



# BRUCE WYNNE-JONES

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## TEACHING EXPERIENCE

**MIAMI INTERNATIONAL UNIVERSITY OF ART & DESIGN and THE ART INSTITUTES** | January 2019 – Present  
Adjunct Instructor - Graphic & Web Design Department

Bruce is currently a part time adjunct graphic design instructor where he has taught a wide variety of design classes on-ground, HyFlex, and online synchronous classes throughout the country. His classes have ranged from foundation classes in graphic design and typography for first-year students to advanced design courses for graduating seniors.

- Assessed and developed existing and new course curriculums.
- Excellent classroom management to ensure an optimal learning environment.
- Adaptable with proven written and oral communication skills.

**TEXAS A&M, COMMERCE** | Fall 2006, Spring 2007 – Spring 2008

- Graphic Design Instructor, Department of Art.
- Courses taught: Practicum Portfolio Class, Design Communication 3.

2000 – 2004

- Graphic Design Instructor, Department of Art.
- Courses taught: Design Communication I & 3.

1995 – 1997 (formerly East Texas State University)

- Graphic Design Instructor, Department of Art.
- Courses taught: Basic Type, Design Communication 2 & 3.

**DESIGN LECTURER, PANELIST, AND JUDGE** | 1995 – 2018

- Panelist at The Dallas Society of Visual Communications student job fair.
- Visiting design instructor at Texas Christian University.
- Guest lecturer at The University of Texas at Arlington and Texas Women's University.
- Design judge at the AIGA-Dallas Design in the Fast Lane student conference.

## PROFESSIONAL EXPERIENCE

**WYNNE-JONES DESIGN** | Dallas, Texas | September 2018 - Present

Creative Consultant - Design and Creative Direction

Creative problem solver across many industries, some of which include corporate, food and beverage, QSR, health care, health and wellness, beauty, pet care, jewelry, energy, and spirits.

**BRAND AGENT and BROWN+PARTNERS** | Dallas, Texas | May 2006 – September 2018

Creative Director

Provided leadership, creative direction, and brand design expertise for 2 design agencies delivering solutions across print, web, video, packaging, social content, signage, and displays.

- Led and grew the creative for the agency's \$13 Million retail account with award-winning work and brand identity system. Included graphic standards, campaigns, catalogs, signage, video, and social; all of which created a more trusted, younger, and stylish retailer.
- Started and expanded the agency's web and video capabilities to over \$1 Million
  - Awarded 2 FritoLay.com website redesigns and 3 websites for Macadamia Professional
  - Included proposals, process, briefs, meetings, presentations, branding, UI/UX, site maps, storyboards, wireframes, art direction, photo/video shoots, and development.

## PROFESSIONAL EXPERIENCE (Cont.)

**SCHAWK INC.** Onsite agency at Dr Pepper Snapple Group | Plano, Texas | June 2003 - May 2006  
Creative Director

Successfully led and grew the on-site business at Dr Pepper while delivering top “Agency” creative to over 50 beverage brands that resulted in organic portfolio growth and increased sales.

- Built the on-site business and awarded a 2-year extension by exceeding creative/billing goals.
- Directed national and channel marketing promotions and brand launches for Dr Pepper College Football, Spiderman 2, Canada Dry, 7UP, 100+ packaging innovation designs and brand videos.
- Guided and mentored a 12 person team from an executional vendor to an award-winning team.

## SKILLS

Classroom Management	Creative Strategy	E-Com Web Design /UX	Managing & Mentoring
Curriculum Design	Creative Direction	Information Architecture	Project Management
Pedagogy	Brand Design	Content Development	Client Services
Adaptability	Retail Design	Storyboarding	Creative Pitches

## SOFTWARE

Brightspace

Adobe Creative Suite – InDesign, Photoshop, Illustrator, Acrobat

Web – InVision, Sketch

WordPress – Theme Design Layout

Microsoft Office – Word, PowerPoint, Excel

Apple – Keynote

Project Management Software – Slack, Asana, Workamajig

## EDUCATION and CERTIFICATIONS

**UDEMY** | Online

- Digital Marketing Master Class

**SMU Continuing & Professional Education** | Dallas, Texas

- Engaging Content & Copy

**TEXAS A&M UNIVERSITY** | Commerce, Texas

- Postgraduate Studies in Communication Design

**MICHIGAN STATE UNIVERSITY** | East Lansing, Michigan

- BFA Graphic Design/Studio Art
- Full-paid scholarship

## AWARDS and RECOGNITION

American Institute of Graphic Arts

American Corporate Identity

Art Directors Club of Houston

Communicator Awards

Dallas Ad League

Dallas Society of Visual Comm.

Graphic Design USA

Graphis International

Hermes Awards

MarCom Awards

Mead Top 60 Annual Report Show

Print Magazine

Service Industry Awards

Storks & Bonds

Telly Awards

Webby Awards

W3 Web Awards

Zephyr Awards