



Dorreen Petersen Davis, MS Ed. Media Design & Technology
Designer • Art Director • Instructional Design • Project Management
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Art Director/Graphic Designer who specializes in print design, production and project management with an interest in combining emerging media with print for increased brand recognition.

PROFESSIONAL EXPERIENCE

The Art Institute of California – Inland Empire, a campus of Argosy University • San Bernardino, CA **Graphic Design Instructor (Jan 2009-Current);** **Advertising Instructor (October 2014-Current)**

The Art Institute of California – Inland Empire is a higher educational institute that prepares individuals for a successful career in the Arts using today's technology. AiCAIE is committed to their students by training and inspiring them to push their creativity to the next level so they can become a successful design professional.

- **Provide education through learning-centered instruction** developing the specific skills, competencies, and points of view needed by professionals in the field.
- **Instruct and facilitate meaningful learning** of the Graphic Design and Advertising course curriculum.
- **Encourage a positive environment** based around mutual responsibility, respect, work ethics, and professional development.
- **Maintain accurate student records, academic credentials, and continues to develop professional skills** upon industry trends as needed.
- **Currently teaching and/or have taught the following:**
 - **For Graphic Design:** Introduction to Layout Design, Intermediate Layout Design, Advanced Layout Design, Form and Space, PrePress & Production, Typography-Traditional, Typography-Hierarchy, Collateral Design, Corporate Identity, Art Direction, Design History, Package Design, and Applications and Industry.
 - **For Advertising:** Introduction to Advertising Campaign, Intermediate Ad Campaign, Advanced Ad Campaign, Advertising Copywriting, and Emerging Media in Advertising.

Hoffinger Industries, Inc. • Olive Branch, MS

Contract Design Consultant	Aug 2008-2014
Art Director	2003-2008
Graphic Design Supervisor	1988-2003
Corporate Graphic Designer	1986-1988

Hoffinger Industries is the parent corporation for Doughboy Recreational, well-known manufacturer of high quality above-ground swimming pools. My position required balancing the needs of three divisions while establishing and/or maintaining relationships with vendors.

- **Led daily operations of Marketing Department**, including supervision of up to two Graphic Arts Technicians and one Copywriter. Managed all phases of project management including overall scheduling, work flow, vendor quotes, and performance evaluations.
- **Produced a wide variety of material from design concept through final production:** logo design, sales brochures, dealer catalogs, posters, Point-of-Purchase materials, trade show exhibits, collateral materials, packaging and front-end website.
- **Knowledge of commercial and manufacturing methods/processes:** off-set lithography, engraving, letterpress, digital printing, flexography, gravure printing, roto-molding, injection and extrusion molding.
- **Developed and implemented cost cutting printing proposal saving the Doughboy division \$100,000 over a year.**
- **Designed innovative product for the manufacturing segment of the above-ground pool divisions**, including but not limited to wall patterns, liner patterns, frame appearance and filter/pump colors. Responsible for product from concept to first-run article approvals.

EDUCATION

Master of Science in Educational Media Design and Technology – 2012

Full Sail University • Winter Park, FL

Capstone project was a Collaborative Based Research (CBR) project where I designed and put to practice an innovative, project-based curriculum challenge directed toward increasing students' own motivation in completing homework projects. The challenge for the students would be for them to think more like a designer and consider their homework a design project rather than an assignment.

Bachelor of Fine Art in Advertising Illustration – 1983

Art Center College of Design • Pasadena, CA

Bachelor of Art in Art – 1980

University of Wyoming • Laramie, WY

AWARDS

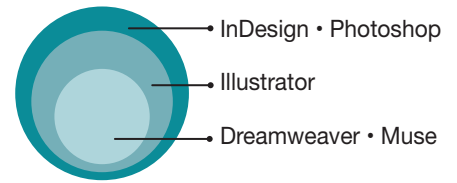
Twice received the **Award of Merit from Inland Empire Addy Awards** for Outstanding brochure for the **“Imagine – Pool Planning Pak”** and Outstanding POP display for the **3-D “Deep Area Display”**.

Hoffinger Industries **President’s Award** nominee

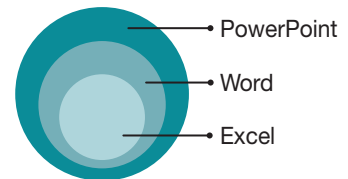
COMPUTER SKILLS

Highly experienced in scanning, color correction and retouching. Experienced with iMovie, GarageBand, and ScreenFlow. Work with Web 2.0 tools such as Prezi, gamification, and online mindmapping tools (MindMeister, Popplet, Mindomo, Bubblus).

Adobe Creative Suite



Microsoft Office



CONTRIBUTION TO THE CULTURE OF LEARNING

Faculty Development Committee – 2013-Current / Co-chair 2014-current

Faculty Development Facilitator –

Gamification in the Classroom – 5/13/2015

Using eCompanion for Evaluation – 6/6/2015

Department Effectiveness Committee – 2014-Current

Design Department Curriculum Team – 2014-Current

Gallery Committee – 2012-Current

Design Department Display Team – 2010-Current

Portfolio can be viewed at www.ddesigngraphics.com