

LESLIE G. HAINES

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615.202.8740

EDUCATION

M.F.A. in Visual Arts (Graphic Design) Marywood University, Scranton, Pennsylvania, 2008

M.A. in Advertising Design Syracuse University, Syracuse, New York, 1992

B.S. in Graphic Design SUNY College at Buffalo, Buffalo, New York, 1983

ACADEMIC EXPERIENCE

Associate Professor, *Middle Tennessee State University (August 2013–present)*

School of Journalism, Visual Communication concentration. Also teach courses in the Advertising program.

Academic Director, *The Art Institute of Tennessee–Nashville (2007–2013)*

Director of Graphic & Web Design, Advertising, Interior Design, and Art Foundations. Developed and maintained curriculums, hired and mentored faculty, managed assessment and assessment reports, advised students, created budgets, ordered supplies and equipment, served on committees, maintained accreditation, placed interns and graduates, taught two–three classes per quarter.

Department Chair, *Watkins College of Art&Design (2001–2007)*

Hired to build a new BFA in Graphic Design program. Performed duties as listed above.

Also responsible for creating and writing every course syllabus as well as marketing the curriculum.

Adjunct Professor, *Syracuse University (1990)*

Taught a Sophomore-level Design Methods course in the Graphic Design program.

INDUSTRY EXPERIENCE

Leslie Haines Design, 2010–present: Created two baseball cap designs for MakerWear brand sold at Target stores nationwide (selected from over 1,000 submissions), Tennessee license plate design selected from a statewide competition for the Tennessee Arts Commission, design of promotional ads for Kenney Chesney, Shawn Mendes and other performers through client Messina Touring Group, branding and packaging design for Kids are Made to Move, various logos and other branding items for non-profit and for-profit organizations including Roots Radio WMOT.

Partner, **BaaHaus Design**, 1995–2010: The firm provided graphic design, art direction, and advertising services for a local and national client base including: *The Tennessean/Gannett*, Watkins College of Art & Design, The Watkins Film School, WKRN News 2, Nashville Sounds, United Methodist Church, Athena Film Production, and Transformation Pictures. My role was creative director.

Marketing Design Specialist, *The Tennessean* 1993–1995: Responsible for all aspects of advertising design in the promotion of the newspaper. My projects took the form of ad campaigns, collateral pieces, logo designs, and brochures and involved copywriting as well as art direction and design.

Art Director/Designer, *The Syracuse Newspapers* 1986–1993: Served as Art Director in the Advertising Services department that functioned as an in-house ad agency. Promoted the paper as well as its top advertisers.

Designer/Graphics Manager—1984–1986: At Carrols Corporation, the largest franchisee of Burger King restaurants, designer then supervisor for all design department projects, working in close collaboration with the internal marketing department and print shop.

EXHIBITIONS OF CREATIVE WORK

- “The Real Wonder Women” Exhibition, Green Hills YMCA, Nashville, TN 2018
- The International Contemporary Art Competition, Juried, Miami, FL, 2017
- Three’s A Crowd, Nashville Collage Collective Exhibition, Invitational, Nashville, TN 2017
- Nashville International Airport Solo Exhibition, “Animal Abecedary” Series, Juried, 2017
- Inkmasters International Juried Print Exhibition, Cairns, Queensland Australia, 2016
- National Juried Show and Sale, Artclectic, University School of Nashville (USN), 2015 & 2016
- Dogwood Arts Regional Fine Arts Juried Exhibition, Knoxville, 2016
- National Juried Show and Sale, Harding Art Show, Harding Academy, Nashville, 2016
- Blind Juried Group Exhibition at The Frist Center for Visual Arts: Anthology, 2015
- “Animal Abecedary” Invitational Solo Exhibition, USN, Nashville, 2015
- “Animal Abecedary” Selected for Solo Exhibition, Fido, Nashville, 2015
- “Animal Abecedary” Selected for Solo Exhibition, The Belcourt, Nashville, 2014
- “20 Collaborations in Book Art” Juried Group Exhibition, Nashville Public Library, 2014
- “Animal Imagery in Art” Invitational Group Exhibition, Volunteer State Community College, 2014
- Tomato Art Festival, 3 pieces, Invitational Show, Nashville, 2014
- 4 pieces “In the Biz 2” Juried Exhibition at Chromatics in Nashville, 2011
- Interactive Group Exhibition at Woman Made Gallery, Juried, Chicago, IL, 2009
 - “I Spy 3” art book created in collaboration with Britt Stadig
- 5 x 5 Exhibition at the Art Institute of Tennessee–Nashville, 2008
- “Works with Words” Juried Exhibition at the Nashville Downtown Library, 2008

AWARDS, RECOGNITION & PUBLICATIONS

- Publication of Animal Abecedary: A One-of-a-Kind Alphabet Book by Schiffer Publishing, 2018
- MTSU Public Service Grant for “The Real Wonder Women” series \$1,400, 2017–2018
- Article about “The Real Wonder Women” series in Nashville Arts Magazine, 2017
- AEJMC’s Best of the Web/Best of Digital Competition, third place, 2015
- Article about me and my “Animal Abecedary” work in Nashville Arts Magazine, 2014
- FRCAC Creative Project Grant \$5,520, 2014
- Instructional Technology Development Grant \$3,796, 2014
- Tennessee Arts Commission license plate design competition winner, 2013
- American Advertising Federation (AAF) District 7 Donald G. Hileman Memorial Award, 2008
- American Advertising Federation (AAF) “Teacher of the Year, 7th District” 2007
- Dallas Society of Visual Communicators “Golden Apple Educator of the Year Award” 2006
- 12 Regional American Advertising Federation ADDY awards, 7 ADDY Excellence Awards 1987–2006
- University & College Designers Association (UCDA) competition Award of Excellence 2005
- Work published in David Carter’s “Best of American Corporate Identities: 2005”
- Printing Industry Association of the South (PIAS) Best of Category 2004

PRESENTATIONS & INVITED JUDGING

- Tennessee Arts Commission (TAC) Conference Presenter, 2018
- AAF ADDY competition judge, Huntsville, AL 2018
- Journalism Interactive Conference, “The Making of an iPad App” presentation, 2015
- Tennessee Press Association Conference, presentation on design, 2014
- Ensworth School, 2-Day Arts Process Workshop, 2014
- AIGA Dish Conference, Portfolio Judge—February 2012, 2013
- AAF ADDY competition judge, Tampa, FL 2011
- AAF ADDY competition judge, Huntsville, AL 2009
- UCDA Educators Summit, Keynote Address Lecturer, Nashville, TN 2005
- AAF ADDY competition judge, Akron, OH 2005
- Nashville Advertising Federation, Panel on Advertising, Lecturer, 2004
- UCDA Print & Multi-Media Competition, Judge, 2004
- International Association of Business Communicators, Nashville, TN, Lecturer, 2003
- AIGA Design Educators Conference in Los Angeles, CA, Lecturer, 2002