

EXPERIENCE

tom davie

To date, my career has maintained a balance of academic and professional pursuits, an objective that I look to maintain as I relocate to Detroit for professional and personal reasons.

My professional experience has covered a broad design base, including: entrepreneurship, design theory, design thinking, branding, typography, information design/data visualization, web, UI and social design. I am versed in many forms of visual art making, from design software such as Adobe Creative Cloud, to animation (After Effects/Processing), to coding (HTML/CSS) and 4D (Blender), to traditional arts, such as screenprinting, letterpress and mixed-media. As a design professional, I have worked with such clients as PepsiCo, Helmut Lang, SONY, United Colors of Benetton, Disney, Upper Deck, Kiehl's, Mead and Virgin. My design work has been recognized in numerous publications, including Communication Arts, Print, Graphis, HOW, and IdN, as well as being honored with many design awards and featured in books and national/international art and design websites and blogs.

As an Assistant Professor, I have taught and assisted in developing introductory through advanced level graphic design, typographic and professional practice curricula, with extensive experience in assignment creation and implementation. I have also served as an advisor for MFA thesis, undergraduate BFA Capstone and upper-level independent study.

In pursuit of design service, I spent 2015-2017 on the Board of Directors for AIGA Oklahoma, volunteering as Co-Director of Education and Communications.

My current creative activities and research are as follows. First, I am currently acting Design Director and a minority partner at Byronesque (NYC/Paris), an editorial and e-commerce platform specializing in subculture and rare designer vintage fashion. This is a collaborative, global effort that includes Gill Linton (Founder, CEO / Editor in Chief), Justin Westover (Creative Director / Photographer), 75-participating retailers, investors, a small support team and myself, working to develop Byronesque as a global brand and leader in vintage fashion. My responsibilities include shared oversight of brand style and implementation. Identity design, editorial layouts, retail and trade show elements, animations, pop-up events, social media and business documents are areas in which I contribute. I have maintained this working relationship for the past three years, during which my partners have supported my university/teaching responsibilities and schedule. This relationship not only helps to maintain an active professional work flow, but offers valuable experience in collaboration, entrepreneurship, production and brand systems.

Second, I am represented by the premiere global talent agency, Berstein & Andriulli. This relationship provides the opportunity to collaborate with influential and innovative companies around the world. My ability to share these experiences with students is invaluable in their project and professional development.

Third and finally, is an exploration in practice, theory and experimentation called Theographie. Theographie aims to enhance and broaden the manner in which visual designers think, problem solve, research, explore and experiment. Process, research, content development, thinking and experimentation have long been important factors in my creative work. It is my opinion that design is not a wholly service-based industry. While client-based work is certainly the basis for modern day design, it is not entirely client dependent. Theographie is the investigation and visual examination that explores the relationships between theory, intellectualism, concept, narrative, media and style. This work may be quite beneficial to MFA students, upper-level BFA students and educators looking to develop projects and expand their students' conceptual base.

These pursuits significantly enhance my effectiveness in the classroom, by encouraging and mentoring students in a manner that will have a lasting impact on their outlook and preparedness as young professional designers.