

DANIELLE FOUSHEE

PROFESSIONAL EXPERIENCE

The Fashion Institute of Design & Merchandising (FIDM) 2000-Current
Brand Manager & Art Director

Accomplishments:

- Student enrollment increased 300% under my art direction.
- Raised the college's visibility nationally with numerous award-winning designs.
- Set the overall tone and visual styles for the college's print and web communications.
- Invented new design directions for the college catalog, view books, and campaigns.

Responsibilities Include:

- Research and draft proposals for a new brand strategy for the college.
- Lead the Publications Department to implement new branding styles through the design of a new college catalog and various high-profile marketing materials—college view books, brochures, magazines, invitations, and posters.
- Collaborate with multiple in-house clients to unify the college's communications.
- Art direct and manage in-house designers, freelancers, and photographers.
- Member of *Creative Leadership Council*: a group of senior team members envisioning and implementing new programs and processes to improve the college's graphic identity and communications efficiency.
- Manage project budgets up to \$300,000.
- Create original illustrations and write/edit copy for projects as needed.

Friends of McInnis Canyons National Conservation Area (FMC) 2007-Current
Membership & Development Consultant

Accomplishments:

- Membership quadrupled in under one year.
- Implemented a variety of new programs for members including volunteer projects, social mixers, outdoor activities, and educational programs.
- Created a vibrant community of local outdoor enthusiasts who care about conserving public lands in western Colorado.
- Generated relationships and partnerships with compatible organizations such as the Colorado Environmental Coalition and the Tamarisk Coalition, among others.

Responsibilities Include:

- Provide information to the public about recreation and stewardship opportunities within McInnis Canyons National Conservation Area.
- Work with and advise the organization's board to grow membership, develop programs, and create communications that enhance the FMC brand awareness.
- Act as liaison between the FMC and the Federal Bureau of Land Management.
- Develop promotions and communications to the local public.
- Write and design tri-annual FMC Newsletter and update the FMC web site.

The Museum of Contemporary Art, Los Angeles (MOCA) 1998-2000
Graphic Designer

Accomplishments:

- Initiated a new direction for the museum's visual brand.
- Participated in the museum's overall strategic planning process.

Responsibilities Included:

- Supervised schedules and traffic in the museum's design office.
- Prepared proposals and budgets for large-scale projects such as web sites, building signage, and magazines.
- Designed all types of museum communications—invitations, press kits, gallery guides, education materials, letterhead, and annual reports, etc.

CONTACT

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EDUCATION

Cranbrook Academy of Art 1998
Master of Fine Arts
Graphic Design. Merit Scholar

North Carolina State University 1996
Bachelor of Environmental Design
Graphic Design. Magna Cum Laude

North Carolina School of the Arts
Visual Arts Program

CONTINUING EDUCATION

Illinois Institute of Technology 2008
Summer Design Camp (Conducting field research, transforming insights into innovations, and rapid prototyping)

Maine College of Art 2002
Summer Institute in Graphic Design (Incorporating observations of place into complex design concepts)

AWARDS

HOW magazine's InHOWse Design Awards. 2008

Graphic Design USA

Awards of Excellence. 2006, 07, 08

University & College Designers' Association

Awards of Excellence. 2002, 03, 04, 05, 07

Sappi Printer of the Year

Silver medalist with Anderson Printing. 2006

HOW magazine's International Design Annual. 2004

AIGA. Art/Design/LA Exhibit, Best of Show
Harold's Gallery at InSync Media. 2003

American Center for Design.

100 Show award, 22nd annual. 1999

PROFESSIONAL EXPERIENCE (continued)

Freelance Branding & Design Consultant 1995–Current

BRANDING / IDENTITY

- McInnis Canyons National Conservation Area.** Design new logo.
- Stylish Affairs.** Create logotype, stationery system, and promo card.
- The Arts Edge.** Create logotype, stationery system, and web site.
- FashionClub.com.** Create logo, stationery system, invitations, and t-shirts.
- X-Tra magazine.** Create logo, stationery system, and X-tra Volume 4.
- Adam Wheeler Design.** Create logotype, stationery system, and web site.
- Umstead Coalition.** Design logo and stationery system.

PUBLICATIONS

- Chronicle Books.** Jacket and body design: *Don't Just Stand There: How to Be Helpful, Clued-In, Supportive, Engaged, Meaningful, and Relevant in the Delivery Room*
- UCLA English Department** with N. Katherine Hayles. Book jacket and body design: *Nanoculture: Implications of the New Technoscience*
- WriteGirl.** Book jacket and body design: *Nothing Held Back: The Voices of WriteGirl*
- CTC Board Railroads Illustrated magazine.** Total re-design emphasizing fine-art photography and creating unity throughout the magazine.

COLLATERAL / PROMOTIONS

- Bureau of Land Management (U.S. Department of the Interior).** Brochure designs.
- Sega/GameWorks (a division of DreamWorks).** Illustrate and design wide range of promotional materials—posters, billboards, advertisements, and point-of-purchase items.
- Myriad Pictures with Bartel Design.** Design summer distribution catalog.
- Burton Snowboards.** Design concepts for a new line of women's snowboards.
- Nike with Weiden & Kennedy and Words & Pictures for Business and Culture.** Designed magazine ads for a Nike Asia advertising campaign.
- BRC Imagination Arts.** Create proposal book for United States experiential exhibition at the World's Fair in Shanghai, China.
- Angeles National Forest, Chilao Visitor Center.** Design trail guides and info displays.
- The Boston Conservatory.** College view book design.
- Art Center College of Design.** Design brochure for scholarship fund raising campaign.
- Cranbrook Art Museum.** Design a variety of materials for museum events—invitations, postcards, and exhibition signage.
- MAK Center at the Schindler House.** Design invitation, map, and tickets for a weekend symposium about the architecture of R.M. Schindler.
- Archive: Anne Walsh & Chris Kubick, artists.** Design CD packaging for their show at the 2002 Whitney Biennial Art Exhibition.
- Fred Page Art.** Design invitation for art show in this collector's home.
- Cranium 360 Marketing Group.** Design concepts for Home Loan State Bank advertising campaign.
- Westwood Insurance.** Create new auto/homeowners insurance brochure.
- Skin Care & Body Work Day Spa.** Create building signage.
- Yoga Vinyassa.** Create advertising materials for grand opening—posters, flyers, newspaper advertisements.
- Root Development.** Simple web site design.
- UCLA Design | Media Arts Department** with Victoria Vesna. Design materials in conjunction with the *Nano* exhibition at the Los Angeles County Museum of Art.
- American Liver Foundation, Los Angeles chapter.** Pro-bono consulting on fund raising gala invitation.

WORK PUBLISHED

- Design for Special Events* 2008
- Graphis Design Annual* 2007
- The Big Book of Graphic Design* 2007
- Best of Business Card Design* 7 2006
- Best of Brochure Design* 8 2005
- Color Management* 2005
- 1000 Type Treatments* 2005
- Communication Arts magazine* 2004
- Design Rules for Letterheads* 2004
- Typographics* 5 2003
- Big Ideas* 2002
- Big Type* 2002
- Page Layout* 2001
- Matiz magazine* 1998
- Whereishere* 1998

EXHIBITIONS

- Sun Worshippers and Junk Yard Dogs**
The Art Center, Grand Junction, Colorado. 2009
- Image & Word**
The Art Center, Highland Park, Illinois. 2009
- Colorado Mountain Winefest Exhibition**
Blue Pig Gallery, Palisade, Colorado. 2009
- Alphabet**
Post Typography, Traveling nationally. 2005–09
- For The Love of Letters**
Massachusetts College of Art. 2006
- I Profess: Posters about Teaching Philosophies (Scene)** *Metrospace*, East Lansing, Michigan. 2004
- Fresh: A New Faculty Exhibition**
Utah State University. 2004
- Graduate Degree Show & Summer Exhibition**
Cranbrook Art Museum. 1998
- Immedia Hybrid Digital Media**
University of Michigan. 1997
- Practical and Theoretical in New Media Design**
Eastern Michigan University. 1997
- How We Learn What We Learn**
The School of Visual Arts, New York. 1997

TEACHING EXPERIENCE

Mesa State College 2008-Current

Adjunct Professor

Typography
Advertising Design
Yoga & Relaxation

University of Southern California (USC) 2005-2007

Adjunct Professor

Typography

Art Center College of Design 1999-2002 and 2004-2005

Lecturer

Advanced Graphics I
Typography 1: Structure
Typography 3: Voice
Typography 4: Experimental
Independent Studies

Participated in restructuring the typography curriculum in 2002.

Organized exhibitions of student work.

Student work chosen for *Type Directors' Club 24th Annual Design Awards*.

Utah State University 2003-2004

Assistant Professor

Taught core courses in the graphic design curriculum.

Participated in curriculum planning for Graphic Design emphasis area.

Served the art department and university through committee work.

Advised undergraduates and served on MFA candidate committees.

Invited and hosted guest speakers.

Organized exhibits/events.

University of California, Los Angeles (UCLA) 2002-2003

Lecturer

Dynamic Typography
Integrative Typography
Special Topics
Independent Studies

Otis College of Art and Design 2000-2002

Senior Lecturer

Senior Thesis Research Seminar
Communication Studio III
Communication Studio IV

DESIGN COMMUNITY INVOLVEMENT

Cranbrookdesign.com. *Contributor.* Ongoing

Woodbury University. *Guest critic, Senior portfolios.* 2006

AIGA Student Portfolio Day, Los Angeles. *Guest portfolio critic.* 2003

Eastern Michigan University. *Juror, American Center for Design Student Show.* 1997

PRESENTATIONS

AIGA's *FutureHistory* Educators' Conference

Panelist, Chicago, IL. 2004

Reconsidering the Discipline: Addressing Design Education from Multiple Perspectives

North Carolina State University, Guest Speaker

College of Design, Raleigh, NC. 2004

California Institute of the Arts, Guest Speaker

Valencia, CA. 2004

Art Center College of Design, Panelist

Business Dialogue Series. 2003

Utah State University, Guest Speaker

Logan, UT. 2003

California Polytechnic University, Guest Speaker

Pomona, CA. 1999

North Carolina State University, Presenter

Women's Studies Conference. 1999

Converging Terrains: Gender, Technology, Environment, & the Body

School of the Art Institute, Chicago,

Guest critic, 1998

Fabrics of Benetton. Presenter

Venice, Italy, 1997

AFFILIATIONS / OTHER

American Institute of Graphic Artists

Western Colorado Art Center

NC State Alumni Association

Certified Yoga Teacher

Natural Resources Defense Council

Sierra Club

Southern Utah Wilderness Alliance