Deloitte Digital	Smithsonian Museums
Dell	Starbucks
Deutsch	Stranger & Stranger
Fossil	Southwest Airlines
Gawker Media	Thomson Reuters
IDEO	United Airlines
LinkedIn	Verizon

Universities where former Graduate Students have taught:

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Baylor University	University of Reno
Fashion Institute of Technology	University of Illinois -Urbana Champaign
Miami University - Ohio	Virginia Tech
Southern Methodist University	

## SERVICE

### SERVICE TO THE INDUSTRY

#### REVIEWER

2022 *AIGA Dialectic Journal*  
AIGA

#### REVIEWER

2021 *AIGA Shift Virtual Summit Proceedings and Living Archives*  
AIGA

#### ADVISOR COUNCIL

2016-19 *UX Graduate Certificate Program Advisory Council*  
St. Lawrence College  
Kingston, Ontario

## SERVICE (continued)

REVIEWER

2017 *Design Educators Faculty Research Grant*  
AIGA

REVIEWER

2016 *Connexions: International Professional Communications Journal*  
Special Issue: Designing Professional Communications Across Cultures

REVIEWER

2016 *Design Educators Faculty Research Grant*  
AIGA

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**SERVICE TO THE UNIVERSITY**DESIGNER

2020-21 *MFA/BFA Online Student Exhibit*  
University of Notre Dame

COMMITTEE MEMBER

2015-16 *CLEAR: Evaluation of Classroom Response Technologies Committee*  
University of North Texas

PANEL MEMBER

2012-14 *New Faculty Orientation: Faculty Panel*  
University of North Texas

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**SERVICE TO THE COLLEGE**COMMITTEE MEMBER

2019 *Dean's Reappointment Committee*  
University of North Texas

CHAIR

2018-19 *Search Committee: Communication Design Faculty*  
University of North Texas

COMMITTEE MEMBER

2016-18 *Student Project Awards Committee*  
University of North Texas

CHAIR

2017-18 *Search Committee: Communication Design Faculty*  
University of North Texas

## SERVICE (continued)

COMMITTEE MEMBER  
2015-17 *College of Visual Arts and Design: Executive Committee*  
University of North Texas

COMMITTEE MEMBER  
2016-17 *Search Committee: Communication Design Faculty*  
University of North Texas

COMMITTEE MEMBER  
2016-17 *Search Committee: Game Design Faculty*  
University of North Texas

COMMITTEE MEMBER  
2015-16 *Travel Project Committee*  
University of North Texas

COMMITTEE MEMBER  
2014 *Search Committee: Web and social Media Strategist*  
University of North Texas

COMMITTEE MEMBER  
2013-14 *Search Committee: Communication Design Faculty*  
University of North Texas

COMMITTEE MEMBER  
2013-14 *Search Committee: Interior Design Faculty*  
University of North Texas

COMMITTEE MEMBER  
2012-13 *Gallery Visiting Artist and Scholar Committee*  
University of North Texas

CHAIR  
2012-13 *Search Committee: Communication Design Faculty*  
University of North Texas

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**SERVICE TO THE DEPARTMENT**

2020-PRESENT *Visual Communication Design Area Head*  
University of Notre Dame

2021-PRESENT *Visual Communication Design Faculty Search Chair*  
University of Notre Dame

## SERVICE (continued)

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**Graduate Thesis Committee Chair**

University of Notre Dame

2019-21 *Yuliya Fedorovych*2021-PRESENT *Grace Hamilton*

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**MFA Walk-Through Reviewer***I researched, coordinated, and hosted the design MFA reviewer for the fall 2021 MFA Walk-Throughs.*

University of Notre Dame

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**Departmental External Review Response**

University of Notre Dame

*I researched peer institution's curriculum, degrees, faculty, and other resources to contribute to the Design faculty's response to the External Review.*

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**Communication Design Program Coordinator**

University of North Texas

*In this role, I have helped our program implement a new UX Design track that will allow our curriculum to better span the breadth of the design discipline, without sacrificing the depth of knowledge necessary for traditional and emerging design practice. The track will increase our enrollment by at least 80 students when filled. In the past year, we have also added three full-time faculty, initiated an MA in Interaction Design at a campus in Frisco, Texas, and are in the process of developing a mobile and virtual testing lab.*

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**Communication Design Degree Curriculum**

University of North Texas

*I have worked with faculty and administration to plan, write, and obtain approval of ongoing curriculum updates for our Communication Design Degree.*

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**Communication Design Entry Portfolio Review Redesign**

University of North Texas

*I oversaw the redesign of the Communication Design Entry Portfolio Review. In 2017, over 200 applications were reviewed through two rounds. The initial online review included a series of required worksheets and an online portfolio. The second round review was an in-person group interview with an individual creative prompt.*

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**UX Design Track Curriculum**

University of North Texas

*I have worked with faculty and administration to plan, write, and obtain approval of curriculum for a new UX Design track in our undergraduate curriculum.*

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**MA in Interaction Design Curriculum and Promotion**

University of North Texas

*I have worked with faculty Michael Gibson and Keith Owens to plan, write, and obtain approval of curriculum for a new industry-focused MA program. In the summer of 2017, I oversaw the writing and design of a website for the MA program (unt-ixd.com).*



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**SERVICE TO THE COMMUNITY**

- 2021-PRESENT ***Youth Sponsor***  
Kern Road Mennonite Church  
South Bend, IN
- 2019 ***Elective Course: Logo Design***  
St. Joseph Grade School  
South Bend, IN
- 2018-19 ***Volunteer***  
The Pearson Project  
Denton, TX
- 2012-18 ***Youth Baseball Coach***  
Denton Boys Baseball  
Denton, TX
- 2014-18 ***Website, Brand, and Environmental Design***  
Denton Presbyterian Church  
Denton, TX