

## stacy asher

2615 magnolia street, suite d oakland, california 94607

tel 415 312 7810 stacyasher@gmail.com

[www.stacyasher.com](http://www.stacyasher.com)



### Professional Experience

#### **Asher Design** Oakland, California

Designer / Creative Director - May, 2000 to present

Acquired and advised clients across numerous market segments. Developed marketing intelligence and strategy as it related to client needs and mission. Creative directed design and implementation of marketing materials integrating web presence and positioning. Developed integrated collateral in support of sales and/or client presence using online and traditional print production approaches.

#### **University of San Francisco** San Francisco, California

Assistant Professor - September, 2008 to present

Created course curriculum used to lead students through the process of integrating art and its relationship to personal and societal anthropology and behavior. Courses focused on developing a strong foundation in design, craft, composition, typography, and conceptual development and production. Curriculum included Design History, Design Theory/Critical Thinking, and Design Leadership. The tool sets provided were cutting edge digital design technologies and web based integration and experiential presentation. An integral effort of this process was to demonstrate how media channels effect "real" space and behaviorally influence its audience.

#### **Cabra Diseño** San Francisco, California

Designer / Research Assistant - May, 2001 to August, 2001

Assisted Design Principal with research, development and design of public service campaign for the San Francisco Aids Foundation / Gay Life + Black Brothers of Esteem. Provided field research for the production of an extensive Public Service Campaign for HIV prevention. Conceptualized and designed collateral within budget requirements.

#### **Steamboat Springs Arts Council** Steamboat Springs, Colorado

Executive Assistant for Programs - December, 1996 to May, 1999

Assisted the Executive Director with planning, coordinating, presentation and evaluation of SSAC programs, with emphasis on marketing and promotions. Responsible for written press releases, designed and produced all marketing materials including quarterly newsletters. Assisted Development Committee of the Board of Directors in identifying and implementing special events fund-raising. Worked with Visual Arts Committee with annual visual arts exhibition schedule.

#### **International Fine Art Expositions** Los Angeles, California /Stuart, Florida

Director of Publications - February, 1991 to May, 1994

Coordinated and monitored the production of all marketing and promotional materials for international art expositions firm. Developed production schedules and budgets for advertising and promotional needs for four annual art fairs: Art Miami, Art Chicago, Art New York, Art Asia Hong Kong. Conceptualized, designed and produced full-color, hard-bound catalogues, brochures, advertisements, press kits. Development and maintenance of direct mail databases. Acted as creative liaison to major charitable organizations for gala openings. Presented budget and marketing plans to principals for approval. Supervised creative staff of 5. Annual operating budget \$1.5 million.

Western Regional Director - May, 1994 to April, 1996

Responsible for recruiting galleries from western United States and Europe for participation in international art expositions held in Miami, Chicago, New York, Hong Kong. Coordinated general promotions for participating galleries.

Exposition Manager / Consultant - May, 1994 to April, 1997

Responsible for managing the general operations during show set-up, breakdown and exposition hours. Organized and directed all educational tours for the duration of the exhibition. Consult Director of Publications, maintaining client and service relations and budget requirements.

## Teaching Experience

### **Ohio University** Athens, Ohio

Assistant Professor - September, 2003 to July, 2008

Implementing curriculum in design theory, communication theory, typography, graphic form, layout, and systems design. Responsible for development of objectives, curriculum and class structure for courses in Principles of Graphic Design, Visual Form, Multi-Media I: Video / DVD Production [Final Cut Pro, After Effects, DVD Studio Pro] Multi Media II: time-based interactive [Flash, Dreamweaver]

### **The University of Dayton** Dayton, Ohio

Visiting Assistant Professor - August, 2002 to May, 2003

Responsibilities include commitment to teaching undergraduates, curriculum development, leadership within the Visual Communication Design and Fine Art departments. Responsible for development of objectives, curriculum and class structure for courses in Visual Form, Multi-Media I [Final Cut Pro, After Effects, Sound Edit 16, Pro-tools] Multi Media II [Flash, Dreamweaver], Video for Artists, and Design Processes and Concepts.

### **California College of the Arts** San Francisco, California

Teaching Assistant [Undergraduate Design Department] - August, 2001 to December, 2001

Assisted Professor with the instruction of senior level Graphic Design coursework. Implemented curriculum involving advanced time based media [sound and video]. Assisted students with the production of experimental sound and film/video projects while introducing historical and contemporary video works.

### **Metropolitan State College of Denver** Denver, Colorado

Area Coordinator [Communication Design Department] - August, 1999 to May, 2000

Taught courses in Communication Design, including Typography, Identity Design, and Advanced Publication Design. Coordinated programs: supervised part-time faculty, developed and monitored budgets, tracked and implemented curriculum, as well as monitored field based programs for advanced students. Performed responsibilities of full-time faculty including: professional development, college and community service.

Instructor [Communication Design Department] - January, 1999 to August, 1999

Instructed students in Advanced Publication Design theory and methods. Responsible for development of objectives, curriculum and class structure.

**Education**

MFA, Design, 2002 [honors]  
California College of the Arts [formerly California College of Arts and Crafts]  
San Francisco, California  
Thesis Title: "A Branding Experiment: the Poetics of Intentional Ambiguity"  
Thesis Advisors: Geoff Kaplan, Gwen Allen, Lucille Tenazas

Maine College of Art Summer Institute in Graphic Design, 1999  
Portland, Maine

University of Colorado / Boulder, 1999  
Boulder, Colorado, Graduate coursework in print making and digital imaging

BA in Integrated Studies, 1989 [honors]  
University of Nebraska - Lincoln  
Lincoln, Nebraska  
Double Major: Biology and Fine Art [drawing emphasis]

**Technical Knowledge**

Extensive knowledge in both Mac and PC environments. Graphic applications include: Adobe CS3/CS4  
In-Design, Illustrator, Photoshop, Acrobat, After Effects, Flash, Dreamweaver. Fireworks.  
Final Cut Pro, DVD Studio Pro, Quark Xpress

Knowledgeable in black and white and color photography, digital video editing, electronic pre-press and  
print production, screenprinting and lithography.

Qualifications include:

Strong working knowledge of Adobe Creative Suite CS4.  
General working knowledge of HTML and CSS.  
Capacity to work both quickly and accurately under deadline.  
Demonstrated knowledge of print and web production parameters.  
Proven ability to produce and prepare existing electronic files for pre-press release.  
Familiarity with master pages, style sheet usage and book files in InDesign.  
Familiarity generating and working with interactive PDF files.  
Good eye for detail, deep sense of personal responsibility, and desire to create a quality end-product.

**Awards and Honors**

All College Honors Award - Design, 2001  
California College of Arts and Crafts

Graduate Merit Scholarship - Design, 2001 - 2002  
California College of Arts and Crafts

CCAC Scholarship, 2001 - 2002  
California College of Arts and Crafts

**Affiliations**

American Institute of Graphic Arts [AIGA]  
College Art Association [CAA]

## Exhibition Record

Pink Dot Experiment  
Southern Exposure / Intersection for the Arts  
San Francisco, California  
December 01, 2007

Crafting a Vision for Art, Equity and Civic Engagement  
California College of the Arts  
Center for Art and Public Life  
Pink Dot Experiment Documentation  
Oliver Art Center Tecoa Bruce Galleries  
November 2, 3, 4, 2006  
Oakland, California

Pink Dot Experiment  
Visiting Artist / Guest Lecturer  
Morehead State University  
Morehead, Kentucky  
October 4, 2006

Intervention in the Heartland  
Pink Dot Experiment  
National Womens Studies Association Annual Conference  
June 17, 2006  
Oakland, California

Black Wonder  
VERSION 06  
April 29 - May 2, 2006  
Chicago, Illinois

Understanding the World Through Wonder  
National Bioethics Conference  
April 8 - 11, 2006  
Chicago, Illinois

Understanding the World Through Wonder  
Centro I Design, Film, Television  
Mexico City, Mexico  
February 2006  
<http://www.centro.org.mx/>

New Genre Art. September 2005  
Pink Dot Experiment  
Ohio University Art Gallery

Cultural Studies Conference  
Understanding the World Through Wonder  
Kansas State University  
<http://www.k-state.edu/english/symposium/2005/sched.html>

San Jose Works Queer Arts Festival, 2004  
body commodities/queer packaging  
sexualized identity in popular media

"All College Honors Award Exhibition"  
September, 2001  
California College of Arts and Crafts

"The Teaching Project", 2002  
representing a body of drawings and photographs  
produced with 1st grade students at Oxford School  
Berkeley Unified School District Superintendents Building  
Berkeley, California

"Knowing your Faculties:  
Metropolitan State College of Denver Faculty Exhibition"  
October, 1999  
Emmanuel Gallery, Auraria Campus  
Denver, Colorado

Galeria de Arte José Clemente Orozco  
de la Escuela Nacional Preparatori  
October, 1999  
Mexico City, Mexico

Galeria Rancho de Comate Cuitolco  
October, 1999  
Tenango, Mexico