

VIRGINIA PATTERSON

graphic designer, researcher, design educator

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virginiapattersondesign.com

LANGUAGES

English, *Primary*

Spanish, *Limited Conversational*

education

2021 **MFA, Studio Art, Graphic Design**
University of Houston, Houston, TX

2013 **BFA, Graphic Design**
Auburn University, Auburn, AL
Magna Cum Laude

teaching experience

2021 **Assistant Professor**
–Present Department of Art, Design, and Art History, College of Arts and Humanities
California State University, Fresno, CA

COURSES TAUGHT:

History of Graphic Design / GD 135 (3 UNITS)
Fall 2023

Advertising Design / GD 178 (3 UNITS)
Fall 2023

Packaging Design / GD 176 (3 UNITS)
Fall 2021, Fall 2022, Fall 2023

Graphic Systems / GD 174 (3 UNITS)
Spring 2022, Spring 2023

Graphic Design / GD 42 (3 UNITS)
Fall 2021, Spring 2022, Fall 2022, Spring 2023

COURSE REVISION AND NEW COURSE DEVELOPMENT:

History of Graphic Design / GD 135 (3 UNITS)
+ Course revisions and proposal to convert course to M/I, submitted for curriculum review in Fall 2022

Design Activism / GD 109T (3 UNITS)
+ New course proposal, submitted for curriculum review in Spring 2022; approved Fall 2022

2019 **Teaching Fellow**
–2021 School of Art, College of the Arts
University of Houston, Houston, TX

COURSES TAUGHT:

Fundamentals of Graphic Design / ART 1330 (3 CREDITS)
Fall 2019, Spring 2020, Fall 2020

Introduction to Typography / ART 3334 (3 CREDITS)
Fall 2019, Spring 2020, Spring 2021

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professional and industry experience

- 2018 **Graphic Designer / Creative Consultant**
–Present Virginia Patterson Design
Packaging, identity, print, point of sale, web design, and production for national and international clients in the food and wellness industries, and the nonprofit sector.
- 2016 **Graphic + Packaging Designer**
–2018 Freshmade Brands, Boca Raton, FL
Packaging, identity, point of sale, environmental, web design, photography, and production for consumer packaged goods in the fresh and natural food industries.
- 2015 **Art Director**
–2016 Keenability, Boca Raton, FL
Brand identity, print, web design, and marketing strategy.
- 2014 **Graphic Designer**
–2015 New Leaders, Remote
Print and digital design for policy publications, program materials, and development.
- 2013 **Graphic Designer**
–2014 Office of First Year Experience, Louisiana State University, Baton Rouge, LA
Print and digital design for programming, marketing, and development.
- 2012 **Graphic Designer / Undergraduate Work-Study**
–2013 Auburn University Center for the Arts & Humanities, Auburn, AL
Print and digital design for university arts outreach, programming, and events.
- 2011 **Graphic Design Consultant**
United Nations World Food Programme, Remote (July–December)
Remote design consultancy for WFP's IT department, following a fellowship in the spring of this year. Design responsibilities included print and digital design for internal and field communications.
- 2011 **External Communications Design Fellow**
United Nations World Food Programme, Rome, Italy (January–May)
Print and digital design for WFP's Youth Outreach program.

conference presentations

- 2023 ***Equitable Design Pedagogy: A Case for Object-Based Learning*** (PEER REVIEWED)
Design Incubation Colloquium 9.2 CAA 2023, Virtual // February 15–18
Co-presented with Assistant Professor Claire Elestwani, Lamar University
- 2022 ***Panelist: Print and Public: Engaging Students in Social Activism through the Social Justice Poster Project*** (PEER REVIEWED)
Making Artistic Noise, 2022 American Printing History Association Conference, Los Angeles, CA // October 13–15
- 2022 ***Equitable Design Pedagogy: A Case for Object-Based Learning*** (PEER REVIEWED)
UCDA Design Education Summit, Johnson City, TN // May 23–24
Co-presented with Assistant Professor Claire Elestwani, Lamar University
- 2021 ***Repackage: Reflections and Hope for Ethical and Sustainable Packaging***
Civic Art Lab 2021: Regenerative Futures, New York, NY + Virtual // November 5–7

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published work

- 2022 **Book Review: *Extra Bold: A Feminist, Inclusive, Anti-Racist, Nonbinary Field Guide for Graphic Designers***, *Design and Culture*, 15:1, 126-130, DOI: 10.1080/17547075.2022.2136905
- 2021 ***Unpalatable: The Performative Role of Food Packaging***
University of Houston Theses and Dissertations
- 2019 “Serif,” Relief Print, *Open Donut, Issue 3*, University of Houston
- 2018 **Selected Visual Essays, *Bienvenido: You Have Been Transported***, Canal Street Press, University of Houston, Houston, TX
- 2018 “Mamba Sans,” Type Specimen, *Open Donut, Issue 2*, University of Houston
- 2014 “Locavore,” Logo, *LogoLounge, Volume 8*, Rockport Publishers
- 2014 **Book Design and Illustrations, *Sonidos de animales***, Somos Hermanos Press
- 2013 “Locavore,” Identity and Campaign, *CMYK Magazine, Issue #55*
- 2012 “Small Electric Appliance Museum,” Logo, *LogoLounge, Volume 7*, Rockport Publishers

exhibitions

- 2022 **Group Exhibition, *Posters of Optimism***, Art Produce Gallery, San Diego, CA
- 2022 **Faculty Art Show Group Exhibition**, Phebe Conley Gallery, Fresno, CA
- 2021 **43rd Master of Fine Arts Group Exhibition**, Blaffer Art Museum, Houston, TX
- 2021 **Solo Exhibition, *Serial Process***, Elgin Street Studios, Houston, TX
- 2019 **Public Participatory Installation, *Epic Epitaph***, University of Houston School of Art
- 2019 **University of Houston School of Art Group Exhibition**, Blaffer Art Museum, Houston, TX
- 2018 **University of Houston School of Art Group Exhibition**, Blaffer Art Museum, Houston, TX
- 2013 **BFA Thesis Exhibition**, Jan Dempsey Community Art Center, Auburn, AL
- 2012 **AIGA Get Out The Vote Poster Exhibition, *Participatory Mural Design***, AIGA National Design Center, New York, NY
- 2012 **Juried Exhibition**, School of Industrial and Graphic Design, Auburn University
- 2010 **Juried Exhibition**, School of Industrial and Graphic Design, Auburn University

invited lectures and collaborations

- 2021 **Organizer, Facilitator, and Co-Curator: *Social Justice Poster Project***
-Present Department of Art, Design, and Art History, California State University, Fresno
- 2023 **Guest Lecturer and Workshop Co-Facilitator: *Art/Design x Environment***
Environmental Communication Course (COMM 130), Dr. Brian Cozen,
California State University, Fresno // February 14 and March 23

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invited lectures and collaborations, cont.

- 2023 **Guest Lecturer and Juror: Art (and law) of the Wine Label**
Wine Marketing Course (ENOL 175), Dr. Qun Sun
California State University, Fresno // February 22 and May 18
- 2023 **Design/Marketing Collaborator: Thresholds in Parameters**, curated by Jamie Boley
Phebe Conley Gallery and M Street Graduate Gallery, California State University, Fresno
- 2022 **Presenter and Workshop Facilitator: Chapbooks and Zines!**
Arts Organizing Committee, California Faculty Association // May 12
- 2022 **Co-Curator and Designer: Women's Rights are Human Rights Exhibition**
Phebe Conley Gallery, California State University, Fresno
- 2021 **Presenter: Why Join AIGA?: Student Membership and Early Career Benefits**
Graphic Design Club, California State University, Fresno // December 7

residency programs and specialized trainings

RELATED TO CREATIVE AND SCHOLARLY ACTIVITY:

- 2022 **Workshop Participant**
"Hold fast!": A workshop on plastic upcycling, Japanese joinery, and circularity in design
The Red Dot School and Guacamole Airplane, Sausalito, CA // August 6
A one-day workshop on circular design and sustainable materials
- 2022 **Design-Writing Fellow, 2022 Cohort**
Writing Space // June 2–4
A three-day writing workshop and continued writing and publishing mentorship with Design and Culture Editor Maggie Taft and Design Author and Educator Aaris Sherin.
- 2019 **Workshop Participant**
New Alphabetical Forms: Out of the typographic logic with Monica Dengo
Kerning, International Conference on Typography, Faenza, Italy // June 5–6
A two-day experimental writing and calligraphy workshop challenging typographic norms.
- 2019 **Design Incubation Design-Writing Resident**
Haddon Avenue Writing Center, Chicago, IL // October 25–27
A three-day writing workshop with Design and Culture Editor Maggie Taft.

RELATED TO PEDAGOGY AND INSTRUCTION:

- 2022 **Equity-Minded Pedagogy Community of Practice Faculty Participant**
–2023 Office of IDEAS, California State University, Fresno // June 7–9 and Fall 2022
A three-day intensive workshop and ongoing community of practice for the Academic Year, offering space to learn and apply equitable pedagogical practices.
- 2021 **Writing Across the Curriculum Certificate Practicum**
–2022 California State University, Fresno
A year-long practicum consisting of monthly meetings, workshops, and support for design and instruction of meaningful discipline-specific writing assignments.

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awards, honors, and grants

- 2022 **Instructionally-Related Activity Grant Recipient**
–2024 California State University, Fresno
AY 23–24 Graphic Design History Beyond the Canon Lecture Series, \$5,100
AY 23–24 Social Justice Poster Project Workshop, Lecture, and Exhibition Programming, \$6,000
AY 22–23 Sustainable Packaging Workshop and Lecture Series, \$10,000
AY 22–23 Social Justice Poster Project Workshop, Lecture, and Exhibition Programming, \$3,000
- 2023 **Excellence in Assessment Awards**
California State University, Fresno
AY 23–24: Alignment of SOAP, Evidence and Discovery, Closing the Loop, and Consistent Assessment
- 2018 **Graduate Tuition Fellow**
–2021 University of Houston School of Art
- 2018 **Joan Wich Tuition Fellow**
–2021 University of Houston School of Art
- 2019 **School of Art Graduate Travel Grant**
University of Houston School of Art
Spring 2019: Awarded funds to attend College Arts Association (CAA) Annual Conference
Summer 2019: Awarded funds to attend Kerning Conference in Faenza, Italy
- 2016 **Best in Product Innovation, Produce Marketing Association**
PMA Fresh Summit, New Orleans, LA
Recognition for innovative produce packaging for clients Frieda's and Southern Selects;
designed at Freshmade Brands
- 2013 **BFA Senior Thesis Commendation Award**
School of Industrial and Graphic Design, Auburn University
- 2013 **Top 100 New Creatives**
CMYK Magazine, Issue #55
- 2013 **James P. Regan Scholarship**
College of Architecture, Design and Construction, Auburn University
- 2012 **Design Studio Excellence Award**
School of Industrial and Graphic Design, Auburn University

service to the university community

- 2023 **Graphic Design Student Club Co-Advisor**
–Present California State University, Fresno
- 2023 **Academic Policy & Planning Committee**
–Present California State University, Fresno
College of Arts and Humanities Representative
- 2022 **Area Assessment Coordinator**
–Present California State University, Fresno
Department of Art, Design, and Art History

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service to the university community, cont.

- 2022 **Part-Time Pool Candidate Review Committee**
-Present California State University, Fresno
Department of Art, Design, and Art History
- 2021 **Department Curriculum Committee**
-Present California State University, Fresno
Program Representative
- 2021 **Department Gallery Committee**
-Present California State University, Fresno
Chair, August 2022–Present
Interim Chair, February–May 2022
- 2021 **Department Three-Year Lecturer Personnel Review Ad Hoc Committee**
-Present California State University, Fresno
Committee Chair, 2022
- 2021 **Fresno State EEOD (Equal Employment Opportunity and Diversity) Designee**
-2023 California State University, Fresno
Department of Management, 2022–2023
Department of Literacy, Early, Bilingual and Special Education, 2021–2022
- 2021 **Fresno State Post-COVID Operations Task Force**
-2022 California State University, Fresno
College of Arts and Humanities Faculty Representative
- 2022 **Book Club Faculty Mentor and Facilitator**
California State University, Fresno
Spring 2022: 10 student participants; Book: *ExtraBold: A Feminist, Inclusive, Anti-Racist, Nonbinary Field Guide for Graphic Designers*
- 2020 **Third Space Gallery Committee**
-2021 University of Houston School of Art

service to the community

- 2022 **Fresno High Rocks**
Fresno High Region Community Art Project
Pro-bono design and event organizing
- 2022 **Guest Juror**
Arts Alive in Agriculture, Fresno Arts Council, Fresno, CA // May 26
- 2022 **Career Day Presenter**
Wawona K–8 School, Fresno Unified School District, Fresno, CA // April 29
Presentation and Q&A on careers in graphic design for five unique class sessions
- 2022 **Event and Exhibition Volunteer**
Arte Américas, Fresno, CA
- 2018 **Board of Directors, Treasurer; Web Administrator**
-2020 Harvard Outdoor Classroom & Playscape, Houston, TX
- 2017 **Parent Teacher Association Technology Administrator**
-2020 Harvard Elementary School, Houston, TX

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service to the design profession

- 2023 **CAA Peer Reviewer**
Peer review of abstracts submitted to Design Incubation Colloquium 10.2 at the 2024 CAA Conference
- 2023 **HASTAC Peer Reviewer**
Peer review of abstracts submitted to HASTAC 2023: Critical Making and Social Justice, Pratt Institute
- 2021 **Tasty Design Challenge “Client”**
San José State University
Served as guest “client” for national student design competition
- 2014 **AIGA Advance Portfolio Reviewer**
AIGA New Orleans at Louisiana State University, Baton Rouge, LA

professional affiliations

AIGA (American Institute of Graphic Arts), Member, 2010–Present
UCDA (University & College Designers Association), Member, 2021–Present
APHA (American Printing History Association), Member, 2022–Present
CAA (College Art Association), Member, 2022–Present, 2018–2020
California Faculty Association, Member, 2021–Present
Letterform Archive, Former Member, 2019–2022
Design History Society, Former Member, 2019–2022
FoodTank: The Think Tank for Food, Former Member, 2016–2018
LogoLounge, Former Member, 2011–2018