

LESLIE G. HAINES
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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 and other performers through client Messina Touring Group, branding/packaging design for Kids are Made to Move, various logos and other branding items for non-profit and for-profit organizations.

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

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 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
The Art Institute of Tennessee–Nashville Faculty Exhibition, 2007–2009
Watkins College of Art&Design Faculty Exhibition, 2001-2005

AWARDS & RECOGNITION

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
BaaHaus Design website selected as one of HOW’s Top Ten of the Month 1999
Work published in Richard Wilde’s “Visual Literacy” 1993

PRESENTATIONS & INVITED JUDGING

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