

EDUCATION

**MFA in Graphic Design_University of Illinois Urbana-Champaign 1988**

focus primarily on identity design and Swiss graphic systems, digital publishing and teaching undergraduate level courses.

BFA in Graphic Design_Missouri State University Springfield, Missouri 1986

TEACHING EXPERIENCE

**Assistant Teaching Professor_Tenure-Track_Loyola University New Orleans Fall 2023-present**

Develop and teach courses in the Design major including sophomore typography, junior design studio, and senior capstone, all with an overlay of professional practice initiatives. I'd like to consider my classroom an open and evolving laboratory of rigorous experimentation, dialogue, and study on the practice of design. But also one where we question: "Why are we making? Who is it for? How is it delivered?" For me, a framework for the process of designing or making is at the core of how unique ideas are born. In order for students to thrive in an environment where they're still trying to understand their role in the A) design classroom and B) client boardroom, it's important for them to study the history, master the tools, and embrace the process.

Some noted highlights:

- > Advertising Tenure-Track Search Committee 2023-24
- > College of Music & Media Recruiting Committee 2023-
- > AIGA Student Group Faculty Liaison 2023-

**Assistant Teaching Professor_University of Missouri-St. Louis (UMSL) Spring 2018-2023**

Developed and taught courses in the Graphic Design major including introduction to and advanced typography, sophomore design studio, senior capstone, and professional practice initiatives. Co-taught a new voting campaign course with Political Science professor. Spearheaded a fully-paid professional internship initiative. Some noted highlights:

- > Provost Search Committee 2022
- > Graphic Design Internship Coordinator 2022-23
- > Research Grant Recipient 2021
- > Senior Graphic Design Capstone Coordinator 2020-23
- > Faculty Senate/Budget & Planning 2020-23
- > Faculty Scholars 2019-20

**Lecturer_Communication Design_Washington University in St. Louis Fall 2016**

Taught a senior level elective design course called *Voice*, which explores the strategies and tactics used by designers to create work that convinces viewers to consider, believe, debate, act, and even disregard messages that influence society and culture. The majority of the semester was devoted to creating and producing a Voter Registration Campaign while the remaining few weeks were focused on passion projects of their choosing.

**Lecturer_Communication Design_Washington University in St. Louis Fall 2013_Spring 2015**

Team-taught a sophomore-level course focused on expanding the study of words and images, with particular emphasis on how word/image relationships communicate in different ways. Methodology was an important focus to help define and develop student skills in image construction, typography, composition, and writing.

**Lecturer_Graphic Design_University of Missouri-St. Louis Spring 2012**

Team taught a senior level course focused on portfolio building and professional practice. Secured clients and collaborated with University partners on environmental, brand identity and promotional video projects. One project focused on working with a local client.



SCOTT GERICKE
314 494 7702
scott.gericke10@gmail.com
scottgericke.com

TEACHING EXPERIENCE cont.

- **Design Director/Lecturer_Visual Communications Fall 2004_Spring 2007
Sam Fox School of Design & Visual Arts_Washington University in St. Louis**
The Visual Communications Research Studio (VCRS) provided research experiences in applied communication design for post-baccalaureate and research fellows as well as undergraduate students. Funded in part by the Kaufmann Foundation for Entrepreneurship, the program work focused on collaborative projects with University, commercial, and non-profit partners. Responsibilities included overseeing fifth-year students' work within a creative studio environment, leading undergraduate teams on research-based projects, seeking out collaborative projects with various clients, overseeing budgets and managing financial accounts. Also established summer intern program with third-year undergrads. Notable clients included Monsanto, Nestlé/Purina, Missouri Baptist Medical Center, and United Way of Greater St. Louis.
- **Lecturer_Design_Webster University in St. Louis Fall 1995**
Developed and taught a junior-level course focused on identity development, typographic systems and grid development. One project required working with the Public Relations office.
- **Lecturer_Design_Washington University in St. Louis Fall 1991_Spring 2004**
Developed and taught numerous courses, occasionally with other faculty, focused on typography, exhibition design, brand and identity systems and information design. A few courses focused on portfolio development, careers and self-promotion.

PROFESSIONAL EXPERIENCE

- **Principal & Creative Director_Scott A Gericke, LLC St. Louis, MO 2015_present**
Sole proprietor of design business focused on helping commercial and non-profit clients with and directing teams on brand strategy, identity and communication systems across multiple channels. Select clients and projects include:
Saint Louis Symphony Orchestra_Community Report Design 2018-2022
Washington University Libraries_Bound for Beauty Catalog Design 2022
St. Louis Magazine_A-List Issue Cover and Interior Page Designs 2022
Bunge_Global Headquarters Vision & Mission Wall 2021
Saint Louis University_Interdisciplinary Science and Engineering (ISE) Building Graphics 2021
Spartan Holiday Publications_A is for Autocrat Book Design 2020
Kranzberg Arts Foundation_How Low Building ID & Environmental Branding 2020
Washington Univeristy Sam Fox School_Illustration Symposium Branding 2019
Battle High School_Wall of Honor Design 2019
Spartan Holiday Publications_Stick Figures: Drawing as a Human Practice Book Design 2018
Washington University Libraries_Modern Graphic History Library Branding 2016-18
- **Design Consultant_Caleres_St. Louis, MO 2015-16**
Designed and directed seasonal brand campaigns, photo shoots, packaging, retail windows, digital promotions and trade shows for the Naturalizer, LifeStride and Dr. Scholl's brands. Worked with executive teams as well as brand teams to execute several promotional projects.
- **Design Director_New Honor Society_St. Louis, MO 2014-15**
A boutique agency focused on the earned and owned spaces of branding, content creation and digital platforms for both large global and smaller local clients. My responsibilities included design and direction of internal brand communications, design direction of marketing campaigns across media for various clients, assisted in talent acquisition, and managed summer intern project. Clients include New Honor Society, Microsoft, Logitech, Dreyer's and Local Harvest.
- **Director of Design_Momentum Worldwide_St. Louis, MO 2009-14**
Global integrated marketing communications company. Responsibilities included developing internal creative initiatives, overseeing internal brand communications, development of new business ideas and presentations, managing projects across offices, review and critique of creative projects, overseeing design-focused client projects and managing a small design team. Most notable client work includes image and advertising campaign development for Microsoft, Monsanto, select William Grant & Sons and Anheuser-Busch brands, Coca-Cola and UPS; identity and promotional projects for SSM Healthcare, SeaWorld Parks & Entertainment, GO!Network, Subway International and Office Depot.



SCOTT GERICKE
 314 494 7702
 scott.gericke10@gmail.com
scottgericke.com

PROFESSIONAL EXPERIENCE cont. →

→ **Partner_designlab,inc**_St. Louis, MO 2007-09

Graphic design studio specializing in the development of brand strategy and identity, information systems and publication design. Responsibilities included project management, new business development, creative execution and overall production coordination. Most notable client work includes identity systems for Laumeier Sculpture Park, Companion Baking and Meridian Credit Union; collateral and publication design for Parents as Teachers National Center, Washington University's Sam Fox School and Alcan Composites USA Inc; direct mail campaign for Discovery Networks International; and book design for St. Louis Children's Hospital, George Warren Brown School of Social Work and the Office of Publications at Washington University in St. Louis.

→ **Design Director_XPLANE Corp.**_St. Louis, MO 2000-07

Information design consultancy specializing in clarifying complex business situations through visual collaborations. Responsibilities included in-house brand development, implementation of marketing collateral and execution of design templates for marketing purposes. Focused on collaboration with artists on development and execution of information graphics for clients such as Standard & Poors, Duke University Health System, Munder Funds and Online Insight. Led a team of creatives charged with the development of new products targeted at business executives in the technology sector.

→ **Senior Designer_Kiku Obata & Company**_St. Louis, MO 1996-2000

Multi-faceted design firm focused on transforming how people think about and experience a product, activity, company or place. Responsibilities included project management, concept development, design and execution of corporate identity and image positioning systems; signage and advertising systems; sports, entertainment and retail theme graphics; and marketing/messaging strategies for clients such as Ameren Corporation*, America's Center Convention Complex, Brown Shoe*, Conrad Properties, Medve Group, USB|PaineWebber*, RW Robideaux, St. Louis Rams*, St. Louis 2004, Shedd Aquarium, Soulard Farmer's Market and the Trans World Dome. *Team Leader

→ **Creative Director_Falk Harrison Creative**_St. Louis, MO 1988-1996

Strategic design and corporate communications firm. Responsibilities included overall account service and project management, concept development and execution of corporate communications materials, marketing brochures, identity programs, annual reports, exhibit graphics and consumer packaging. Clients included Allied Healthcare Products, Inc., AT&T Network Systems, Atapco Office Products Group, Cass Commercial Corporation, Home Builders Association, Little Tykes Commercial Play Division, May Department Stores Company, McDonnell Douglas Electronic Systems, Mallinckrodt Medical Group, Monsanto Chemicals Division, Sprint, Salvation Army in St. Louis and Webster University. Started as entry level designer and eventually promoted to a senior level position.

HONORS
 AWARDS
 RECOGNITIONS

→ Design Fellow_AIIGA St. Louis, 2008

- Association of Business Communicators
 Ad Club of St. Louis
 Mohawk Paper Mills
 Mead Paper
 Annual Report 100
 Printing Industries of America
 AIIGA_professional design association
Sign Business Magazine
American Corporate Identity 15, 2001, 2002
Big Book of Logos
Big Book of Corporate Identity Design
Communication Arts
LogoLounge III, IV, VII