



EDUCATION

- 2016** **MFA - GRAPHIC DESIGN**
SAVANNAH COLLEGE OF ART AND DESIGN, Savannah, GA
Thesis Research: *Democratizing Innovation: Design as Part of a Liberal Education*
- 2005** **BFA - GRAPHIC DESIGN**
EASTERN KENTUCKY UNIVERSITY, Richmond, KY

TEACHING INTERESTS

Creative problem-solving, visual communication principles and theories, user experience, service-learning, human-centered research methods, prototyping, design software

ACADEMIC AND PROFESSIONAL EXPERIENCE

- 2018** **PRINCIPAL GRAPHIC DESIGNER / COLLEGE OF DESIGN**
UNIVERSITY OF KENTUCKY, Lexington, KY
Build and maintain consistent visual brand for the College of Design across a wide range of print and digital media. Maintain and update college website. Develop promotional materials for all programs within the College. Work with Communications Director to promote and document college events. Develop and teach new courses for Digital Design Literacy online certificate and Product Design degree program.
- 2017** **POSTGRADUATE FELLOW - GRAPHIC DESIGN / COLLEGE OF DESIGN**
UNIVERSITY OF KENTUCKY, Lexington, KY
Expanded visual brand for the College of Design across a wide range of print and digital media. Developed recruitment and marketing materials for Architecture, Interiors and Historic Preservation. Worked with Communications Director to promote college lectures, symposia and other events. Assisted with curriculum development for Product Design program.
- 2013** **ASSISTANT PROFESSOR / INFORMATION MANAGEMENT AND DESIGN**
BLUEGRASS COMMUNITY AND TECHNICAL COLLEGE, Lexington, KY
Taught minimum of 15 credit hours per semester. Taught on campus, online, and hybrid courses. Provided academic advising to students. Coordinated service-learning projects. Developed online course content. Coordinated textbooks and digital learning resources for seven courses.
- 2010** **INSTRUCTOR / INFORMATION MANAGEMENT AND DESIGN**
BLUEGRASS COMMUNITY AND TECHNICAL COLLEGE, Lexington, KY
Taught minimum of 15 credit hours per semester. Provided academic advising to students. Developed and piloted two courses — Advanced Photoshop and Typography — for inclusion in the IMD Graphic Design degree requirements.

2008 **INFORMATION SERVICES DIRECTOR / HUMAN DEVELOPMENT INSTITUTE**
UNIVERSITY OF KENTUCKY, Lexington, KY
Coordinated information dissemination and managed design services for over 40 grant-funded projects. Created annual reports, newsletters and research briefs, flyers, brochures, logos, tradeshow displays, and other print and digital materials as necessary.

2005 **GRAPHIC DESIGNER**
INTRINZIC MARKETING + DESIGN, Cincinnati, OH
Created branding, print and digital advertising materials for a variety of local and national clients, including Acuvue, Anthem, and US Bank. Coordinated printing and production.

CURRICULUM DEVELOPMENT

2019 Developed **DES 385: Understanding Websites**, a new course for the online Digital Design Literacy certificate program beginning Spring 2020. Students in this course are introduced to website-building platforms that require little to no coding experience, as well as how to create effective websites utilizing principles of visual communication and user experience design.

2018 Developed two new courses for the Product Design program at the UK College of Design: **Introduction to User Experience** and **User Experience + Interface Design**. Students in these courses are introduced to basic principles of user experience and user interface design.

2012 Developed and piloted **IMD 277: Typography** for inclusion in the Graphic Design AAS degree requirements. Students in this course examine the use of typography in the context of graphic design and explore the importance of type as a tool for visual problem solving and communication.

2012 Developed and piloted **IMD 228: Advanced Photoshop** for inclusion in the Graphic Design AAS degree requirements. Students in this course develop advanced skills manipulating and editing raster and vector graphics using industry-standard application(s).

2012 Updated **IMD 290: Photography** to emphasize digital SLR photography over traditional film.

2011 Updated **IMD 115: Introduction to Graphic Design** to reflect industry changes and emphasize visual communication principles and creative problem-solving techniques in addition to design software instruction.

TEACHING EXPERIENCE

Understanding Websites (DES 385)

Photography (IMD 290)

Graphic Design Portfolio (IMD 280)

Typography IMD (277)

Advanced Photoshop IMD (228)

Microsoft Office (IMD 210)

Introduction to Photoshop (IMD 128)
Introduction to InDesign (IMD 126)
Introduction to Graphic Design
(IMD 115)

Introduction to Information Systems
(OST 105)
Digital Information and Communication
(IMD 100)

PUBLICATIONS

Livingston, Daniel. *Democratizing Innovation: Design as Part of a Liberal Education*. MFA thesis, Savannah College of Art and Design, 2016.

MFA thesis argued that specific elements of design education — design thinking, human-centered research, and visual communication principles — can benefit students of non-design disciplines through the development of 21st-century skills such as critical thinking, creativity, and multi-disciplinary collaboration.

SERVICE TO PROFESSION

- 2017–current** Director of Public Service, AAF Lexington Board of Directors
- 2011–current** Member, American Advertising Federation (AAF) Lexington Chapter
- 2017** Assisted with coordination of AAF Lexington’s Interactive Social 4 design and tech conference
- 2012–2016** Director of Education, AAF Lexington Board of Directors
- 2012–2016** Assisted with planning and coordination of monthly events for AAF Lexington. Guest speakers included Matt Stevens, Aaron Draplin, Kit Hinrich, Mike Hemingway, and Hans Neubert
- 2015** Attended “Spaces of Learning,” AIGA Design Educators conference, Toronto
- 2015** Attended AAF Lexington’s Interactive Social 2 half-day design and technology conference
- 2014–2015** Presented student scholarships during American Advertising Awards ceremonies
- 2014–2015** Member, AAF Lexington Scholarship Committee
- 2014** Attended and assisted with development of AAF Lexington’s inaugural Interactive Social design and technology conference
- 2011–2013** Member, National Association of Photoshop Professionals
- 2012** Attended advanced Photoshop seminar led by Matt Kloskowski, Indianapolis
- 2012** Consultant, AAF Lexington website redesign
- 2010** Attended “Designing Obama,” event sponsored by the Louisville Graphic Design Association featuring design directors of Barack Obama’s 2008 presidential campaign
- 2006** Portfolio Judge, AIGA Regional College Design Showcase, Cincinnati

SERVICE TO ACADEMIC INSTITUTION

- 2018–current** Ex officio member, College of Design Media Committee
- 2012–2017** Member, BCTC College Arts in Focus Committee
- 2013–2016** Member, Academic Division Professional Development Committee
- 2015** Designed environmental graphics for new First Year Experience Center, Cooper Dr. campus
- 2015** Designed promotional materials for Information Management and Design program
- 2012–2014** Alternate Representative, College Faculty Council
- 2014** Designed BCTC 75th Anniversary book, gathered imagery from various photo archives
- 2014** Presenter, Super Someday college overview for high school seniors
- 2013** Member, Search Committee for BCTC PR Specialist
- 2013** Assisted College Public Information and Marketing Department with print and digital design needs, training of new PR specialist
- 2013** Member, Search Committee for BCTC Director of Advancement
- 2013** Member, Quick Action Committee to coordinate campus relocation
- 2011–2013** Member, Academic Division Curriculum Review Committee
- 2011** Member, Search Committee for Academic Division Assistant Dean
- 2011** Developed visual identity for BCTC's Information Management and Design program
- 2010** Faculty mentor, graphic design students
- 2010** Guest speaker on portfolio preparation for IMD 270: Professional Practices

SERVICE TO COMMUNITY

- 2019** Coordinated fundraising campaign for the Plantory, a non-profit incubator and co-working space in Lexington
- 2017–2018** Pro bono rebranding and marketing campaign for Voices of Hope Lexington, a non-profit organization that promotes long-term recovery from substance abuse disorder
- 2017–2018** Creative lead, first annual LexGiveBack community service event in partnership with AAF Lexington, Bluegrass Community Foundation and Leadership Lexington
- 2016–2017** Creative lead, Voices of Hope pro bono PSA campaign in partnership with AAF Lexington
- 2015** Pro bono design services for Habitat for Humanity ReStore, including Shamrock Shuffle 3K logo and extensive icon set for in-store communications
- 2015** Organized student poster exhibit for the American Heart Association