# BRYAN C. SPRINGER

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## EDUCATION

School of Visual Arts — New York City
**TypeLab Residency** — Summer 2017

Savannah College of Art and Design — Savannah, GA
**Master of Fine Arts** in Illustration — August 1996

Hillsdale College — Hillsdale, MI
**Bachelor of Arts** in Art, *cum laude*, minor in German — May 1994

## WORK EXPERIENCE

Hillsdale College — Hillsdale, MI
**Creative Director** — **2019–Present**
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 — Hillsdale, MI
**Daughtrey Gallery Director** — **2014–Present**
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 — Hillsdale, MI
**Daughtrey Gallery Manager** — **2008–2014**
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** — **2000–Present**
Produce all manner of visual branding Identity materials including print and web.
Featured Clients:

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|---|---|---|
| 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 |

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 — Hillsdale, MI
**Adjunct Instructor** — **Fall 2005**
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.

Ann Arbor Art Center — Ann Arbor, MI
**Part-time Instructor** — **2002–2005**
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.

Ella Sharp Museum — Jackson, MI
**Part-time Instructor** — **2002–2005**
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 Civic Art Association — Jackson, MI
**Workshop Instructor** — **2004**
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.

Savannah College of Art and Design — Savannah, GA
**Teaching Assistant** — **Spring, 1996**
Taught undergraduate students in one semester of editorial illustration. Developed curriculum with faculty member. Responsible for co-evaluation of student work.

Savannah College of Art and Design — Savannah, GA
**Teaching Assistant** — **Fall, 1995**
Taught undergraduate students in one semester of illustration techniques. Demonstrated pastel techniques and developed student pastel projects. Responsible for evaluation of student work.

## AWARDS & EXHIBITIONS

Coucil for Advancement and Support of Education (CASE) Circle of Excellence Awards:

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| 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 — July/August 2014
Poster Category

Hillsdale College Art Faculty Exhibition — Hillsdale College, MI
Co-Exhibitor — 2012

Hillsdale College Art Faculty Exhibition — Hillsdale College, MI
Co-Exhibitor — 2009

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

## PRESENTATIONS

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

Ann Arbor Macromedia Users' Group — Ann Arbor, MI
Presenter — 2004

Hillsdale College Annual Student Art Competition — Hillsdale, MI
Juror: Fall Student Art Exhibit — 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

## SKILLS

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|---|---|---|
| Photoshop | Figma | HTML |
| Illustrator | Brackets | CSS |
| InDesign | Microsoft Office Suite | German Language |