



**deann garcia**

design strategist  
& educator  
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I am a creative educator grounded in the field of graphic design, with a decade of practice driving diverse brand-oriented projects. I combine a lifetime spent in the outdoors with a passion for interdisciplinary design for scientific communication, a broad education, and extensive business experience. Always focused on sustainable design theory, executed with systems analysis and design thinking at the fore, my problem solving approach is broad, deep, and practical. I strive to provide educational experiences that expand the possibilities of design and bring about a positive, collaborative future for both human society and the planet.

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## **Oregon State University | Instructor, Graphic Design | January 2017-present**

### *Responsibilities*

- Develop curriculum for upper- and lower- division graphic design courses with a content focus on technology, professional development and preparation for working, design writing, senior capstone projects, sustainability, and collaboration courses.
- Develop curriculum for online and hybrid courses using best practices for learning on the Canvas teaching platform
- Foster cross-disciplinary collaboration, especially for the advancement of scientific and technological research
- Leader of accreditation and assessment activities to insure compliance with program learning goals
- Leader in visual and digital literacy through outside relationships with UI&T and Adobe Software

## **Minneapolis College of Art & Design | Adjunct Instructor (online), Sustainable Design | January 2018-present**

### *Responsibilities*

- Instructor for Fundamentals of Sustainable Design and Visual Communications for Sustainability courses in MA program
- Development of curriculum for online design theory and studio courses at graduate level
- Member of 2019 Academic Review Committee

## **Yakima Products, Inc. | Senior Design Manager | March 2015-December 2017**

### *Responsibilities*

- Concept, direct and execute yearly marketing campaigns
- Establish and evolve brand visual identities
- Manage, critique, and mentor team of graphic designers
- Concept and direct graphics for digital and social campaigns
- Communicate with regional business units in EU, AU and China, setting up shared resources data bases
- Direct and execute design of merchandising hardware and graphics
- Concept, direct and execute design of sales and marketing materials and presentations
- Drive production of all printed materials, managing vendor relationships, creating RFPs for printers and other vendors, and quality checking all printed materials
- Direct and supervise product photography and creative video projects with internal and external teams

### *Accomplishments*

- Rebranded the 35-year-old Yakima outdoor brand, bringing back the vibrance and irreverence that characterized the voice of the company in years past. Lead redevelopment of visual communication strategy and look and feel for all print, digital, photo, and video. Rebranding coincided with record sales and increased adoption of the brand at retail.
- Helped to lead packaging redesign team, traveling to China to meet with printers, learn about best practices, implement sustainability- and quality-based standards, and redesigned carton artwork for new criteria developed. Estimated savings for first year will be \$1 million.
- Lead Creative Direction and concepting for StreamLine System campaign for 2016, the largest and most crucial new product launch in brand history, with Yakima and the National Parks Foundation.

## **Yakima Products, Inc. | Lead Graphic Designer | 2012-2015**

Execute yearly marketing campaigns for Yakima, Whispbar, and Prorack brands, establish and evolve brand visual identities, oversee packaging, mentor junior designers, manage production of all printed materials, manage relationships with print, 3D design, and photo vendors.

## **Danner Boots | Lead Graphic Designer | 2009-2012**

Brand design for all printed, environmental, tradeshow design and marketing campaigns. Jill-of-all-trades for both Danner Boots and LaCrosse Footwear brands. Part of a team of 3-4 who executed all design for both brands and corporate communications.

## **Nike Inc. | Production Artist | 2007-2009**

PA in Licensed Apparel. Created illustrations, schematics, etc. in preparation for manufacture of apparel graphics for the college sports market, as well as design development for special events.

## **Starbucks Global Creative | HearMusic Intern | 2006-2007**

Carried out design projects from concept to final design for Starbucks Entertainment and Hear Music Coffeehouses.

## **Ride Studio | Graphic Design Intern | 2005-2006**

Developed projects for action sports companies, including soft-goods catalogs and a line of snowboards. Used personal knowledge of the snowboard industry to create well-directed product. Clients included Sims Snowboards and Betty Rides.



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## Education

*Minneapolis College of Art and Design | Minneapolis, MN*

MA SUSTAINABLE DESIGN ONLINE 2015

Thesis: Sustainable Production and Design of  
Cycling Lifestyle Apparel for Women

*Oregon State University | Corvallis, OR*

BFA GRAPHIC DESIGN 2006

Cum Laude

*Pepperdine University | Malibu, CA*

2000-2001 ADVERTISING/TELECOMMUNICATIONS DEGREE PATH

## Technology

Expert-level skills in Adobe Creative Cloud application

Particular skill in Illustrator, InDesign, Photoshop, and

Premiere Pro

Existing relationship with Adobe Education Creative Campus

Experience in Canvas and Blackboard online class management  
systems, including developing fully-online and hybrid courses

## Community

Director of West Coast Women's Cycling, an Oregon-based  
advocacy group dedicated to encouraging women of all abilities  
to engage in cycling-related activities, especially mountain biking  
and adventuring off-road

Member of AIGA {Portland chapter}

Assistant coach, Corvallis Composite MTB, a NICA-affiliated  
mountain bike team in the Oregon League for students in  
grades 6-12

## Who

Avid mountain biker, hiker, outdoor enthusiast and advocate for  
social justice in climate change. Dedicated to applying principles  
of sustainability and systems thinking to design education and  
creative direction. Believer in the power of design to change  
hearts and minds. Climate change fighter.