

## LESLIE FRIESEN

Power Creative Designer-in-Residence  
Hite Art Institute | University of Louisville  
Louisville, KY 40292

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### ACADEMIC EXPERIENCE

#### University of Louisville, Allen R. Hite Art Institute

August 2002–present

##### Power Creative Designer-in-Residence

Full-time faculty appointment in the BFA program for Communication Art & Design (CA&D), includes coordinating co-op program for graphic design students, and serving as liaison to professional community.

##### Teaching Assignments | Fall 2002–Spring 2013

Course title (*# semesters taught*): Introduction to Graphic Design (9); Letterforms I (3); Letterforms II (3); The Book Form (8); Identity Systems (3); Packaging (11); Design for Public Issues (4) *New capstone course, developed curriculum*; Portfolio (9) *Developed new curriculum for change from 1-hour to 3-hour credit course*

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### PROFESSIONAL EXPERIENCE

#### Point A Consulting

February 2002–present

##### Partner/Creative Director

Clients include *edible Louisville* magazine, Kentucky Agricultural Council, and Seed Capital KY.

#### Weber Shandwick (now New!West) Public Relations

January 1985–February 2002

Senior Vice President – Creative Services, 2001–2002

Vice President – Creative Services, 1996–2001

Senior Art Director, 1989–1996

Art Director, 1985–1989

##### Responsibilities included

- » providing graphic design services on projects ranging from brochures, newsletters, annual reports, logo design and internal communications material. Clients included Fortune 500 companies, small locally based companies, as well as non-profit organizations;
- » heading graphic design group which accounted for 25% to 30% of Louisville office's business;
- » participating in management of Louisville office as member of Management Committee;
- » managing staff of designers and freelancers.

#### Stephen Hall Design

July 1980–December 1984

Assistant Art Director, *Louisville Magazine*, April 1981–December 1984

Graphic Designer, July 1980–March 1981

Responsibilities included providing or overseeing design and production of monthly city magazine.

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### EDUCATION

University of Louisville, 1978–1980; B.A. cum laude in Fine Arts

- » Allen R. Hite Art Department Scholarship, 1978–1980
- » Winthrop Allen Award to outstanding graduate in Studio Arts

Center for Photographic Studies, Louisville, KY, 1975–1977

University of Kansas, 1970–1972

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### PROFESSIONAL DEVELOPMENT *(selected)*

AIGA *Gain* Conference, San Francisco, October 2012

University of Louisville Ideas to Action (i2a) — two-day faculty development workshop  
focused on teaching critical thinking skills, May 2012

AIGA *Pivot* Conference, including pre-conference Educators Workshops, Phoenix, October 2011

UCDA Conference, University of Kansas, May 2010

AIGA *Social Studies* Design Educators Conference, Baltimore, October 2008

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### ACADEMIC SERVICE

#### CA&D program

Organize and host annual Portfolio Day for students graduating in CA&D BFA track.

Coordinate co-op placements for CA&D students.

Coordination with Department of Communications on co-curricular class offering.

Visiting Artists — Coordinate visiting artist lectures for the Communication Art & Design program.

Ongoing, typically one per year.

Convened Interactive Design Education group to advise department on curriculum (Spring 2009); periodic one-on-one followup meetings.

#### Department of Fine Arts | Hite Art Institute

Student Affairs Committee, Hite Art Institute, 2005–present; chair, 2011–2013

Recruitment — Represent the Hite Art Institute at multiple Office of Admissions recruiting events each year;

Meet with prospective students interested in Fine Arts major(s). (Ongoing)

Academic Advising — Serve as advisor to approximately 30 students per year in the BFA program. (Ongoing)

Design for the Department — Provide design services on various materials for the Hite Art Institute. (Ongoing)

#### University

Design for the University — Worked with the Office of Communication and Marketing and the Office of Institutional Advancement to oversee the design of the CARD Book, a 100-page new student orientation book, as well as provide design direction for the University's VSA College Portrait website. (Summer 2010)

"Refresh the Brand" workshop — Organized and helped lead workshop with Dan Boyarski, Professor, School of Design, Carnegie Mellon University. Workshop was a one-day charrette bringing together the University's Office of Communication and Marketing creative staff with students in the BFA program for Communication Art & Design to explore new design directions within the University's current brand guidelines. (Spring 2010)

#### Community

Ivy Tech Community College, Sellersburg, Indiana — Juror and Program Peer Review Committee (May 2008, May 2009, May 2010, May 2011). Peer review advisor for NASAD accreditation review (April 2011)

Jefferson County Public Schools, Advisory Council for Communications, Media, and Art Magnet High School programs. (Fall 2009–present)

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### MEMBERSHIPS & PUBLIC SERVICE

AIGA member, 2008–present

Louisville Graphic Design Association

Board member 2008–2010; Membership Chair 2008–2010

Project Women (now Louisville Scholar House)

Board member, 2003–2008; chair of Public Relations committee, 2003–2005

Louisville Visual Art Association

Board member, 1983–1991;

Art Auction committee member (art direct art auction calendar and invitation) 1991–2003

Noe Middle School parent volunteer, 2001–2005

Site-Based Decision-Making Council, 2001–2002;

Quick Recall moderator/judge, assist with practice;

Design bi-monthly 12-page school newsletter.

Bloom Elementary, Site-Based Decision-Making Council, 2000–2001

Commonwealth Institute for Parent Leadership Fellow, 2000

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### PROFESSIONAL AWARDS *(selected)*

#### **LGDA (Louisville Graphic Design Association) 100 Show**

Silver Awards

» edible Louisville magazine, 2011, 2011

» Sushi in the City poster for Project Women, 2008

#### **IABC/PRSA (International Association of Business Communicators/ Public Relations Society of America) Landmarks of Excellence**

Awards of Excellence

» Humana Link pdf format newsletter (Internet Communications campaign)

» GEA Today newsletter

Awards of Merit

» Center for Leadership in School Reform collateral material

» Level 3 Communications, Success Factors project (internal communications)

» Louisville Downtown Management District brochure

» KFC *Bucket* newsletter

#### **Louie Awards (Advertising Club of Louisville)**

Gold Award

» Louisville Visual Art Association Art Auction calendar and invitation

#### **ARC (Annual Report Competition)**

Gold Award

» Dollar General Annual Report

#### **American Corporate Identity**

» Analytech Associates, letterhead

» Crescent Centre, complete identity program

#### **National Calendar Awards**

Silver/Non-profit Division

» Louisville Visual Art Associate Art Auction calendar and invitation