



BRYAN C. SPRINGER

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EDUCATION

School of Visual Arts TypeLab Residency	New York City Summer 2017
Savannah College of Art and Design Master of Fine Arts in Illustration	Savannah, GA August 1996
Hillsdale College Bachelor of Arts in Art, <i>cum laude</i> , minor in German	Hillsdale, MI May 1994

WORK EXPERIENCE

Hillsdale College

Creative Director

Responsible for setting the overall creative vision, ensuring brand consistency, and overseeing the output of an in-house creative team of writers, designers, art director, and photographers at Hillsdale College. Owning the execution of creative work aligned with brand standards and strategy, our internal creative team works in collaboration with marketing brand management, product marketing, and digital media teams on tactical and campaign-level work.

The internal creative team produces tactical and strategic creative work as well as collaborates with external creative agencies to produce strategic brand creative. I manage the visual and conceptual direction of day-to-day projects while ensuring creative consistency across the organization.

Hillsdale College

Daughtrey Gallery Director

Responsible for scheduling the art department’s calendar of events and booking professional artist exhibits in the Daughtrey Gallery. Responsible for the transport and curation of all College gallery exhibits (avg. 6/yr) and supervise a Student Gallery Manager and team of student Gallery Assistants. Also responsible for promotion of exhibits: post card mailers, posters, e-blasts, and social media channels.

Hillsdale College

Daughtrey Gallery Manager

Responsible for the transport and curation of all College gallery exhibits (avg. 6/yr) and supervise a Student Gallery Manager and team of student Gallery Assistants. Also responsible for promotion of exhibits: post card mailers, posters, e-blasts, and social media channels.

Bryan C. Springer Illustration & Design

Freelance Graphic Designer

Produce all manner of visual branding Identity materials including print and web.

Featured Clients:

Ann Arbor Flyers

The Hills of Baw Beese

Pediatric Place of Hillsdale

Chapman’s Brewing

Job Pursuit

Phalereus Publishing

City of Hillsdale

Manno Clothing & Tailoring

Rootworks

CPA.com

OSB Community Bank

Walton Chiropractic

Hillsdale College

Payroll Vault

Woodstone Grill

Hillsdale, MI

2019–Present

Hillsdale, MI

2014–Present

Hillsdale, MI

2008–2014

2000–Present

Tosler	Hillsdale, MI
Partner/Creative Director	2013-2014
Communicated strategic goals into actionable design solutions, established brand identity and guidelines, directed design staff, and orchestrated production for a start-up digital media design studio. Responsible for overall visual branding and marketing communications in print and digital media. Ensured correct resources were in place in order to drive visually compelling products and services.	
Thomson-Reuters-Tax & Accounting	Dexter, MI
Senior Creative Designer/Art Director	2000-2008
Designed, directed, and developed graphic concepts for software company's in-house web marketing department, including client web-builder and portal templates, interactive multimedia web presentations, animation, and presentations. Also developed print advertising campaigns and various print marketing collateral. Developed and stewarded brand identity direction and directed junior design staff.	
Eclipse310 Media	Ann Arbor, MI
Multimedia Specialist	2001-2008
Created graphic design concepts and multimedia pieces for next-generation websites as a collaborative team member of a web design and development company.	
Blue Cross Blue Shield of Michigan	Southfield, MI
Senior Designer	1998-2000
Established graphic design standards and provided design, illustration, and animation for Windows environment computer-based training modules and intranet site.	
Ann Arbor Observer	Ann Arbor, MI
Graphic Designer	1997-1998
Designed print advertisements, editorial layouts, and web banner graphics.	
Team Design	Walnut Creek, CA
Junior Designer	1996-1997
Page layout for national newsprint advertisements.	

TEACHING EXPERIENCE

Hillsdale College	Hillsdale, MI
Artist/Teacher in Art	2013-2019
Chief graphic design instructor for the Hillsdale College Art Department. Responsible for almost all Graphic Design/Art Major and Minor courses. Courses taught: Basic Design, Graphic Design I, Graphic Design II, Color Theory & Design, Typography, Web Design, Senior Exhibit & Portfolio/Self-promotion, Pastel Painting, and Illustration. Collaborative branding course with Business/Marketing department.	
Hillsdale College	Hillsdale, MI
Full-time Instructor	2009-2013
Courses taught: Computer Graphics, Web Design, Color Theory & Design, and Pastel Painting.	
Hillsdale College	Hillsdale, MI
Lecturer	2008-2009
Courses taught: Computer Graphics, Web Design, Color Theory & Design, and Pastel Painting.	

Hillsdale College Adjunct Instructor Taught undergraduate art major students in one semester of Watercolor I. Led project course load of 10+ paintings covering technique, plein air landscape, still life, and portraiture. Drawing, watercolor history, and regular critiques were also fundamental components of the class.	Hillsdale, MI Fall 2005
Ann Arbor Art Center Part-time Instructor Teach introduction to pastel class to students of varying skill levels. Developed curriculum encompassing lecture, demonstrations and studio work. Responsible for all aspects of teaching and evaluation.	Ann Arbor, MI 2002-2005
Ella Sharp Museum Part-time Instructor Teach introduction to pastel class to students of varying skill levels. Developed curriculum encompassing lecture, demonstrations and studio work. Responsible for all aspects of teaching and evaluation.	Jackson, MI 2002-2005
Jackson Civic Art Association Workshop Instructor Led group of students in a two-day plein air pastel workshop. Provided guidance and direction to students of varying skill levels, resulting in two final pieces and workshop critique.	Jackson, MI 2004
Savannah College of Art and Design Teaching Assistant Taught undergraduate students in one semester of editorial illustration. Developed curriculum with faculty member. Responsible for co-evaluation of student work.	Savannah, GA Spring, 1996
Savannah College of Art and Design Teaching Assistant Taught undergraduate students in one semester of illustration techniques. Demonstrated pastel techniques and developed student pastel projects. Responsible for evaluation of student work.	Savannah, GA Fall, 1995

AWARDS & EXHIBITIONS

Council for Advancement and Support of Education (CASE) Circle of Excellence Awards:	
CASE Silver Award - Areté Magazine	2025
CASE Grand Gold Award - Parent Relations Packet	2024
CASE Gold Award - DVD Packaging	2022
Best of CASE District V - Admissions Viewbook	2021-2022
Best of CASE District V - DVD Packaging	2021-2022
American In-house Design Award, Graphic Design USA Poster Category	July/August 2014
Hillsdale College Art Faculty Exhibition Co-Exhibitor	Hillsdale College, MI 2012
Hillsdale College Art Faculty Exhibition Co-Exhibitor	Hillsdale College, MI 2009

Ann Arbor Art Center Faculty Exhibition Co-Exhibitor	Ann Arbor, MI 2005
Hillsdale College Alumni Exhibition Featured Exhibitor	Hillsdale MI 2003
The Dale Carnegie Course Graduate and Three-time Award Winner	Ann Arbor, MI 2003
Ann Arbor Art Center Faculty Exhibition Exhibitor	Ann Arbor, MI 2002
Ella Sharp Museum Education Outreach Program Grant Recipient United Way, Lifeways Childrens Initiative	Jackson, MI 2001
Kerrytown Market and Shops Painting Grant Award Recipient Bell Tower Commemoration	Ann Arbor, MI 1998
Savannah College of Art and Design MFA Illustration Graduate Exhibition Heisse & Susse: Dream and Reality	Savannah, GA 1996
Hillsdale College BA Art, Undergraduate Exhibition	Hillsdale, MI 1994
Hillsdale College Annual Student Art Competition 1st Place, Drawing	Hillsdale, MI 1993

PRESENTATIONS & LECTURES

Hillsdale College History Department, Museum Studies Course Presenter: The Daughtrey Gallery: Exhibit Practice & Standards	Hillsdale, MI 2019, 2018
The Collegian Workshop Presenter: InDesign Tips & Tricks	Hillsdale, MI 2018
Spring Arbor University Juror: Spring Student Art Exhibit	Spring Arbor, MI 2012
The Collegian Workshop Presenter: InDesign Tips & Tricks	Hillsdale, MI 2011
Hillsdale College Workshop Leader: College Brand & Website Redesign	Hillsdale, MI 2010
Jackson Civic Art Association Feature Artist Lecturer: The Pastel Medium	Jackson, MI 2004

Ann Arbor Macromedia Users' Group
Presenter

Ann Arbor, MI
2004

Hillsdale College Annual Student Art Competition
Juror: Fall Student Art Exhibit

Hillsdale, MI
2003

FINE ART COLLECTIONS

- Dr. Larry P. Arnn, President of Hillsdale College, Hillsdale, MI
- The Kirby Center for Constitutional Studies & Citizenship, Washington, D.C.
- Dr. and Mrs. Manak Sood, Ann Arbor, MI
- Mr. and Mrs. Robert Baidel, Ann Arbor, MI
- Dr. Tracey Coffman, Ann Arbor, MI
- Kerrytown Market and Shops, Ann Arbor, MI
- Ella Sharp Museum, Jackson, MI
- Mr. and Mrs. Joseph Lewandowski, Dexter, MI

PROFESSIONAL MEMBERSHIPS

- AIGA Sustaining Member
- American Marketing Association

COMPUTER & LANGUAGE SKILLS

Photoshop
Illustrator
InDesign

Figma
Brackets
Microsoft Office Suite

HTML
CSS
German Language