

SHERRI HAMILTON

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EDUCATION

1993-1997 **Nazareth College, Rochester, NY**
B.S., Studio Art
Concentration of study: Computer Graphics & Illustration

TEACHING EXPERIENCE

2018 - present **Nazareth College, Rochester, NY**
Department Chairperson, Art Department
Academic programs include Art Education, Art History, Studio Art, and Visual Communication Design

2014 - 2018 **Nazareth College, Rochester, NY**
Program Director, Visual Communication Design, Art Department

2012 - present **Nazareth College, Rochester, NY**
Assistant Professor in Professional Practice, Visual Communication Design, Art Department
Courses taught: ART-101 2D Design, AVCD-252 Typography I, AVCD-352 Typography II, AVCD-250 Graphic Design I, AVCD-251 Graphic Design II, AVCD-251L Graphics Lab II*, AVCD-360 Senior Portfolio and Presentation*, AVCD-365 Issues in Contemporary Design*, AVCD-451 Social Design*, AVCD-475 Directed Studio Problems**
*(*developed new course curriculum)*

2000 - '03, '11, '12 **Nazareth College, Rochester, NY**
Adjunct Instructor, Art Department
Courses taught: AVCD-251 Graphic Design II, AVCD-252 Typography I, AVCD-350 Advertising Design**
*(*developed new course curriculum)*

PROFESSIONAL EXPERIENCE

2000 - present **Independent Designer and Illustrator**
Art direction, graphic design, and illustration for contracted projects.

2011 - 2012 **Mirus Group, Pittsford, NY**
Creative Director
Creative service including creative direction, illustration, and design services; and client service including proposals, presentations, project management, estimating, and billing services. Core clients included Kodak/Consumer Inkjet Division, High Falls Brewery, Car-Freshner Corporation/Little Tree's Air Fresheners, CooperVision, and Wegmans Food Markets.

- 2005 - 2011 **Martino Flynn, Pittsford, NY**
 Senior Art Director
Art direction, design, and illustration services for print, web, and broadcast media for clients including MetLife Bank, Monroe Community College, Dick's Sporting Goods, High Falls Brewery, CooperVision, and Xerox.
- 1999 - 2005 **Mason Marketing, Penfield, NY**
 Creative Supervisor
Art direction design, illustration, and creative management services for print and web media. Management of full-time graphic designers, freelance designs, and student design interns. Healthcare sector clients included Bausch & Lomb, Home Diagnostics, Inc., and Getinge.
- 1997 - 1999 **ICE, Inc., Rochester, NY**
 Pre-press Graphic Artist
Production design, mechanical preparation, concept drawings, and assistance to art and creative directors.



PROFESSIONAL DEVELOPMENT

- 2018 Attendee, *Leading & Influencing as a Department Chair*, Academic Impressions Conference, New Orleans, LA
- 2018 Attendee, *Good Design Works*, UCDA Design Education Summit, Youngstown State University, Youngstown, OH
- 2016 Attendee, *Nuts and Bolts*, AIGA Design Educator's Conference, Bowling Green State University, Bowling Green, OH
- 2016 Certificate of Completion, Mental Health First Aid, Nazareth College
- 2015 Attendee, *AIGA Design Educator Dialogues*, Syracuse, NY
- 2015 Certificate of Completion, Master Advisor Pilot Program, Nazareth College
- 2015 Recipient, Summer Innovation Stipend: Adobe After Effects Training, Nazareth College
- 2014 Attendee, *Gain*, AIGA Design and Business Conference, New York, NY



GUEST LECTURES & WORKSHOPS

- 2018 Co-Presenter, *You Complete Me: Experiences with Interdisciplinary Team Teaching*, TIIL Presentation Series, Nazareth College, February 15
- 2014 - 2018 Presenter, *Graphic Letters Workshop: Designing the Way Words Look*, Greater Rochester Teen Book Festival, Nazareth College, annually in May
- 2016 Guest Lecturer, *Using Visuals to Communicate*, ART.Q-104 Visual Strategies, Nazareth College, February 23
- 2015 Guest Lecturer, *Design for Consumer Audiences*, MKT-365 Consumer Behavior, Nazareth College, April 14
- 2014 Presenter, *Top 10: Personal Work*, Faculty Colloquium Presentation Series, Nazareth College, October 28

HONORS AND AWARDS

- 2018 **Advisor Appreciation Award**, Nazareth College
- 2017 **Advisor Appreciation Award**, Nazareth College, 2 awards
- 2016 **University and College Designer's Association Design Competition**, *juried*
Award of Excellence, Nazareth College Visual and Performing Arts Poster
- 2016 **Rochester Advertising Federation ADDY Awards**, *juried*
Gold Award, Park Ave Summer Art Fest Poster
Silver Award, Nazareth College Visual and Performing Arts Poster
- 2015 **Rochester Advertising Federation ADDY Awards**, *juried*
Gold Award, Cohber Press FUEL Calendar "Spot" Illustration
- 2015 **Advisor Appreciation Award**, Nazareth College
- 2013 **Rochester Advertising Federation ADDY Awards**, *juried*
Silver Award, Hochstein School of Music & Dance "Speakeasy" Event Poster
- 2011 **Rochester Advertising Federation ADDY Awards**, *juried*
Gold Award, Breast Cancer Coalition of Rochester "Redefining Pink" Illustration (Martino Flynn, Agency)
Silver Award, Breast Cancer Coalition of Rochester "Redefining Pink" Poster (Martino Flynn, Agency)
Silver Award, Breast Cancer Coalition of Rochester "Will Not Define Me" Ad (Martino Flynn, Agency)
Silver Award, Martino Flynn "Crazy" Self-Promotional Ad (Martino Flynn, agency)
- 2011 **American Advertising Federation District 2 Northeast Region ADDY Awards**, *juried*
Silver Award, Breast Cancer Coalition of Rochester "Redefining Pink" Illustration (Martino Flynn, agency)

EXHIBITIONS

- 2012 - 2018 *Faculty Art Show*, Arts Center Gallery, Nazareth College, Annual Group Exhibition
- 2018 *Kinesis 50th Anniversary Alumni Exhibition*, Arts Center Gallery, Nazareth College, Group Exhibition, Juried
- 2016 *The Greater Good Social Design Invitational Exhibition*, Arts Center Gallery, Nazareth College, Group Exhibition, Juried
- 2015 *Women Bear It All: An Exhibition Exploring Stereotypes of Female Identity*, Institut Franco Américain, Rennes, France, Group Exhibition, Juried
- 2014 *Continuity Art Alumni Exhibition*, Arts Center Gallery, Nazareth College, Group Exhibition, Juried
- 2014 *3rd Intangible Cultural Heritage Expo*, Jinan, Shandong Province, China, International Group Exhibition
- 2013 *Design In The Working World Graphic Design Alumni Exhibition*, Colacino Gallery, Nazareth College, Group Exhibition, Juried

PROFESSIONAL ASSOCIATIONS

- 2013 - present Member, Rochester Advertising Federation
- 2012 - present Member, AIGA, The Professional Association for Design

SERVICE TO THE PROFESSION

- 2018 Judge, Northeast Pennsylvania American Advertising Federation *ADDY Awards*, invited
- 2016 - 2018 Proctor and Evaluator, *NOCTI National Advertising Design Exam*, EMCC BOCES Visual Communications & Photography Trade Program, Fairport, NY, *invited*
- 2013 - 2016 Education Chair and Board Member, Rochester Advertising Federation, *elected*. Coordinated student-related events and new initiatives for Rochester-area photography and graphic design college students, including: *Student Portfolio Night (2014, 2015, 2016)*, *"Creative Speed-Date" Professional Networking Event (2014, 2015, 2016)*, *"20-Minutes and a Pizza" Informational Event (2014, 2015)*, *Agency Crawl (2015, 2016)*, *Ernst & Young Student Scholarship Awards (2014, 2015)*, and *ADDY Awards student volunteers*. Coordinated Institutional Sponsorship with Nazareth College (Mid-Level 2015, Premier Level 2016) and a Tuition Reduction Agreement for enrollment of RAF members in Nazareth's M.S. Integrated Marketing Communications graduate program.
- 2016 Judge and Panelist, Rochester Business Journal *Best of The Web Awards*, *invited*
- 2014 Professional Reviewer, AIGA Student Portfolio Review, Monroe Community College, Rochester, NY, *invited*
- 2014 Member, Visual Communications & Photography Trade Program Professional Advisory Board, EMCC BOCES, Fairport, NY, *invited*
- 2013 Member, A.A.S. Graphic Design Professional Advisory Board, Finger Lakes Community College, Canandaigua, NY, *invited*

COLLEGE SERVICE, COMMITTEES & TASK FORCES

- 2017 - present Self-Study Writer and Institutional Coordinator, National Association of Schools of Art And Design (NASAD) Application for New Membership
- 2015 - present Member, Academic Advising Council, Nazareth College
- 2015 - present Member, Marketing Advisory Board, M.S. Integrated Marketing Communications, School of Management, Nazareth College
- 2012 - present Faculty Advisor, Visual Communication Design, Art Department
2017: 25 Majors / 1 Minor
2016: 33 Majors / 2 Minors
2015: 36 Majors / 6 Minors
2014: 47 Majors
2013: 25 Majors
2012: 14 Majors
- 2018 Search Committee Member, Assistant Professor In Communications & Media, English Department, *invited*

- 2018 Reviewer, Nazareth College Teaching Excellence Awards, *invited*
- 2017 Creative Director of Projections, *The Soldier's Tale*, Nazareth College Arts Center 50th Anniversary Celebration Production
- 2017 Search Committee Member, Assistant Professor In Metals/Gallery Director, Art Department
- 2013 - 2016 Faculty Advisor, Colleges Against Cancer Student UA Club
Included support and participation in the first-ever student-run Relay For Life benefit event held at Nazareth College, which raised over \$16,000 for the American Cancer Society.
- 2016 Co-Curator, *The Greater Good* Social Design Invitational Exhibition, Arts Center Gallery
- 2016 Search Committee Member, Assistant Director of Internships, Center for Life's Work, *invited*
- 2015 Event Coordinator, *Calligraphy Workshop with Kris Holmes*
- 2015 Judge, *Creative Activity And Research Showcase (Cars)*
- 2015 Exhibition Curator, *Women Bear It All*, Faculty and Student Art Exhibition, Institut Franco Américain, Rennes, France
- 2015 Search Committee Member, Assistant Professor In Visual Communication Design, Art Department
- 2015 Co-Producer and Director, *The Words Behind The Work* Video, produced for and displayed at the exhibition *Women Bear It All: An Exhibition Exploring Stereotypes of Female Identity*, Institut Franco Américain, Rennes, France
- 2014 Faculty Creative Advisor, Women of Ganondagan Educational Banners