

JEFF CASE CURRICULUM VITAE

PO BOX 337
Lyndonville, VT 05851
802.745.9564

jeffrey.case@lyndonstate.edu
www.jeffcasedesign.com

EDUCATION

Master of Fine Arts, Visual Communications, 2009
University of Arizona, Tucson, AZ

Bachelor of Science, Fine Art with Graphic Design Emphasis, 2005
Southern Utah University, Cedar City, UT

TEACHING EXPERIENCE

Assistant Professor of Digital Media, Visual Arts (Tenure Track),
Lyndon State College
Aug. 2008–Present

Courses Taught: Intro to Digital Media, Web Design and Digital Imaging, Advanced Tools and Web Design, Web Special Interests (History of New Media and Story Telling Through Motion Design), Motion Typography, Advance Motion Graphics, E-Commerce Fundamentals, Non-linear Video Editing, and Intro to Animation

- Teach a broad range of courses in the BA, Digital Media, and BFA, Animation, programs to freshman thru senior level students.
- Facilitate interactive, practical learning by providing a forum for students to work with local businesses and the campus community, including the current development of a marketing web site commemorating Lyndon State's 100th anniversary in 2011.
- Initiate and advise digital media student internship opportunities, with funding from the Tillotson Grant and IWOW rural business program.
- Actively involved with curricular development and assessment, student advisement, recruitment and service on the Information Technology Committee.
- Serve as the faculty adviser to the campus graphic design club.

Graduate Teaching Assistant (teacher of record), University of Arizona

Course Taught: Design Studio I

Fall 2007, Spring 2008, Summer 2008

- Taught sophomore level course designed as preparation for application to the BFA visual communications program, and provided instruction about the fundamentals of design including typography, imagery, composition, cropping, and layout.
- Instructed students how to navigate and effectively use industry standard software including Photoshop and Illustrator to create their work.
- Emphasized the design process from beginning to end to the students and encouraged sketches, digital representation, revisions, proper printing, and matting.
- Responsible for grading students based on their understanding of course instruction, project delivery, and class participation.

Adjunct Faculty, Southern Utah University

Courses Taught: Web Design I, Web Design II, and Digital Imaging

Fall 2005, Spring 2006, Summer 2006

- Developed interactive multimedia course curriculum and support materials including classroom management and the establishment of student performance measurements, evaluations and critiques.
- Oversaw the instruction of web site design programs, including Dreamweaver, CSS, Flash, intermediate and advanced ActionScript, Image Ready, and Photoshop.
- Facilitated interactive, practical learning by providing a forum for students to work with local businesses.

PROFESSIONAL EXPERIENCE

Madden Media, Tucson, AZ

Web Designer

- Created graphical designs for user interface of Web sites, eBrochures, iBrochures, e-mail and other eTravel products and marketing campaigns for tourism bureau's of popular destinations like Chicago, Phoenix,

Palm Springs, Tucson, and Branson, MO.

- Consulted with the client liaison to evaluate individual project needs, prepared products/designs, checked proofs, and reviewed quality of final product before being released to the client.
- Researched, proposed and implemented new and more effective design and marketing solutions.

**Triestman Center for New Media, University of Arizona, Tucson, AZ,
Project Manager**

- Oversaw, planned, and developed projects at university digital arts research and development lab, which employs cutting—edge technology such as rapid prototyping, 3D scanning, web technologies and virtual reality.
- Invited to make presentations of research and project development to technology panel, at conferences, and to potential clients, on multiple occasions.
- Coordinated with clients requesting digital arts technology; developed ideas; suggested new or modified existing ideas; demonstrated graphic techniques and advised personnel on techniques and methods to use.
- Monitored jobs in progress, resolved technical problems, proofed material, and met project deadlines.

**Jeff Case Design LLC, Cedar City, UT
Graphic Designer**

- Formed a freelance graphic design company specializing in print advertisements, logo creations, interactive web sites, and business presentations.
- Conceptualized, constructed, and implemented design to meet the needs of clients in varied industries throughout the United States and Canada.
- Clientele includes the Astronomy Department at the University of Arizona, Vidacare Corporation, Vitaid Ltd., Good Neighbor Real Estate & Development, Academy Mortgage, Arbor Senior Care, Certified Insurance Inc. and SketchUp School.

LearnKey Inc., Cedar City, UT
Flash Animator / Graphic Designer

- Collaborated with a creative team to produce graphics and movie animations for Network Plus Communications, A+ Certification, and United States Military software tutorials.
- Assumed art direction responsibilities while creating educational software tutorials for the QuickBooks program.
- Increased production by becoming well versed in sound and video editing.
- Designed, built, and implemented Flash tutorials for the Human Resource Department.

EXHIBITIONS

Off The Fence, Quimby Gallery, Lyndon, VT, 2010 (solo)

NEVER THINK Small!, Climate Gallery, Long Island City, NY, 2009

MFA Thesis Exhibition, University of Arizona Museum of Art, Tucson, AZ, 2009

Lyndon State Faculty Show, Quimby Gallery, Lyndon, VT, 2008 & 2009

Virtual Reality Show, Misconceptions, Triestman Center For New Media, Tucson, AZ, 2006

SUU Faculty Show, Braithwaite Fine Arts Gallery, Cedar City, UT, 2006

SUU Senior Portfolio Show, Braithwaite Fine Arts Gallery, Cedar City, UT, 2005

SUU Centrum Pushpin Gallery, Cedar City, UT, 2004, 2005

CONFERENCES / WORKSHOPS

Media Modes, Critical Thinking at the Intersection of Art and Technology, Conference, New York City, NY, 2009

College Art Association's 97th Annual Conference, Los Angeles, CA, 2009

Photoshop World Conference, Las Vegas, NV, 04/2005

Three Days of FLASH Workshop – Brigham Young University, Provo, UT,
11/2003

GRANTS / SCHOLARSHIPS / ACHIEVEMENTS

Tillotson Grant, awarded for the development & advisement of student internships, 2009

Scholarship, School of Art, University of Arizona, Fall 2006, Spring 2007, Fall 2007, Spring 2008

Silver ADDY Award (regional), Web Site Design, “Arizona: The Golf State”, Madden Media design team, 2008

PRESENTATIONS

Guest Lecture, “Type in Motion” Coastal Carolina University, Conway, SC, 2009

Guest Lecture, “Art and Technology” Avila University, Kansas City, MO, 2009

Artist Presentation, Eastern Washington University, Ellensburg, WA, 2009

Federally Recognized Tribal Extension Program National Conference, Las Vegas, NV, 12/2006 (web site presenter)

Distinguished Scholar Event, Cedar City, UT, 2006

TECHNICAL SKILLS

Strong Command of both PC and Macintosh Platforms.

Highly Proficient in:

Indesign, Illustrator, Photoshop, Flash, Fireworks, Image Ready, Dreamweaver, Golive, AfterEffects, Final Cut Pro, Microsoft Suite, Quark Express, Soundbooth, ActionScript, CSS, HTML/XHTML

Experience with:

Virtual Reality C+, Linux OS, Maya, 3D Studio Max, Swift 3D, Premier, PHP, Javascript, Camtasia Studio

VOLUNTEER / INTERNATIONAL / INTERCULTURAL EXPERIENCE

Served a two-year pro-bono mission for The Church of Jesus Christ of Latter-day Saints in Bangkok, Thailand.

- Taught hundreds of Thai people in the Thai language.
- Taught the English language in local schools and to community members.
- Conducted training programs for local Thai leadership groups.
- Spent the majority of hours laboring in multiple Thai communities working in hospitals, with HIV patients, youths, on farms, etc.

PROFESSIONAL ORGANIZATIONS

American Institute of Graphic Arts
College Art Association