

pegfaimon

design | educate | write | collaborate

Founding Dean & Professor, Indiana University School of Art, Architecture+Design

| educational background |

- 1989 *Yale University | New Haven, CT*
Master of Fine Arts, Graphic Design
Norman Ives Memorial Award, outstanding MFA candidate in graphic design
Rollins Fellow, Yale University Printing Service
- 1987 *Indiana University | Bloomington, IN*
Bachelor of Fine Arts, Graphic Design
Highest Distinction, Phi Beta Kappa

| academic experience |

- 2016–present *Founding Dean & Professor | School of Art, Architecture+Design*
Indiana University, Bloomington, Indiana
Creation, vision, strategic planning, and leadership of a school with undergraduate and graduate programs in merchandising and various art and design disciplines, with approximately 90 faculty, staff and instructors and 700 majors and 90 graduate students.
- 2012–2016 *Chair | Department of Art*
Miami University, Oxford, Ohio
Vision, strategic planning, and management of a department with four degree programs and seven minors in studio arts, graphic design, art history, and art education, with approximately 30 faculty, staff and instructors and 270 majors.
- 1991–2016 *Professor | Graphic Design*
Department of Art, Miami University, Oxford, Ohio
Senior faculty for program, curriculum development and implementation.
Assistant Professor 1991–97
Associate Professor 1997–2004
Full Professor 2004–2016 (Lead Faculty in Graphic Design 2004–2012)
Naus Family Faculty Scholar 2008–2012 (endowed professorship)
Affiliate Faculty, Armstrong Institute for Interactive Media Studies 2001–2016
- 2009–2012 *Co-Director | Armstrong Institute for Interactive Media Studies*
Miami University, Oxford, Ohio
Vision, strategic planning, and management of a trans-disciplinary program with faculty, students, and courses throughout the university, focused on the study of digital technologies and their transformative power on disciplines. Responsibilities shared with co-director.
- 2008–2012 *Founding Director | Miami Design Collaborative*
Miami University, Oxford, Ohio
Vision, management, and implementation of a network of faculty and students from throughout the university focused on the integration of design thinking principles into curricular and co-curricular activities.
- 2005–08 *Assistant Director & Curriculum Coordinator | Armstrong Institute for Interactive Media Studies*
Miami University, Oxford, Ohio

| design experience |

- 1991–present *Designer | Peg Faimon Design*
Cincinnati, Ohio and Bloomington, IN
Management of one-person design firm, working with small to medium-sized businesses/organizations and implementing projects from conception to execution.
- 1989–91 *Graphic Designer | Jacques Auger Design Associates*
Miami, Florida

| curriculum development |

- 2016–present *School of Art, Architecture+Design, Indiana University (soaad.indiana.edu)*
Oversight and review of curriculum revisions as part of the foundation of the new School.
- 1995–2017 *International Workshops*
Worked to develop and implement various international workshop experiences:
Design Thinking for Business: Paris 2019
In development.
Experiencing Arts & Culture: Dublin 2017
Guest instructor in visual design for a three-day workshop as part of the three-week course.
Experiencing Arts & Culture: Paris 2013 & 2015 (experiencingartsculture.wordpress.com)
Lead faculty in the creation and implementation of this six-week integrated arts program.
Worked with multi-disciplinary faculty from architecture, theatre and music to develop the concept, and write three courses and a liberal education sequence.
AIMS Ireland 2008
Team-taught and co-developed four-week multidisciplinary program for 40 students to work on client-based projects out of Ireland's Digital Hub.
Laws, Hall & Associates London 2005
Team-taught six-week program for 54 marketing, communication, and graphic design students living and working in London on a client-based re-branding problem for Pepsico.
Italian Design 2001 & 2007
Team-taught and co-developed four-week program for 25–30 architecture, art and design students focused on Italian art/design. In 2001, the students worked with Alberto Alessi.
Design in Europe 1995
Team-taught and co-developed four-week program for 20 graphic design majors to travel through four European countries and study design with faculty from the University of Reading, England, and the Academy of Applied Arts & Design, Prague.
- 1991–2016 *Graphic Design Program, Department of Art, Miami University (designmiamioh.org)*
Over twenty years, worked with the graphic design faculty to lead two major revisions of the curriculum moving to a stand-alone BFA in Graphic Design. Additional refinements consistently made to the degree. Collaborated with the faculty to write a MFA in Experience Design, implemented in fall 2014. A new Minor in Graphic Design implemented in spring 2015.
Classes authored and/or taught include courses from 100 to 400 level, seminars and studios:
ART 151 What is Graphic Design?
ART 252 Image
ART 256 Design, Perception & Audience
ART 351 Design Systems
ART 352 Identity Systems
ART 353 The Business of Design
ART 354 Three-Dimensional Design
ART 451 The Professional Portfolio
ART 450 Special Topics Seminar
ART 455/555 Design History and Cultural Contexts
ART 453 Laws, Hall & Associates / Highwire Brand Studio
ART 454 Hiestand Design
ARC 101 First Year Studio (Department of Architecture & Interior Design)
ARC 404.C Portfolio Seminar (Department of Architecture & Interior Design)
- Internship Program Coordinator, Miami University*
Created industry partnerships that resulted in the development of an internship requirement in the BFA in Graphic Design, resulting in approximately 40 individual experiences per year.

curriculum development, cont.

2005–2012 *Armstrong Institute for Interactive Media Studies (AIMS: aims.miamioh.edu)*

During 2005–08, as AIMS Assistant Director and Curriculum Coordinator, worked with faculty to develop a revised liberal education sequence, two minors, and a co-major in Interactive Media Studies. From 2009–12, as AIMS Co-Director, focused on leading the creation of a BA in Interactive Media Studies, including the overall structure and shepherding of all new courses, and assisted in the development of graduate curriculum, including an MA and a Graduate Certificate. In addition, co-taught the IMS 440 Interactive Media Studies Practicum: Armstrong Interactive, which is an interdisciplinary capstone combining students of various majors, including graphic design, computer science, marketing, writing, etc., to design and build an interactive solution for a paying client.

| administrative leadership |

2016–present *Founding Dean & Professor | Indiana University School of Art, Architecture+Design*

Creation and organizational design, vision, governance, management, and implementation; Strategic planning; Financial management; Curriculum, enrollment management and recruiting oversight; Faculty and staff hiring, mentorship, and evaluation; Facility management and improvement; Development and management of university collaborations; Industry and alumni networking; Fundraising; National and international presentations.

2012–2016 *Chair | Miami University Department of Art*

Department vision, governance, management, and implementation; Strategic planning; Financial management; Curriculum development, implementation, and scheduling; Enrollment management and recruiting; Faculty and staff hiring, mentorship, and evaluation; Student advising; Facility management and improvement; Development and management of university collaborations; Industry and alumni networking; Fundraising; National and international presentations; Development of program promotions; Management of the National Association of Schools of Art and Design re-accreditation process and internal program review.

2009–2012 *Co-Director | Miami University Armstrong Institute for Interactive Media Studies*

Program vision, governance, management, and implementation; Strategic planning; Financial management; Curriculum and course development, implementation, and scheduling; Enrollment management and recruiting; Faculty and staff hiring, mentorship, and evaluation; Student advising; Facility management and improvement; Development and management of university collaborations; External advisory board communication and management; Industry and alumni networking and project management; Fundraising and management of endowments; National and international presentations; Development of all program promotions, and brand strategy. Majority of responsibilities shared with Co-Director.

2008–2012 *Founding Director | Miami Design Collaborative*

Program vision, management, and implementation; Management of Steering Committee; Chairing of symposia; Organization of university workshops on design thinking; Curriculum development including courses, certificate and liberal education sequence; Industry networking; Development of all web/print design and promotions.

2004–2012 *Lead Faculty | Miami University Graphic Design Program*

Program vision, management, and implementation; Curriculum development and scheduling; Chairing of searches and mentoring; Advising; Internship program management; Facilities oversight and renovation; Representation on departmental, divisional, and university committees; Networking with industry partners; Career services; Development of promotional materials.

2008 *Acting Director | Miami University Armstrong Institute for Interactive Media Studies*

Assumed all Director responsibilities (see above under Co-Director) while the AIMS Director was on sabbatical for the spring semester.

2005–2007 *Assistant Director | Miami University Armstrong Institute for Interactive Media Studies*

Served as the first Assistant Director of AIMS; Established responsibilities and job scope; Primary roles included internal program vision focusing on university networking, faculty development, and curriculum development; Development of all web/print design and program promotions; Some participation in external matters such as fundraising, presentations, external networking and communication, and advisory board management. (Role eventually expanded into the Co-Director position above.)

| development & fundraising |

- 2016–present *Founding Dean | Indiana University School of Art, Architecture+Design*
Review of all endowments and donor relationships. Development of a strategy for pursuing established and new donor relationships and funding opportunities for the school.
- 2012–2016 *Chair | Miami University Department of Art*
Review of all endowments and donor relationships.
- 2006–2016 *Support for Miami University Office of Advancement Activities/Events*
Invited presentations and participation in Office of Advancement events including Winter College 2006 and 2012, Presidential Mountain Retreat 2011, and various alumni events.
- 2009–2012 *Co-Director | Miami University Armstrong Institute for Interactive Media Studies*
In collaboration with Co-Director, managed various donor relationships, most notably C. Michael Armstrong. Implemented/managed a 15 million dollar gift from Mr. Armstrong.
- 2008 *Acting Director | Armstrong Institute for Interactive Media Studies*
During tenure as Acting Director, in collaboration with the Director, worked on a proposal to John Smale to fund a virtual reality center and CAVE. Resulted in a 1.2 million dollar gift.

| teaching effectiveness |

- 2011 *Apple Challenged-based Learning Pilot (CBL)*
Support for travel and training in Apple's Challenge-based Learning initiative, as part of an international pilot by sixteen K–16 schools, throughout the US, Canada, and Australia.
- 2011 *Curriculum Enhancement Funds*
\$80,000 received through a competitive proposal process to research, design, and implement an MFA and Minor in Graphic Design.
- Faculty Learning Communities*
- 2015–16 *Creativity + Innovation: Co-facilitator for thirty person faculty/staff/student community focusing on the university theme of the year.*
- 2011–12 *Social Media: Select faculty implemented social media into their courses and curriculum.*
- 2009–10 *Smartphone Pilot: Select faculty implemented smartphone technologies into their courses.*
- 2000–02 *Senior Faculty for Teaching Excellence: Post-tenure faculty focused on new teaching practices.*
- 1993–94 *Alumni Teaching Scholars: Select group of pre-tenure faculty focused on learning best practices for teaching excellence.*
- Formal Recognition for Teaching*
- 2011 *Miami University Alumni Enrichment Award Recipient*
- 2008 *Naus Family Faculty Scholar Endowed Professorship*
- 2000 *School of Fine Arts Crossan Hayes Curry Distinguished Educator Award Recipient*
- 2000 *Miami University Alumni Enrichment Award Recipient*
- 1998 *Nomination for the Miami University Effective Educator Award*
- 1993 *Nomination for the Miami University Outstanding Teacher Award*

| books, publications & contribution |

- 2018 *Co-Author (with Jim Lienhoop, Mayor of Columbus, IN), University + Community: New Collaborative Models to Meet the Challenges of the 21st Century*
Op-ed in Indiana Business Journal, January 19–25, 2018.
- 2014 *Co-Author (with Glenn Platt), Brand as API: Connect Differently*
Article in International Digital Media and Arts Association Journal 2014.
- 2012 *Contributor, For Eyes Only: Zdenek Ziegler*
Invited essay in retrospective book on internationally acclaimed designer Zdenek Ziegler on the occasion of his 80th birthday. Published by the national Czech cultural organization.

books, publications & contribution, cont.

- Author, *The Designer's Guide to Business and Careers: How to Succeed on the Job or on Your Own*
2011 Kindle edition, F&W Media, HOW Design Books
2009 Printed edition, 5,000 initial, Cincinnati: F&W Media, HOW Design Books
A comprehensive guide to basic business issues for designers in today's competitive marketplace. This book is currently used as a textbook and the hardcopy is sold to professionals in Barnes & Noble, Amazon, etc.
- 2004 Contributor, *The Savvy Designer's Guide to Success: Ideas and Tactics for a Killer Career*
Authored by Jeff Fisher, Cincinnati: F&W Publications, HOW Design Books
- 2003 Author, *Design Alliance: Uniting Print and Web Design to Create a Total Brand Presence*
10,000 initial printing, Cincinnati: F&W Publications, HOW Design Books
This book investigates the importance of graphic design to interactive media, and discusses the relationship between new and traditional media types. Through a series of case studies, the text reveals how designers must rethink their paradigms in order to meet new business challenges.
- 2003 Co-Author (with John Weigand), *The Nature of Design: How the Principles of Design Shape Our World – from Graphics and Architecture to Interiors and Products*
10,000 initial printing, Cincinnati: F&W Publications, HOW Design Books
Translation into Chinese, distributed internationally.
This book relates the various design disciplines by defining universally applicable design principles and demonstrating these principles across disciplines.
- 2003 Contributor, *Designers in Handcuffs*, p. 33
Edited by Clare Warmke, Cincinnati: F&W Publications, HOW Design Books
- 2002 Contributor, *Graphically Speaking*, pgs. 20, 32, 65, 106, 136, 189, 213
Authored by Lisa Buchanan, Cincinnati: F&W Publications, HOW Design Books

| selected presentations |

- 2018 International Conference on Design Principles & Practices, Barcelona, Spain
Juried Co-Presenter, "Build It and They Won't Come: The Current State of Maker Spaces"
- 2017, 2016, 2014 National Schools of Art and Design Annual Meeting Pre-conference,
Atlanta, GA; Baltimore, MD; and Minneapolis, MN
Invited Presenter, Aspiring and New Administrators Workshop, "Financial Management"
- 2015 Armstrong Atlantic State University, Savannah, GA
Invited Workshop Facilitator and Co-Presenter, "Design Thinking"
- 2015 National Schools of Art and Design Annual Meeting, Houston, TX
Discussion Facilitator on 21st Century Art/Design Education, "4D Practice," "Visual Literacy"
- 2014 Miami University Classified Employees Summer Conference, Oxford, OH
Invited Keynote Speaker, "Building Your Brand, Enhancing Your Value"
- 2013 International Digital Media & Arts Association Conference, LaGuna Beach, CA
Juried Co-Presenter, "Brand as API"
- 2013 Armstrong Atlantic State University, Savannah, GA
Invited Co-Presenter, "Driving Innovation"
- 2013 The Creative Coast, Savannah, GA
Invited Co-Presenter, "An MFA for MBAs and an MBA for MFAs"
- 2012 International Conference on Design Principles & Practices, Los Angeles, CA
Juried Co-Presenter, "Making 80 Feel Like 20"
- 2012 Winter College 2012, St. Petersburg, FL
Invited Presenter, "Creating a Culture of Innovation through Design"
Invited Co-Presenter, "Dream U"

selected presentations, cont.

- 2012 South by Southwest Interactive, Austin, TX
Juried Co-Presenter, “Brand as API: Connect Differently” (3500 submissions)
- 2012 Lilly International Conference on College Teaching, Oxford, OH
Invited Plenary Co-Presenter, “What Happened to Borders and Tower Records? How Universities Remain Relevant”
- 2010 South by Southwest Interactive, Austin, TX
Juried Co-Presenter, “Universities in the Free Era”
- 2010 Presidential Mountain Retreat, Colorado Springs, CO
Invited Co-Presenter/Retreat Programming, “The Future of the University”
- 2010 International Conference on Design Principles & Practices, Chicago, IL
Juried Co-Presenter, “Technology in the Classroom”
- 2010 Creativity and Learning Symposium, Miami Design Collaborative, Oxford, OH
Organizer & Master of Ceremonies
- 2009 University of Delaware Symposium, Newark, DE
Invited Presenter & Participant, “Miami Design Collaborative”
- 2009 MiamiDesign 200: Symposium on Creativity and Innovation, Oxford, OH
Organizer & Master of Ceremonies
- 2008 International Conference on Design Principles & Practices, Berlin, Germany
Juried Co-Presenter, “Transformation through Collaboration”
- 2008 International Digital Media & Arts Association Conference, Savannah, GA
Juried Co-Presenter, “Diving Deep”
- 2007 International Digital Media & Arts Association Conference, Philadelphia, PA
Juried Co-Presenter, “Transforming the Traditional University”
- 2003 HOW Magazine’s 13th Annual National Design Conference, New Orleans, LA
Invited Panelist, “Designers in Handcuffs”
One of four nationally selected panelists discussing the topic of working creatively within design and client limitations. Based on the book, *Designers in Handcuffs*, edited by Clare Warmke, published by HOW Design Books

| selected competitions, exhibitions & commissions |

International

- 2018 *SoAAD Faculty Exhibition*, Indiana University, Grunwald Gallery of Art, Bloomington, IN
Invited Faculty Exhibition
- 2014 *Connections 2014*, University of West Bohemia, Ladislav Sutnar Gallery, Pilsen, Czech Republic
Invited Faculty Exhibition, as part of the annual Liberation Festival
- 2008 *Connections 2008*, University of West Bohemia Gallery, Pilsen, Czech Republic
Invited Faculty Exhibition
- 2005 *Creativity 34 Annual*, David Carter, Editor; New York: HarperCollins International
Juried; entries from 40 states and 31 countries, logo design published
- 2004 *Creativity 33 Annual*, David Carter, Editor; New York: HarperCollins International
Juried; entries from 40 states and 31 countries, logo design published
- 2003 *Global Corporate Identity*, David Carter, Editor; New York: HarperCollins International
Juried; Award of Excellence, acceptance rate 30–35%, logo design published

selected competitions, exhibitions & commissions, cont.

- 2003 *Creativity 32 Annual*, David Carter, Editor; New York: HarperCollins International
Juried; 7500 submissions from 40 states and 35 countries, 1400 chosen, logo design published
- 2002 *1, 2, & 3 Color Design Collection, Vol. 2*; Tokyo, Japan: PIE Books
Juried; poster design published
- 2001 *Creativity 30 Annual*, David Carter, Editor; New York: HarperCollins International
Juried; Award of Distinction, 7000 submissions from 43 states and 30 countries, 1400 chosen for publication, logo design published

National

- 2006 *American Corporate Identity 22*, David Carter, Editor; New York: HarperCollins International
Juried; international distribution, logo design published
- 2002 *American Corporate Identity 18*, David Carter, Editor; New York: HarperCollins International
Juried; Award of Excellence, over 4000 national submissions, 1000 chosen for publication, international distribution, logo design published
- 2002 *Graphically Speaking*, by Lisa Buchanan; Cincinnati: HOW Design Books
Juried; acceptance rate approximately 25%, eight design pieces chosen for publication
- 2001 *Powerful Page Design*, by Gail Deibler Finke and Clare Warmke; Cincinnati: HOW Design Books
Juried; national competition and international distribution, magazine design published
- 2000 *The Big Book of Logos*, David Carter, Editor; New York: Watson Gupstill
Juried; 11,000 submissions from 42 states, 2500 chosen for publication, international distribution, two logo designs published
- 2000 *Design 2K: The Big Book of Design Ideas*, David Carter, Editor; New York: HarperCollins
Juried; international distribution, logo design published

Regional

- 2015–16 *The View*, Rosewood Gallery, Kettering, OH
Juried exhibition, one photograph selected
- 2014 *The Circle Show*, Gallery One | One, Brazeo Street Studios, Cincinnati, OH
Juried exhibition, two photographs selected
- 2007–14 Cincinnati Hills Christian Academy, Cincinnati, OH
Commissioned; ArtBeat Fine Arts Festival promotions and branding
- 2013 Ohio Optometric Association, Columbus, OH
Co-Commissioned; Social Media Marketing Plan
- 2011 Ohio Optometric Association, Columbus, OH
Commissioned; Facilitation of ideation session (World Café format)
- 2007 Montgomery Community Church, Cincinnati, OH
Commissioned; conceptualization and branding for church organizational structure
- 2007, 03 Cincinnati Hills Christian Academy and CHCA Friend of Fine Arts, Cincinnati, OH
Commissioned; design of overall school identity and organization identity
- 2005 Oxford Obstetrics & Gynecology, Oxford, OH
Commissioned; identity design
- 2004 *Origination Design Show*, American Institute of Graphic Arts, Cincinnati and Indianapolis Chapters
Juried; Award of Merit
- 2001 *Dayton Advertising Club Hermes Awards*
Juried; Award of Excellence, Judges Award (First Prize: Advertising in the Arts), Award of Merit

| selected significant service |

Selected Professional Service

- 2018–present* International Council of Fine Arts Deans, Diversity and Inclusion Committee
- 2015–present* National Association of Schools of Art and Design, National Board of Directors, Treasurer
- 2014* AIGA The Professional Association for Design, Education Conference, Reviewer
- 2011–14* Peer Reviewer, International Digital Media & Arts Association Journal Editorial Advisory Board
- 2010–14* Member, International Digital Media & Arts Association Advisory Board
- 2006* Conference Co-Chair, “Code Conference”
International Digital Media and Arts Association and Interactive Media Studies
Coordination of three-day international conference, consisting of 38 paper presenters, three featured speakers, two keynotes, four panels, gallery talks, a vendor fair, and nine pre-conference tutorials. Additionally, responsible for all conference design work creation and production.
- 2003* International Competition Juror, HOW Magazine’s “13th Annual International Design Competition” Panel of three jurors, with Steff Geissbuhler and Deanna Kuhlmann-Leavitt
- 1992–96* Board Member & Vice President, American Institute of Graphic Arts, Cincinnati Chapter
Elected by the regional chapter of nearly 200 members.
Major responsibilities included: Long-range planning for the chapter; Education liaison to the national organization; “Design Revival 2” design conference steering committee; Co-chair of the Portfolio Review & Forum regional student symposium

Recent Significant University Service

Indiana University

- 2018–present* Co-chair, University-wide Public Art Steering Committee
- 2018–present* Member, IU Bicentennial Design Selection Committee
- 2017–present* Member, Subcommittee for Bicentennial Global Alumni Conference and Reunion
- 2017–18* Member, Bicentennial Public Art Programming Group
- 2017* Co-Organizer, IBM Design Thinking Workshop
Collaboration with School of Informatics, Computing and Engineering
- 2017* Co-Chair, University Maker Space Committee

Miami University

- 2015–16* Co-Chair, MiamIdeas: Year of Creativity and Innovation
Selected by the President to Co-Chair this year-long university-wide initiative on creativity and innovation. Management of a 20 person steering committee and 100+ volunteers including students, staff and faculty. Management of seven subcommittees. The year’s focus was intended to create long-term transformation of the institution.
- 2012–2016* Member, College of Creative Arts Dean’s Executive Committee
- 2014* Member, Provost Search Committee (elected by university faculty)
- 2012–14* Member, Interdisciplinary Advisory Committee
- 2013* Member, Ad-hoc Committee to Review Policies for Lecturers and Clinical Faculty
- 2013* Member, Liberal Education Committee
- 2012–13* Chair, 2020 Plan Target Goal #4 and member of 2020 Strategic Plan Coordinating Team
- 2012–13* Member, Miami Plan Redesign Committee
- 2011–13* Member, University Web Committee
- 2009–2012* Steering Committee, Miami University Interdisciplinary Technology Development Challenge
- 2012* Assisted with Authoring a \$20M Development Proposal

recent significant university service, cont.

- 2011 Chair, University Interdisciplinary Enhancement Committee
- 2010–11 Chair, AIMS Lecturer Search Committee Member, University Enrollment Manager Search Committee
- 2010 Member, University Howe Writing Center Search Committee
- 2009–10 Chair, AIMS/Art Tenure-track Search Committee
- 2008–10 Member, University Branding and Website Redesign Committees
- 2008–09 Chair, AIMS/SFA Tenure-track Search Committee
- 2008–09 Chair, Graphic Design Tenure-track Search Committee
- 2003–05 Member, University Committee on Courses and Curriculum
- 2003–05 Member, North Central Accreditation Subcommittee on Effective Learning and Teaching
- 2003–04 Member, Provost's Initiative on Leadership

| social media |

LinkedIn: [linkedin.com/in/pegfaimon](https://www.linkedin.com/in/pegfaimon)

Twitter: [@soaddean](https://twitter.com/soaddean)

About.Me: [about.me/pegfaimon](https://www.about.me/pegfaimon)