

g Gary Meacher

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Education

Cleveland State University *Cleveland, Ohio*
Bachelor of Arts | Concentration Graphic Design
Minor | Marketing
May 2008

Kent State University *Kent, Ohio*
Masters of Fine Art | Visual Communication Design (terminal degree)
Graduate Certificate | User Experience Design
Expected Graduation Date: May 2012

Assistantship

Graduate Teaching Assistant *Kent State University*
Assisted in the following course:
Visual Communication Design 1, *Fall 2010*
Taught the following course:
Advanced Visual Design Media, *Spring 2011*

Teaching Experience

Cuyahoga Community College *Parma, Ohio*
Adjunct Faculty | Visual Communications & Design Department

Spring 2009 — Macintosh Basics (2 sections)
This class is an introduction to the Macintosh operating system, word processing, and technology best practices.
I was responsible for re-creating and implementing the syllabus and projects in this course.

Fall 2009 — Macintosh Basics (2 sections)
This class is an introduction to the Macintosh operating system, word processing, and technology best practices.

Fall 2010 — Macintosh Basics
This class is an introduction to the Macintosh operating system, word processing, and technology best practices.

Summer 2011 — Macintosh Basics
This class is an introduction to the Macintosh operating system, word processing, and technology best practices.

Spring 2011 — Macintosh Basics
This class is an introduction to the Macintosh operating system, word processing, and technology best practices.

Spring 2011 — Media Design
This class focuses on electronic media, including motion, web, and mobile applications. Three major projects are assigned to encourage the students to focus on user centered design and end user experiences with an emphasis on design research: movie trailer, website, and mobile application with a paired web campaign.
I was responsible for re-creating and implementing the syllabus and projects in this course.

Fall 2011 — Digital Studio Basics
This class is an introduction to the Macintosh operating system and the Adobe Creative Suite of software including: Bridge, Photoshop, Illustrator, and InDesign.
I was responsible for creating and implementing the syllabus and projects in this course and consulted on the course objectives during the curriculum redesign.



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Teaching Experience

(continued)

Cleveland State University *Cleveland, Ohio*

Adjunct Faculty | Art Department

Fall 2010 — Intro to Mac

This class is an introduction to the Macintosh operating system and the Adobe Creative Suite of software including: Bridge, Photoshop, Illustrator, and InDesign.

I was responsible for re-creating and implementing the syllabus and projects in this course.

Spring 2011 — Intro to Mac

This class is an introduction to the Macintosh operating system and the Adobe Creative Suite of software including: Bridge, Photoshop, Illustrator, and InDesign.

Fall 2011 — Intro to Mac

This class is an introduction to the Macintosh operating system and the Adobe Creative Suite of software including: Bridge, Photoshop, Illustrator, and InDesign.

Spring 2012 — Intro to Mac

This class is an introduction to the Macintosh operating system and the Adobe Creative Suite of software including: Bridge, Photoshop, Illustrator, and InDesign.

Kent State University *Kent, Ohio*

Adjunct Faculty | Visual Communication Design Department

Spring 2011 — Visual Design Media (Online via Blackboard)

This class introduces non-design major students to the Macintosh OSX operating system and the Adobe Creative Suite of products including: Bridge, Photoshop, Illustrator, and InDesign. Introductory critiques on basic composition, layout, and typography for 3 projects: business card, flyer, and cookbook.

Summer 2011 — Basic Computer

This class introduces the students to the Macintosh OSX operating system and the Adobe Creative Suite of products including: Bridge, Photoshop, Illustrator, and InDesign. Introductory critiques on basic composition, layout, and typography for 3 projects: album cover, magazine cover, and cookbook.

Fall 2011 — Basic Computer

This class introduces the students to the Macintosh OSX operating system and the Adobe Creative Suite of products including: Bridge, Photoshop, Illustrator, and InDesign. Introductory critiques on basic composition, layout, and typography for 3 projects: album cover, magazine cover, and cookbook.

Apple, Inc. *Westlake, Ohio*

Creative (Personal Trainer) | August 2008 — August 2010

One to One Sessions

Hour long sessions catered to Adult Education. Student lead learning environment empowering the member to be independent in their computer use.

Workshops and Field Trips

2 - 3 hour facilitated learning environment to large groups of customers of all ages.

Tasks are demonstrated and guided towards specific goals in varying subjects.

Personal Projects

4 hour user driven learning sessions. Open subjects catered towards member goals.



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Professional Experience

Cleveland State University | Art Department *Cleveland, Ohio*

Digital Art Technician

November 2011 — Current

Tech support for all hardware/software used within the Art Department. Equipment maintenance and management. Consultation on new equipment purchases and technology for instructional and artistic use.

The Tannery *Kent, Ohio*

Creative Director/Graphic Designer

August 2011 — May 2012

Mentorship of undergraduate interns in graphic design, marketing, and professional practices. Internal research, user testing, and design for the existing client base.

Apple, Inc. *Westlake, Ohio*

Creative (Personal Trainer)

August 2008 — August 2010

Facilitated student fieldtrips and public workshops in the use of Apple software and hardware. Conducted personal training sessions on best practices of Apple equipment and software applications, as well as consultation of customer projects and personal goals. Mentored other employees, educating them on software and hardware applications so they may better demonstrate products to customers. Provided technical support to clients through Genius Bar appointments, troubleshooting any hardware or software issues related to Apple small devices (iPod, iPhone, and iPad).

Freelance *Cleveland, Ohio*

Graphic Design and Illustration

August 2007 — Current

Maintain a project from research and conceptualizing to design and implementation. Clients include: Trends International LLC., Cleveland State University, ThoughtWorks LTD., Veterans Contracting, Davis Flooring Systems, 21st Century Concrete, and Cleveland Social Ventures Partners.

Vindicator Multicultural Magazine *Cleveland, Ohio*

Art Director/Graphic Designer

May 2007 — May 2008

Responsible for production of a 50 page magazine. Cover design, page layouts, and art/photo direction to photographers and other graphic designers to ensure a unifying direction in each issue. Managed a tight monthly production schedule.

Research Interests

Focal points:

- Memory
- Learning Styles
- User centered design
- Designing for information retention/recall
- Developing a note-taking interface (analog and digital) to take advantage of proven techniques and design conventions for optimal retention
- Using technology as an educational tool inside and outside the classroom



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Certifications

Apple Creative (Personal Trainer)

Achieved after an Apple Corporate extensive training program, observational period, and proctored exam.

Qualified to educate/train on all Apple devices and software programs. Specialized training on Adult Education, large group facilitation, brand consistency, and client relationship management.

Apple Small Devices (iPod/iPhone/iPad)

Achieved after a proctored and Apple Corporate sponsored exam.

Extensive operation, troubleshooting, and repair of all iPod, iPhone, and iPad models.

Apple iLife

Achieved after a proctored and Apple Corporate sponsored exam.

iLife Software suite: iPhoto, iMovie, Garageband, iDVD, and iTunes

Apple iWork

Achieved after a proctored and Apple Corporate sponsored exam.

iWork Software suite: Pages, Keynote, and Numbers

Apple Aperture

Achieved after a proctored and Apple Corporate sponsored exam.

Apple's professional level photography application, Aperture.

Technical Abilities

Software Advanced Knowledge

- Macintosh OSX Operating System
- Apple iLife: iPhoto, iMovie, Garageband, iDVD, and iTunes
- Apple iWork: Pages, Keynote, and Numbers
- Microsoft Office: Word, Powerpoint, and Excel
- Adobe Creative Suite: Photoshop, Illustrator, InDesign, and Bridge
- Aperture
- OmniGraffle Professional
- Blackboard Online Learning

Software Intermediate Knowledge

- Windows Operating System
- Adobe Dreamweaver
- Adobe Flash
- Wordpress Content Management
- HTML
- CSS



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Community Involvement

UPA | Usability Professionals Association

January 2011 — Current

Student Member | Northeast Ohio Chapter

Attend events revolving around user experience design, usability, user testing, and related technology.

Volunteered for the World Usability Day 2010, 2011 conferences.

AIGA | The Professional Association for Design

October 2010 — Current

Student Member

Volunteer/attend events revolving around design, research, sustainability, craft, and education.

September 2008 — May 2009

Assistant Interactive Chair | Cleveland Chapter

Volunteer for events that help educate the community on the value of design and create a camaraderie within the Cleveland graphic design market. Major contributions include the design and implementation of e-newsletters and web based advertising.

August 2007 — May 2008

President | Cleveland State University Student Chapter

Organized a series of meetings to create awareness for local design communities and educate emerging professionals on the value of design. Volunteered to educate underprivileged children in the career path of design.

CCA | College Art Association

Student Member

November 2011 — Current

iPad Workshop August 2011

Instructor

Lecture, demo, and Q&A session revolving around the instructional use of the iPad and related applications to the Cleveland State University Art Department Faculty and Staff.

AIGA Portfolio Review

Professional Reviewer

2008, 2009, 2010, 2011

Cuyahoga Community College Senior Portfolio Review

Professional Reviewer

2011

AAF | American Advertising Federation

Designer | Cleveland State University Student Chapter

August 2007 — May 2008

Responsible for the design and layout of a marketing plan book for AOL Time Warner to be submitted to The National Student Advertising Competition.