JOHN DAVID HALLER

MFA, Visual Communication Design

CURRICULUM VITAE

EDUCATION

Master of Fine Arts (MFA)

2022 Visual Communication Design
College of Communication and Information
School of Visual Communication Design
Kent State University, Kent, Ohio

Thesis / MFA Culminating Project

Using Visual Language to Reduce Patient Barriers and Medication Errors
Permalink: http://rave.ohiolink.edu/etdc/view?acc_num=kent1669473798993888

Bachelor of Fine Arts (BFA)

2019 Visual Communication Design
College of Communication and Information
School of Visual Communication Design
Kent State University, Kent, Ohio

Bachelor of Arts (BA)

1999 Theatre Arts: Directing
College of Performing and Visual Arts
School of Theatre Arts and Dance
University of Northern Colorado, Greeley, Colorado

Associate of Arts (AA)

1997 Liberal Arts
Aims Community College, Greeley, Colorado

AREAS OF EXPERTISE & TEACHING INTERESTS

Areas of Expertise: Typography; Branding/Identity Systems; Graphic Design Foundations; Layout & Hierarchy; Design Thinking; Critique; Production for Print/Digital
Teaching Interests: Design Foundations; Typography I/II; Branding/Identity; Studio Foundations; Design Software/Workflow

TEACHING PHILOSOPHY

I teach design as a way of thinking, not just a set of tools. In my classroom, students explore, think critically, and develop their own design voice through a studio process built on sketching, iteration, and honest critique. I ground that exploration in the fundamentals of typography, layout, hierarchy, craft, and concept development, because strong foundations give students the freedom to take creative risks. Drawing on a lifetime in theatre, I run critique as a collaborative rehearsal where every voice contributes and every draft moves the work forward. My goal is measurable growth in each student's skills, judgment, and professional standards, and work they're proud to show.

ACADEMIC APPOINTMENTS

Marietta College in Marietta, Ohio
Hermann Fine Arts Center

Fall 2023 to Spring 2024 — **Instructor of Graphic Design**

The University of Akron in Akron, Ohio
Myers School of Art

Fall 2022 — **Special Lecturer (Instructor of Record)**

Kent State University in Kent, Ohio
School of Visual Communication Design

Fall 2021 — **Adjunct Faculty (Instructor of Record)**

Spring 2021 — **Graduate Assistant (Instructor of Record)**
Adjunct Faculty (Instructor of Record)
Teaching Practicum

Fall 2020 — **Adjunct Faculty (Instructor of Record)**

Spring 2020 — **Teaching Practicum**

Fall 2019 — **Adjunct Faculty (Instructor of Record)**

COURSES TAUGHT

Foundations / Intro
Introduction to Design
Design Principles, Process, and Practice
Design Foundations

Studio
Introduction to Visual Communication Design, Studio

Typography
Introduction to Typography
Typography I

Branding / Identity
Logo Design & Branding

Graphic Design
Graphic Design I & II

Design Tools / Design Software
Software for Design

EXPERIENCE

Jan 2025 to Present — Eagle Ridge Threads LLC, Online Apparel Brand
Founder / Designer
Designed and produced original apparel graphics combining illustration, graphic design, and

typography, while maintaining consistent visual standards across product lines. Created a brand identity system (logo, color palette, typography, and reusable templates) and applied it across product mockups and store visuals. Prepared print-ready files for print-on-demand production, including vector preparation and vendor-specific specifications. Set up and maintained the storefront in Shopify and designed product listings to keep the customer-facing presentation consistent.

Jan 2018 to May 2019 — Glyphix Studio. Kent, Ohio
Graphic Design Intern
Produced digital artwork and logo concepts for local businesses, and designed print materials and marketing collateral under the creative director's direction. Met with clients biweekly to clarify goals and align creative direction for marketing and advertising projects.

Sept 2009 to Mar 2016 — Century 21 HomeStar. Cleveland & Akron, Ohio
Real Estate Sales Agent
Created marketing materials—website updates, SEO, email campaigns, virtual tours, paid ads, and social content—to position listings and differentiate clients and the brokerage. Conducted showings and open houses for buyers and brokers. Generated listings through outbound prospecting, referrals, and follow-up, and negotiated and managed transactions from initial inquiry through closing.

Jun 2012 to Sept 2013 — KellyConnect, BPO for Apple, Inc. Troy, Michigan
Area Manager/Call Center Operations
Managed day-to-day workflow and team productivity for a 970-seat virtual call center to meet or exceed service and quality targets. Coordinated cross-department communication to resolve customer issues and maintain consistent support delivery. Trained staff on operating procedures and service standards and strengthened client relationships through high-empathy communication and reliable execution of performance guidelines (service levels, handle time, and productivity).

CONFERENCES & TOWN HALLS

Fall 2022 — **Colloquium 9.1: Kent State University**
Organizers: Design Innovation
Location: Virtual Town Hall
Attendee: October 7, 2022

Spring 2021 — **Academic Honor & Integrity: Challenges & Opportunities**
Organizers: Reinvention Collaborative
Location: Virtual Town Hall
Attendee: February 16, 2021

Connecting Scholars, Building Community, Design Research Networking
Organizers: The College Art Association, Design Incubation Affiliated Society Meeting
Location: Virtual Conference
Attendee: February 12, 2021

Fall 2020 — **AIGA Design Conference, The Professional Association for Design**
Organizers: AIGA The Professional Association for Design
Location: Virtual Conference
Attendee: November 9-14, 2020

Fall 2020 **Adobe MAX 2020 Creative Conference**
Organizers: Adobe Inc.
Location: Virtual Conference
Attendee: October 20-22, 2020

Fall 2019 **Hamilton Wayzgoose**
Organizers: Hamilton Wood Type and Print Museum
Location: 1816 10th Street, Two Rivers, Wisconsin 54241
Attendee: November 8-10, 2019

EXHIBITIONS

Fall 2020 **VCD Juried Student Show**
Kent State University, School of Visual Communication Design
Book. Title: POLAR Brand Identity Manual.

Fall 2019 **VCD Juried Student Show**
Kent State University, School of Visual Communication Design
Poster. Title: Male Genital Mutilation.
Typographic Specimen. Title: Blaise, a Display Typeface.

Spring 2019 **"Export" VCD BFA Senior Show**
A senior-level, professional gallery presentation, curated through selection and refinement of previously completed classroom work; with emphasis on organization and presentation.

Fall 2017 **VCD Juried Student Show**
Kent State University, School of Visual Communication Design
Photographic Series. Title: Sin, An Absolution.
Portrait Photography. Title: A Portrait of the Artist.
Poster. Title: The Lord of the Flies.

DESIGN SYMPOSIUMS & WORKSHOPS

Fall 2019 **AIGA The Professional Association for Design: Kent Chapter**
Presenter. An in-depth InDesign demonstration of page layout, working with grids, application, and the Van de Graaf canon, baseline grid, paragraph, and character styles.

Attendee. Marc Lineveldt, Executive Creative Director of GSW Advertising, led a symposium on the importance of participating in design competitions and how an ugly or discarded idea can be the key to your most important design opportunity. Mr. Lineveldt believes in the power behind ideas and shared his creative direction with the Bulwark Protect and the inspiring short film 451˚ A Bulwark Film, which documented the process of their ridiculous idea.

Attendee. Dafi Kühne, from Zurich, Switzerland, led a type high press letterpress workshop for the students and faculty of the School of Visual Communication Design, focusing on fusing old-world analog letterpress design with modern digital design.

Attendee. Christine Wisnieski, met with the School of Visual Communication Design and the Kent State University community to discuss the focus of her studio's branding of outdoor environments through various print and digital media.

Attendee. Scott Moore, craftsman and owner of Scott Moore Type, presented a hands-on workshop that discussed the history of letterpress, wood type, and the pantograph machine. Participants made their own end grain, cut maple type for letterpress printing.

Fall 2016 **AIGA The Professional Association for Design: Kent Chapter**
Attendee. Timothy Goodman met with the School of Visual Communication Design and the Kent State University community to discuss his ability (through design) to connect to human emotions through words. As a result, he is redefining what it means to work in the design industry.

SERVICE & LEADERSHIP

SERVICE

Fall 2023 **Volunteer Design Support — T-Shirt Graphic**
Theatre Department, Marietta College (Hermann Fine Arts Center), Marietta, OH
Designed print-ready t-shirt graphic for department use.

LEADERSHIP

Spring 2020 to Fall 2022 **Founder & President**, VCD|247, Student Organization
Selected Contributions: Constitution and bylaws; chapter growth initiatives; AIGA membership outreach; event planning and management; membership monitoring; social media presence.

Fall 2019 to Fall 2021 **Director**, AIGA: The Professional Association For Design: Kent, Student Chapter
Selected Contributions: Chapter growth initiatives; AIGA membership communications; event planning/management; membership monitoring; social media presence.

COMMUNITY & PROFESSIONAL SERVICE

Fall 2009 to Spring 2010 **Board of Directors, Member at Large**, Ohio Community Theatre Association
Selected Contributions: Liaison between membership, regional representatives, and board; coordination with committee chairs on status/progress review; reporting to executive board.

PROFESSIONAL MEMBERSHIP

Member, AIGA: The Professional Association For Design: Kent, Student Chapter
Member, Akron American Advertising Federation
Member, Third Degree, The Knights of Columbus
Member, The Type Directors Club

CERTIFICATION

Spring 2020 to Present **Collaborative Institutional Training Initiative - CITI Program**
Social & Behavioral Researcher Certificate,

Kent State University Division of Graduate Studies
Certificate of Research Fundamentals

Fall 2020 **Credly Digital Credential**
Online Teaching Orientation: Advanced

CLIENT LIST & PROFESSIONAL WORK

The Hudson Players Guild
The Ohio Community Theatre Association
Roughs: Glyphix Studio
Weaver Industries
Encore Theatre Company
Venture Theatre Company
The Paradise Theatre Company

PORTFOLIO

Portfolio available online at jdhaller.com (additional samples available upon request)