

*full, interactive portfolio*

available at [nmillercreative.com/portfolio.html](http://nmillercreative.com/portfolio.html)



work samples *nancy miller*

**Education**

Full Sail University • Winter Park, Florida  
 Master of Fine Arts • Media Design  
 September 2016 • Overall GPA 3.9

Texas Christian University • Fort Worth, Texas  
 Bachelor of Fine Arts • Graphic Design  
 December 2003 • Overall GPA 3.6

**Software Proficiency**

Acrobat	HTML5/CSS	Photoshop
Dreamweaver	Illustrator	PowerPoint
Excel	InDesign	Word
Flash	Joomla	Wordpress
Google Web Designer	Keynote	

**Teaching Proficiency**

Animation & Flash	Email Marketing	Presentation Design
Brand Development	Environmental & Exterior Design	Print/Collateral Design
Broadcast Concepting	Logo & Identity Design	Web Banner Animation
Copywriting	Multi Platform Delivery	Websites
Defining Client Needs	Packaging Design	

**Professional Experience**

Associate Creative Director

mdr advertising • Advertising | Marketing | Interactive | Public Relations  
 Corpus Christi, Texas • August 2008 – June 2011 and Feb 2013 – September 2015  
 Provided a diverse array of creative services including concepting of multi-media advertising campaigns, marketing and brand strategy, web design and development, graphic design, time/budget proposals, copy writing and client relations.

Category Production Designer

Nike Inc. • Team Sports Equipment and Fitness  
 Beaverton, Oregon • January 2006 – September 2007  
 Production of multi-regional packaging for seven product categories, design of internal and external presentation materials, color exploration and application, graphic and product tech packs, visual line plans and catalog design.

Freelance Graphic Designer (www.nmlillercreative.com)

Corpus Christi, Texas • December 2007 – Current  
 Established a client base by networking within the Corpus Christi creative and marketing communities. Coordinated with outside vendors, printers and media to complete projects. Continued design support for Nike Inc., and three local advertising agencies as a creative strategist, graphic designer and web developer.

Contract Graphic Designer

Aquent Creative Agency  
 Portland, Oregon • May 2005 – January 2006  
 Paccess • Burton Snowboards accessories packaging production  
 Nike Inc., Socks Department • packaging and print presentation design

Production Artist

Hollywood Entertainment Corporation  
 Wilsonville, Oregon • May 2004 – May 2005  
 Production and design of brochures, magazine ads, logos, gift cards, direct mailers, in-store displays, t-shirts, philanthropic brochures and internal print materials.

## Teaching Experience

### Visiting Assistant Professor of Graphic Design

Spring 2017 Texas A&M University – Corpus Christi  
 Portfolio & Professional Practices (Grad & Under)  
 Emerging Technology  
 Copywriting  
 Applied Experience  
 American Advertising Federation Student Chair

Fall 2016 Packaging  
 Design in Advertising  
 Foundations of Graphic Design  
 GRDS Degree Launch Marketing, Strategy, Execution  
 GRDS Degree Online-Ready Certification Grant  
 AAF/TAMU-CC ONE DAY Public Svc. Event Chair

### Adjunct Professor of Art

Spring 2016 Texas A&M University – Corpus Christi  
 Graphic Design Studio III  
 Portfolio & Professional Practices  
 Oso Bay Biennial Event Coordinator

### Design Project Critique Panel Professional

Texas A&M University – Corpus Christi  
 Book and Jacket Design • 2010  
 Graphic Design Studio I • various panels 2008 – 2015  
 Graphic Design Studio II • various panels 2008 – 2015  
 Packaging Design • various panels 2014  
 Portfolio and Professional Practices • various panels 2008 – 2015

### Guest Lecturer

Texas A&M University – Corpus Christi  
 Graphic Design Studio I • Spring 2007  
 Graphic Design Studio II • Fall 2007

### Adobe Illustrator Instructor

American Advertising Federation, Train & Gain Workshop  
 Corpus Christi, Texas • 2010

### Design Students Workshop Advisor 2007

Texas A&M University – Corpus Christi

### Volunteer Digital Design Art & Crafts Teacher

Police Activities League  
 Beaverton, Oregon • September 2006 – April 2007  
 Plan curriculum for bi-weekly after school art program for at risk youth. Provide design software and crafts instruction to students of various abilities through individualized instruction.

## Volunteer Experience

American Advertising Federation  
 Board of Directors • 2014 – Current  
 Student Chair • 2015 – Current  
 ADDY® Awards Committee • 2010 – Current  
 ONE DAY Non-Profit Advertising Public Service Chair • 2015 – Current  
 PAUSE PeeWees Pet Adoption Fundraiser *founder* • 2011  
 Bowl-A-Rama Fundraiser Committee • 2011 & 2013

### Marketing/Design Volunteer

Family Outreach of Corpus Christi  
 Corpus Christi, Texas • February 2009 – January 2010

### Volunteer Digital Design Art & Crafts Teacher

Police Activities League  
 Beaverton, Oregon • September 2006 – April 2007

**Community Design**

- 2016 • TAMU–CC Graphic Design fundraising event *Sugar Skull Yo Self*, promo and website design
- 2016 • AAF & TAMU–CC ONE DAY, advertising campaign benefiting Children’s Advocacy Center
- 2015 – 16 • Leadership Corpus Christi, *What’s Up* Community Calendar website redesign
- 2015 – 16 • AAF monthy membership luncheon, collateral design
- 2015 • Texas State Aquarium, 25th Anniversary Commemorative Book, publication design
- 2015 • AAF & TAMU–CC ONE DAY, advertising campaign benefiting Surfrider Foundation
- 2013 – 2015 • Beach to Bay Relay, campaign and website creation
- 2013 • Leadership Corpus Christi *What’s Up* Community Calendar, app design
- 2012 • Goodwill of South Texas, calendar design
- 2011 • Relay For Life, pro bono campaign creation
- 2011 • Leadership Corpus Christi *Connect CC*, interactive timeline website creation
- 2011 • March of Dimes Signature Chef, event collateral design
- 2011 • Coastal Bend Day of Giving, fundraiser graphics
- 2010 – Current • American Advertising Federation, promotional collateral
- 2009 • Junior League of South Texas, Fairy Tale Ball event collateral

**Art Shows**

- TAMU–CC *Artist in the Building* Faculty Show • October 2016
- TAMU–CC *Oso Bay Biennial* National Juried Exhibition • March 2015

**Awards/Recognition**

- Nike Maxim Award*
- Beaverton, Oregon • April 2007
- Excellence in Design* • Euroleague Basketball Presentation

*Student ADDY® Awards*

- 2003 *Student Gold ADDY® Award* for Cheerios Print Campaign
- 2004 *Student Gold ADDY® Award* for Velvet Olive Logo

*District 10 ADDY® Awards*

- 2015 *Silver District ADDY® Award* for Port Aransas Chamber of Commerce
- 2014 AAF *District 10 Silver ADDY® Award* for Port Aransas Chamber of Commerce
- 2012 AAF *District 10 Silver ADDY® Award* for J.R.Viola Cleaners
- 2010 *Gold District ADDY® Award* for Del Mar College
- 2008 *Silver District ADDY® Award* for USS Lexington

*American Advertising Federation ADDY® Awards*

*I have garnered over 170 Gold, Silver & Bronze ADDY® Awards during my employment as Associate Creative Director at mdr advertising. Below is a list of Best Of's trophies awarded for my creative work:*

- 2015 *Silver District ADDY® Award* for Port Aransas Chamber of Commerce
- 2015 *Special Judges Award* for Port Aransas Chamber of Commerce
- 2015 *Special Judges Award* for Marina Arts District
- 2014 AAF *District 10 Silver ADDY® Award* for Port Aransas Chamber of Commerce
- 2014 *Best of Interactive ADDY® Award* for Port Aransas Chamber of Commerce
- 2014 AAF *District 10 Silver ADDY® Award* for Tailfins Seafood To Go
- 2013 *Best of Show ADDY® Award* for Corpus Christi International Airport
- 2013 *Best of Print ADDY® Award* for Corpus Christi Museum of Science and History
- 2013 *Best of Broadcast ADDY® Award* for Corpus Christi International Airport
- 2013 *Best of Out of Home ADDY® Award* for Tailfins Seafood To Go
- 2013 *Best of Digital ADDY® Award* for NavyArmy Community Credit Union
- 2012 AAF *District 10 Silver ADDY® Award* for J.R.Viola Cleaners
- 2012 *Best of Digital ADDY® Award* for J.R.Viola Cleaners
- 2012 *Best of Broadcast ADDY® Award* for Del Mar College
- 2012 *Special Judges Award* for Port Aransas Chamber of Commerce

## Awards/Recognition

### *American Advertising Federation ADDY® Awards (continued)*

- 2011 *Best of Digital ADDY® Award* for NavyArmy Community Credit Union
- 2011 *Best of Out of Home ADDY® Award* for USS Lexington
- 2010 *Best of Broadcast ADDY® Award* for Del Mar College
- 2009 *Best of Show ADDY® Award* for City of Corpus Christi WiFi
- 2009 *Best of Out of Home ADDY® Award* for USS Lexington
- 2009 *Best of Interactive ADDY® Award* for City of Corpus Christi WiFi
- 2009 *Best of Print ADDY® Award* for CC Regional Transportation Authority
- 2009 *Special Judges Award* for Port Aransas Chamber of Commerce

### *Broadcast Awards*

- 2015 *Telly Awards (2)* for Port Aransas Chamber of Commerce
- 2014 *Telly Awards (2)* for Texas A&M International University
- 2014 *Davey Awards (3)* for Texas A&M International University
- 2013 *Telly Awards (3)* for NEC Retail
- 2011 *Telly Awards (1)* for Del Mar College
- 2009 *Telly Awards (3)* for Texas A&M International University

### *Tourism Marketing Awards*

- 2009 *Zenith Awards (3)* for Port Aransas Chamber of Commerce

## Teaching Philosophy

More than 15 years of real-world experience in all areas of graphic design has taught me that preparing students for a career in the field requires a creative and critical thinker who can tap the unconceived potential of the students' minds and talents. Through challenges anchored in modern applications, I aspire to foster an energetic learning environment based on creative logic, creative thinking and creative solutions. Cultivating tomorrow's fulfilled and accomplished professionals requires the instructor to identify opportunities for up-and-coming graphic designers and to encourage their influence on the discipline — specifically, to invigorate student thought that goes beyond the obvious solution to inspire new ideas. Drawing from my own professional experiences, I aspire to advance my students to that level of critical thinking.

Initially as a Graphic Designer for top-ranking corporations such as Nike Inc. and Hollywood Video Corporation, and later as a Creative Director at a local Corpus Christi advertising agency, I came to appreciate the challenges young designers face in the field. In every phase of my career, I voluntarily adopted a mentoring role for recent graduates who were struggling to adapt to the challenges and expectations of their professional environment. Through each advisory commitment, I helped guide the young designer toward advancement opportunities by connecting his or her studies to pertinent production techniques and creative processes.

As an educator, it will be my responsibility to accelerate students' influence by emphasizing creative problem solving in their work so they can actively contribute to social and community solutions. By investigating design's role in social awareness as part of their studies, I hope to impart a more in-depth understanding of the impact of responsible graphic design to my students.

My primary teaching goal is excellence in career preparation for my students. Providing students with industry awareness and expectations, beyond the classroom, is vital for their career development and professional success. Young designers need a real concept of today's industry and what is required of them. With the accessibility of technology and the streamlining of many creative specialties and disciplines, there are far more applicants than vacancies for design positions. The burden of obtaining gainful employment in the industry often weighs heaviest on new graduates. In order for recent graduates to secure one of these elusive positions, they must be technically proficient to be competitive, and both innovative and creative to be exceptional. Armed with their Macs and Creative Suite, a prevailing group of software-savvy applicants call themselves designers. To eclipse them, students need equivalent industry-standard software skills and an understanding of the discipline in its purest form. A true graphic designer is a creative thinker who utilizes multiple outlets to visually communicate an idea. I want to equip my students with the ability to take an idea from concept to completion. This competence is a highly sought-after trait in top job candidates. With a good understanding of concept generation and creative problem solving, my students will be better appointed to face industry challenges with confidence.

I am passionate about the success of my students, and I profoundly value their potential influence as the graphic designers of tomorrow. Through exploration and execution, they will help shape what constitutes effective and impactful design in the decades to come. Nurturing the next generation of designers is a complex undertaking. Conveying foundational principles of type and form to students is imperative while new digital influences and modern-day applications cannot be ignored. For my part, I will craft a curriculum rooted in design fundamentals with contemporary additions like brand development, advertising and multimedia delivery. Through a collaborative learning environment, I will work with students to identify their interests and strengths. By fostering their proficiencies, I aspire to shape effective and influential graphic designers who contribute to the prosperity of the field.

## Statement of Research

In more than 15 years as a professional graphic designer, I have cultivated a well-rounded set of skills and experiences. From large Northwest corporations like Nike Inc. to small South Texas advertising agencies, I have been fortunate to pursue the diverse opportunities and experiences a comprehensive design background can offer. In each position held, I gained constructive insight into the challenges and expectations of real-world projects and work environments. As a Professor of Graphic Design, I will aspire to impart these valuable lessons learned as part of a curriculum rooted in creative problem solving, methodologies and visual communication. My research interests originate from my motivation to elevate professionalism in my students, making them valuable assets to their employers or clients, and to ensure their personal success and foster their vital capability to support themselves.

### *Emerging Technologies*

Since most design careers are interlinked with emerging technologies, it is essential that students take full advantage of the tools available in today's industry to perpetuate a competitive advantage in the job market. As a Professor of Graphic Design, it will be my job to stay current with the evolving digital media and trends that continually transform the industry. Digital applications like websites, animations and social platforms are recent examples of dynamic interfaces that require knowledge of modern tastes and current expertise. Students should feel confident to utilize digital solutions and craft engaging content through these up-to-date outlets. These applications are now considered brand necessities, not extravagancies. To better prepare my students, I will strive to immerse myself in new technologies through continued education and research. Recognizing the importance of keeping current, my Media Design MFA program at Full Sail University offers alumni the opportunity to audit completed courses as a critical part of their continued education and knowledge advancement. In addition to this opportunity, I intend to take advantage of online training courses and regional software workshops to ensure that my knowledge of industry trends and skills is cutting-edge. I want my students to benefit from a curriculum rich in creativity, theory, concept and production techniques applicable to the design careers of today and tomorrow.

### *Measuring Design Effectiveness*

*“As businesses increasingly recognize the power of design to provide significant benefits, executives increasingly are asking for metrics to evaluate the performance of design.”*

*— Thomas Lockwood, President of the Design Management Institute*

With the amount of newcomer designers entering the industry far outweighing the available positions, TAMU-CC graduates need critical thinking capabilities to broaden their array of employment opportunities. Rarely do designers understand the business needs of their client, impairing their potential to generate effective creative solutions. The ability to apply higher-level thinking, focused on outcomes and effect, is a sought-after trait by today's employers. I will assist students in understanding design accountability by imparting evolving concepts regarding social implications, metrics and marketing strategies. With a more comprehensive understanding about how their work is perceived and what effect it has, students will adopt a more holistic approach to the design process. I will lead the exploration of investigative techniques and applications of measuring design effectiveness through a variety of assignments and discussions based on my research.

### *Professional Practices*

In my professional experience, I was often charged with selecting and mentoring new hires. In this capacity, I came to understand firsthand the challenges young designers face in the field. I will strive to maintain a current understanding of industry demands and expectations. I will guide upcoming graduates toward advancement by connecting their studies to pertinent production techniques and creative processes, and by encouraging them to present themselves and their capabilities at the highest level of professionalism. In order to cultivate tomorrow's fulfilled and accomplished professionals, I will dedicate myself to identifying opportunities for up-and-coming graphic designers and encouraging their influence on the discipline.



## RESUME

### CV

Nancy Miller  
361.585.5166  
nmillercreative@gmail.com  
digital application microsite:  
[www.nmillercreative.com/tamucc](http://www.nmillercreative.com/tamucc)

### EDUCATION

- Full Sail University  
Master of Fine Arts • Media Design  
September, 2016 • Date of Completion
- Texas Christian University • Fort Worth, Texas  
Bachelor of Fine Arts • Graphic Design  
December 2003 • Overall GPA 3.6

### PROFESSIONAL EXPERIENCE

- Associate Creative Director  
mdr advertising • Corpus Christi, Texas  
August 2008 – June 2011 and Feb 2013 – September 2015
- Category Production Designer  
Nike Inc. • Team Sports Equipment and Fitness  
Beaverton, Oregon • January 2006 – September 2007
- Freelance Graphic Designer ([www.nmillercreative.com](http://www.nmillercreative.com))  
Corpus Christi, Texas • December 2007 – Current
- Contract Graphic Designer  
Aquent Creative Agency  
Portland, Oregon • May 2005 – January 2006
- Production Artist  
Hollywood Entertainment Corporation  
Willsonville, Oregon • May 2004 – May 2005

### TEACHING EXPERIENCE

- Texas A&M University – Corpus Christi
  - Adjunct Professor of Art - Portfolio & Professional Practices
  - Adjunct Professor of Art - Graphic Design III
  - Design Project Critique Panel Professional
  - Guest Lecturer
  - Design Students Workshop Advisor
- American Advertising Federation  
Adobe Illustrator Instructor, Train & Gain Workshop
- Police Activities League - Beaverton Oregon  
Volunteer Digital Design Art & Crafts Teacher



### PROFILE

More than fifteen years of real-world experience in all areas of graphic design has taught me that preparing students for a career in the field requires a creative and critical thinker who can tap the unconceived potential of the students' minds and talents. Through challenges anchored in modern applications, I aspire to foster an energetic learning environment based on creative logic, creative thinking and creative solutions.

Cultivating tomorrow's fulfilled and accomplished professionals requires the instructor to identify opportunities for up-and-coming graphic designers and to encourage their influence on the discipline — specifically, to invigorate student thought that goes beyond the obvious solution to inspire new ideas. Drawing from my own professional experiences, I aspire to advance my students to that level of critical thinking.

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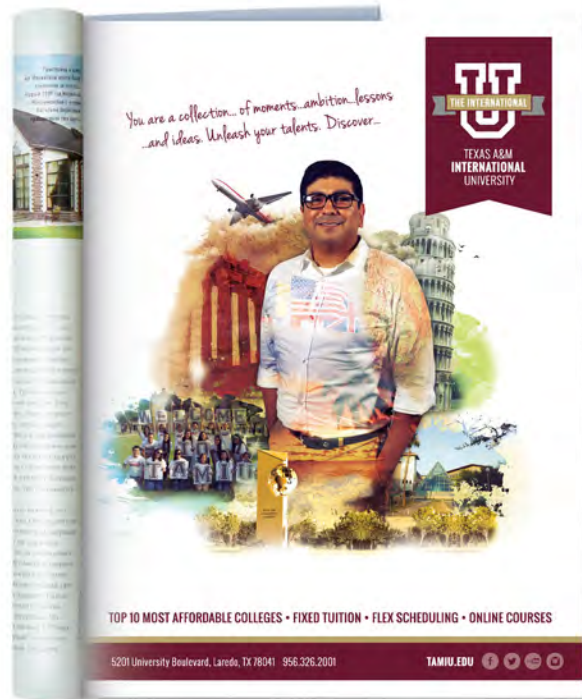
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# 01 branding

## TEXAS A&M INTERNATIONAL UNIVERSITY *The International U*

- print
- outdoor
- digital
- social
- broadcast

Texas A&M International University offers students a real-world education as they are immersed in the local Tex-Mex culture on a daily basis offering a truly international experience. This diverse environment is highlighted in the multi-media enrollment campaign, positioning TAMIU as "The International U."

created for: mdr Advertising  
co-creative: Stephen Rybak







## J.R.VIOLA CLEANERS Swell Since 1960

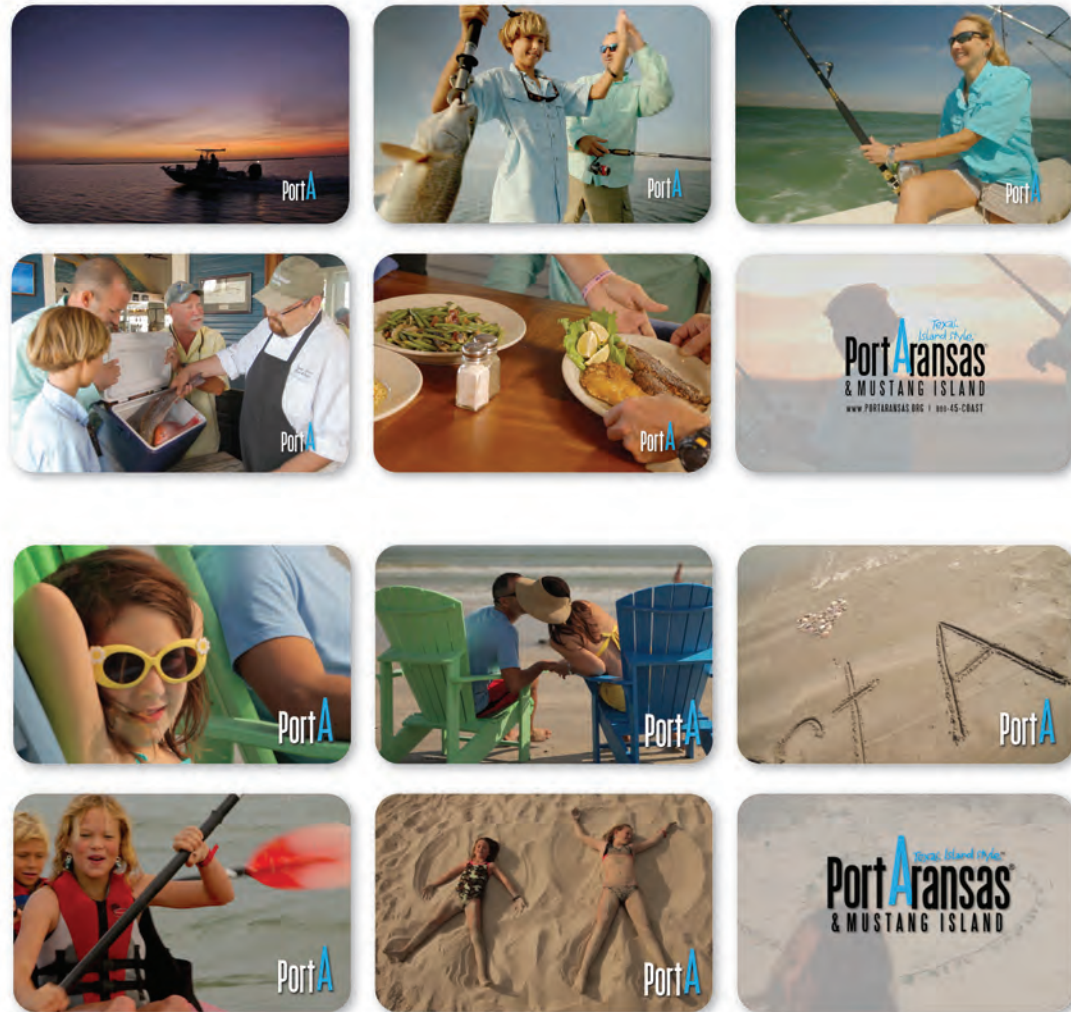
- website
- in-store POP
- social
- ephemera

For over 40 years, J.R. Viola Cleaners has kept their customers looking like real lookers with their deluxe services and quality results. You've got a hectic schedule and no time to decipher the delicate cycle. Let J.R. do the laundry for you. They can clean, press and deliver that special outfit for a ring-a-ding night out with your main squeeze. Superior, timely Service, that's the J.R. way

created for: Bucketworks Advertising







PORT ARANSAS CVB  
Texas ~ Island Style.

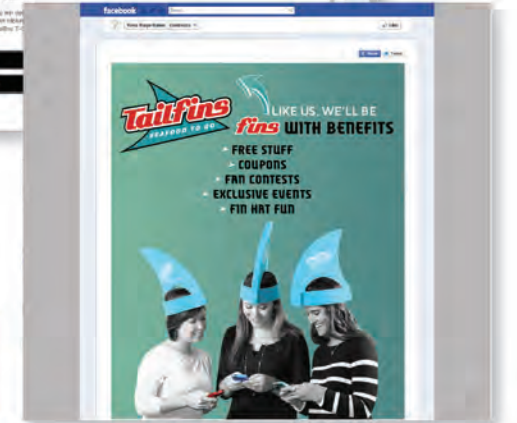
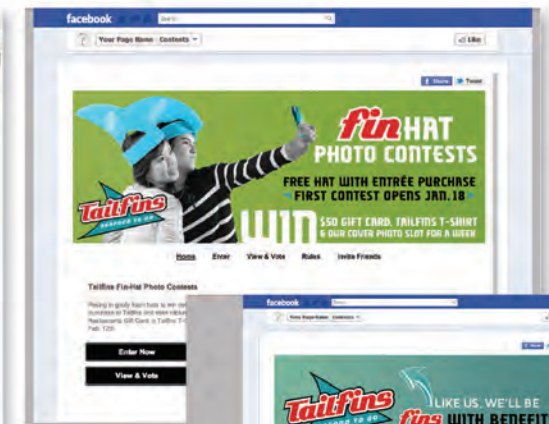
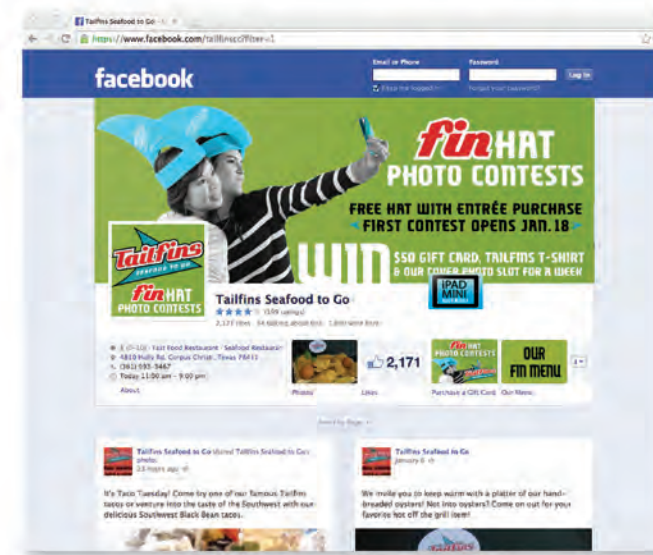
- broadcast
- digital
- website
- outdoor
- print

Ahh, Port Aransas, a fun and funky island getaway for beach, sun and family fun! The laid back attitude of this coastal gem is captured with original vibrant photography and quirky copy across various media.

created for: mdr Advertising







## TAILFINS SEAFOOD TO GO That's What Fins Are For

- environmental Great Seafood. Fast. *That's What Fins Are For*
  - in-store POP
  - social
  - digital ads
  - radio
  - ephemera
- With a social media heavy campaign including photo contests, giveaways and a fun promo item, Tailfins drove traffic to their drive thru and collected a following of new "FINS" for life. The restaurant was finned-out with exterior and interior window clings, table toppers and rebranded menu boards.

created for: mdr Advertising  
co-creative: Stephen Rybak







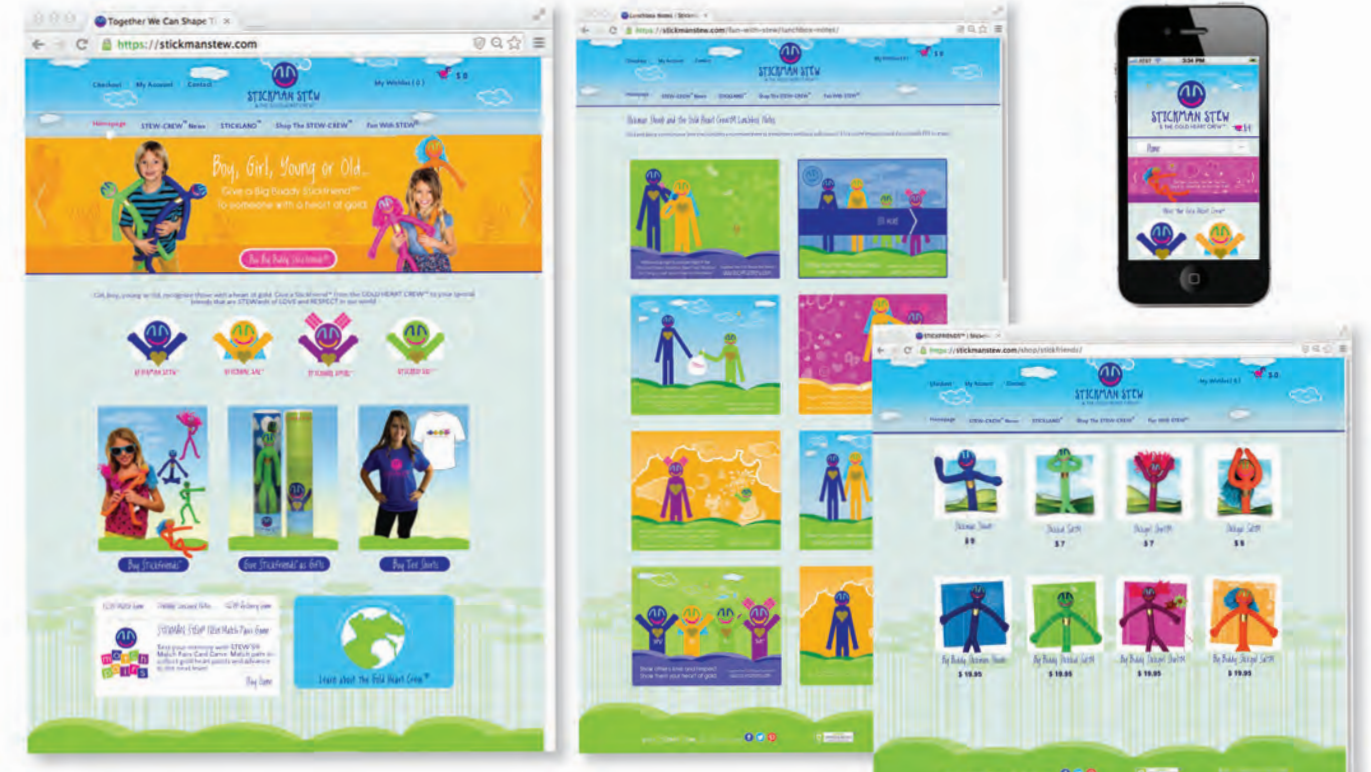
## STICKMAN STEW™ A Gift for Someone With a Heart of Gold

- e-commerce website
- animated game
- packaging
- print
- microsite
- social
- trade-show
- presentation

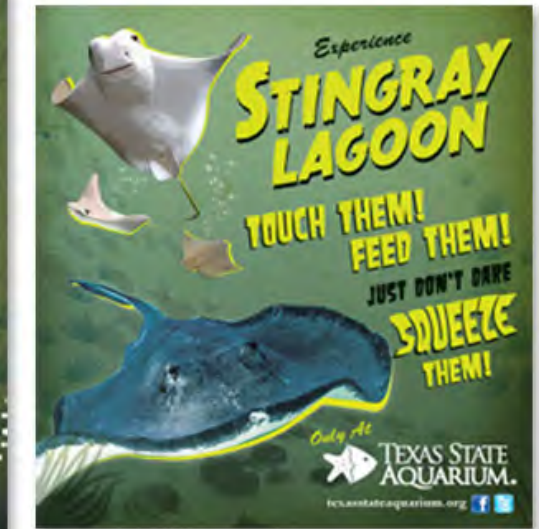
Bend them, shape them, mold them. Friend, teacher, kid, parent? Young or old, do you know someone with a heart of gold? Show them you care with a unique character from Stickman Stew and the Gold Heart Crew. They are designed to recognize upstanding individuals who are STEWARDS of love and respect in our world.

*Together we can shape the world.*

created for: mdr Advertising  
co-creative: Stephen Rybak







## 02 campaigns

### TEXAS STATE AQUARIUM Stingray Lagoon

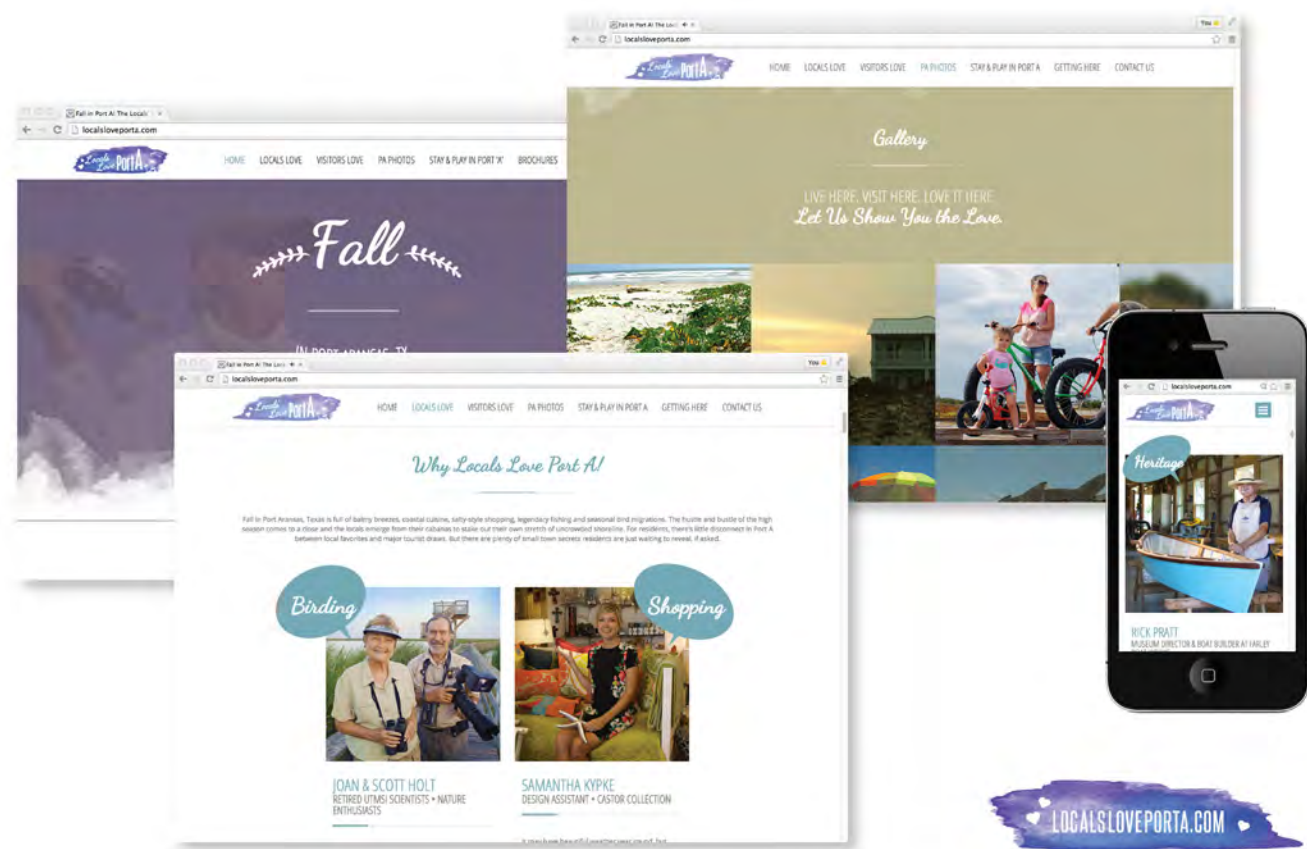
- outdoor
- digital ads
- animated splash page
- environmental
- logo
- social

From the depths of the ocean floor... Emerging from their grassy lair, to glide beneath your fingertips...Come see what you've been swimming with at the Texas State Aquarium. Go on, Reach out, and TOUCH Them! If you're brave, go on, FEED Them! Just Don't Squeeze Them!

created for: Snyder & Associates







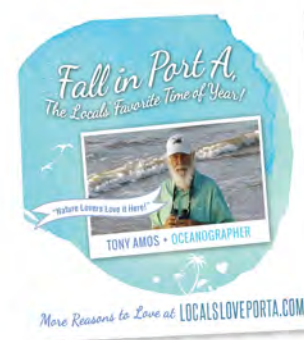
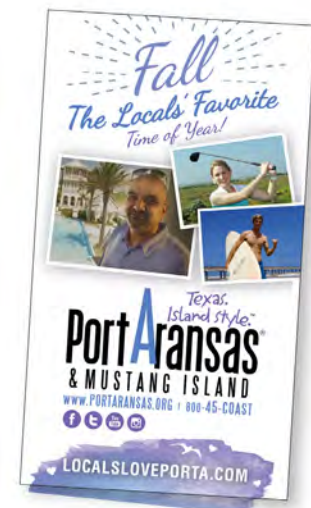
## PORT ARANSAS CVB Locals Love Fall

- broadcast
- print
- social
- digital
- microsite

This seasonal campaign provides an intimate perspective of Fall in Port Aransas through the testimonials of the town's local residents.

Fall in Port Aransas, Texas is full of balmy breezes, coastal cuisine, salty-style shopping, legendary fishing and seasonal bird migrations. The hustle and bustle of the high season comes to a close and the locals emerge from their cabanas to stake out their own stretch of uncrowded shoreline. For residents, there's little disconnect in Port 'A' between local favorites and major tourist draws. But there are plenty of small town secrets residents are just waiting to share, if asked.

created for: mdr Advertising







**LUNG**  
IT'S SHOW-TIME  
SCREENING

**FREE LDCT SCREENINGS IN JULY**

**R** Radiology & Imaging

GIVE YOUR LUNGS A FIGHTING CHANCE.

IF DIAGNOSED EARLY, LUNG CANCER IS TREATABLE.

**FREE SCREENINGS IN JULY**

LOW-DOSE CT SCANS FOR PAST OR CURRENT SMOKERS THAT MEET THE ESTABLISHED HIGH-RISK CRITERIA.

230 FREE Screenings Available. Reserve Yours Now.  
**GIVE YOUR LUNGS A FIGHTING CHANCE.**

ESTABLISHED HIGH RISK CRITERIA

CATEGORY 1  
You are between 55 and 74 years old  
Are currently a smoker or have quit within the past 15 years  
Have smoked at least a pack of cigarettes a day for 30+ years

CATEGORY 2  
You are between 50 and 74 years old  
Have smoked at least a pack of cigarettes a day for 20+ years  
Have one additional lung cancer risk factor (not to include secondhand smoke exposure)

Qualifying Patients - Ask your primary care physician to order your FREE LDCT screening from Radiology and Imaging today.  
Non-Qualifying Patients can schedule LDCT screenings with R&I at the lowest rates in the area.

For Additional Qualifications & Information call **361-888-8875** or visit [radiologyimaging.com/lungscreening](http://radiologyimaging.com/lungscreening)

WE'RE IN YOUR CORNER

**R** Radiology & Imaging

3226 S. Alameda Street | 2825 Spohn South Drive  
Scheduling 361-888-8875 | [radiologyimaging.com](http://radiologyimaging.com)

## RADIOLOGY & IMAGING It's Show Time - Free CT Scan Event

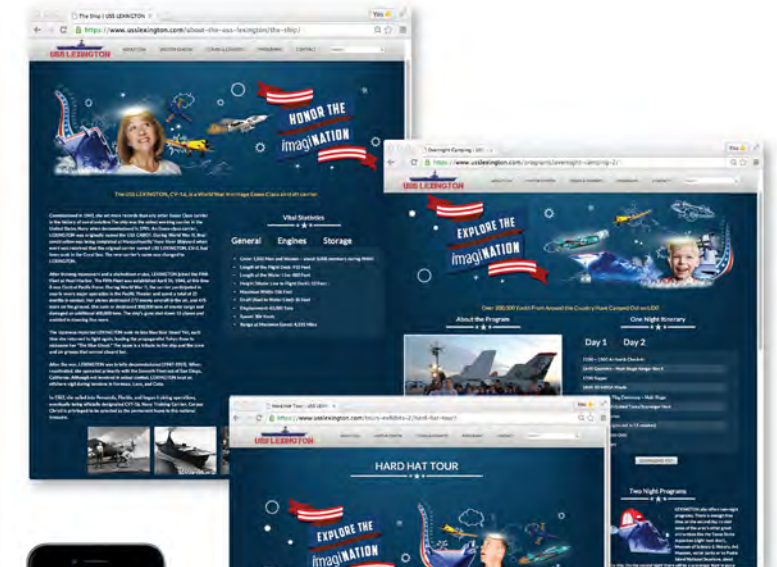
- outdoor
- banners
- digital ads
- print
- social

Radiology & Imaging commissioned a quick and unique campaign for their "FREE CT Scans in July Event." The company offered a limited number of free low-dose chest CT scans to qualifying high-risk patients. Working within a relatively small budget, the campaign targeted both patients and physicians through traditional and new media. The quota for available scans was quickly met after the campaign launched.

created for: mdr Advertising







## USS LEXINGTON Celebrate the imagINATION

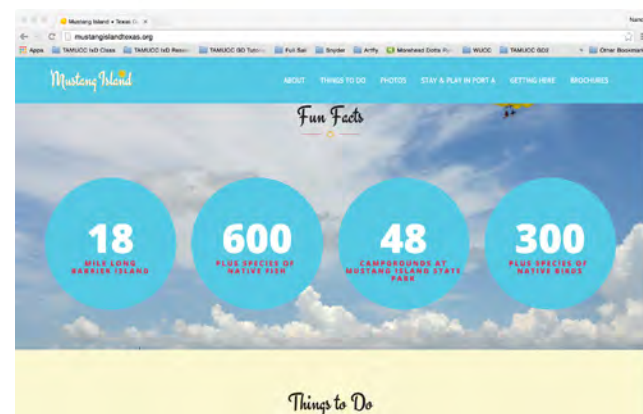
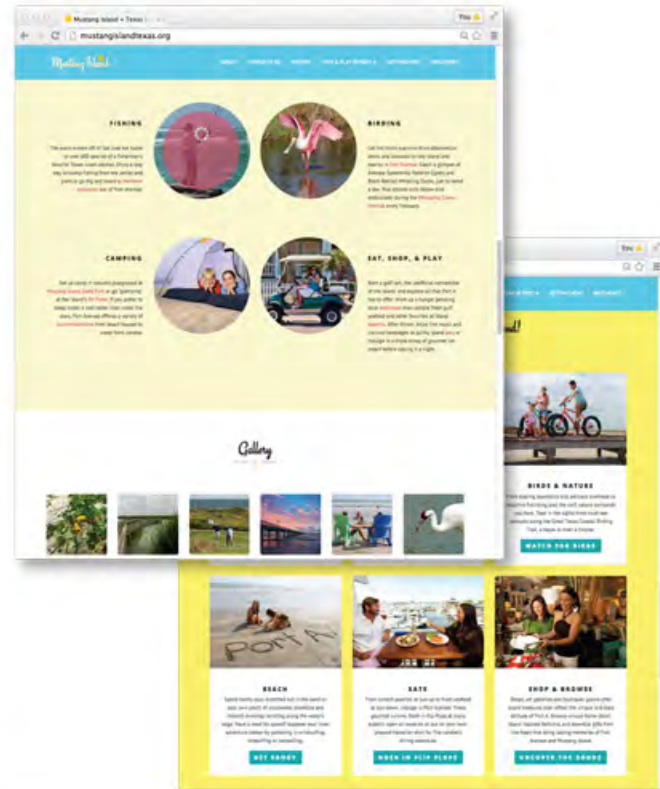
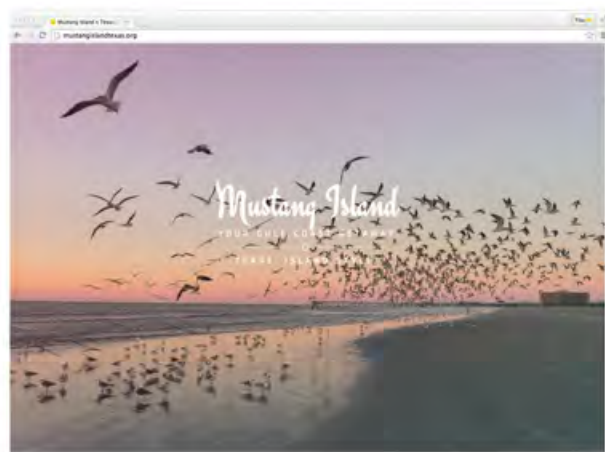
- outdoor
- on-site POP
- print
- digital ads
- website
- social

Let your imagINATION take flight at USS LEXINGTON. The latest multi-media campaign supports our national landmark by celebrating patriotism and inviting guests to imagine the battles and trials of Lady Lex.

created for: mdr advertising  
co-creative: Stephen Rybak  
web-dev: Paul Garcia, Sara Antonetz







03  
web & digital

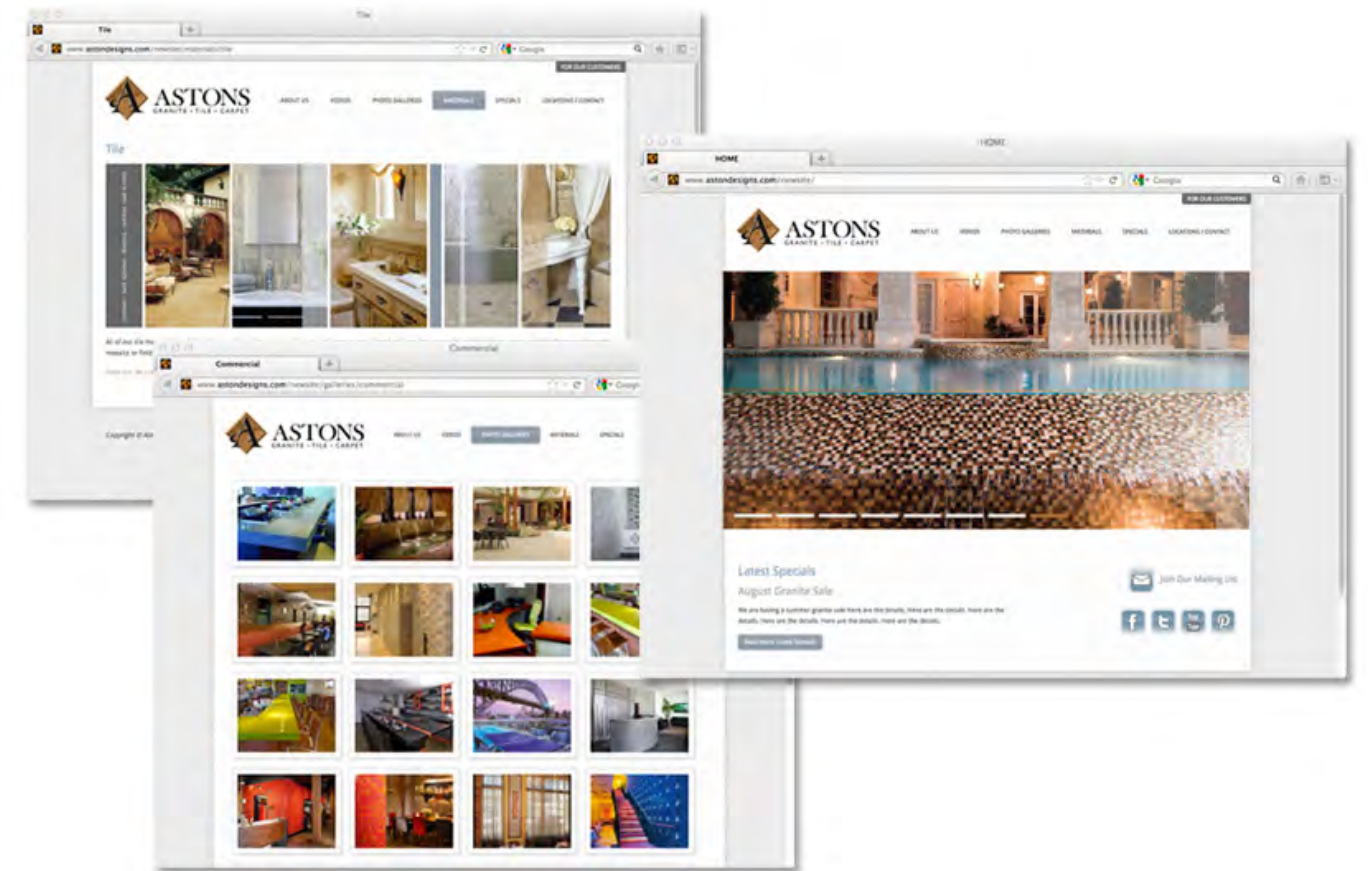
PORT ARANSAS, CVB  
mustangislandtexas.org

In an effort to drive traffic to the Port Aransas CVB's main website, I created a few microsites for nearby tourism areas, Mustang Island and San Jose Island. These dynamic and bright sites hit the highlights of each unique coastal getaway while encouraging virtual visitors to explore nearby Port Aransas in planning their vacations. The microsites immediately boosted SEO and increased visitor traffic to the primary Port Aransas website by 10%.

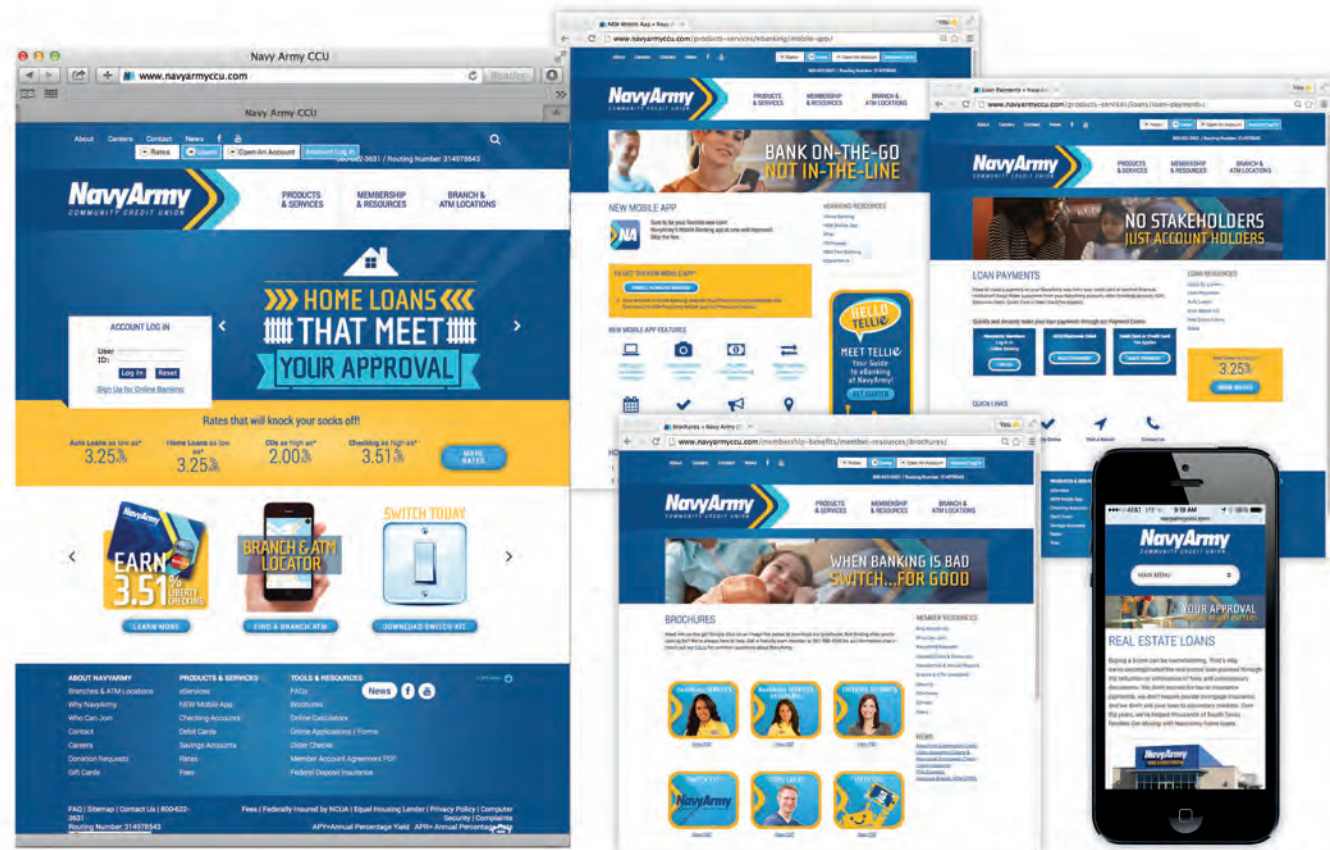
created for: mdr advertising

ASTONS MARBLE & GRANITE  
www.astondesigns.com

The challenge in creating a website for Aston's Marble & Granite was designing a theme that matched the beauty and elegance of the company's products. Textural dimension and earthy tones were utilized in the aesthetics to mimic the offered natural stone surfaces.







## NAVYARMY COMMUNITY CREDIT UNION

navyarmyccu.com

Working with the credit union's internal team, I designed a much needed modern and organized website. Implementing consistent design elements while revamping the copy and support graphics for the organization's entire product and service offerings was an intensive undertaking. The resulting website was met with enthusiasm and appreciation from both NavyArmy's internal staff and its loyal members.

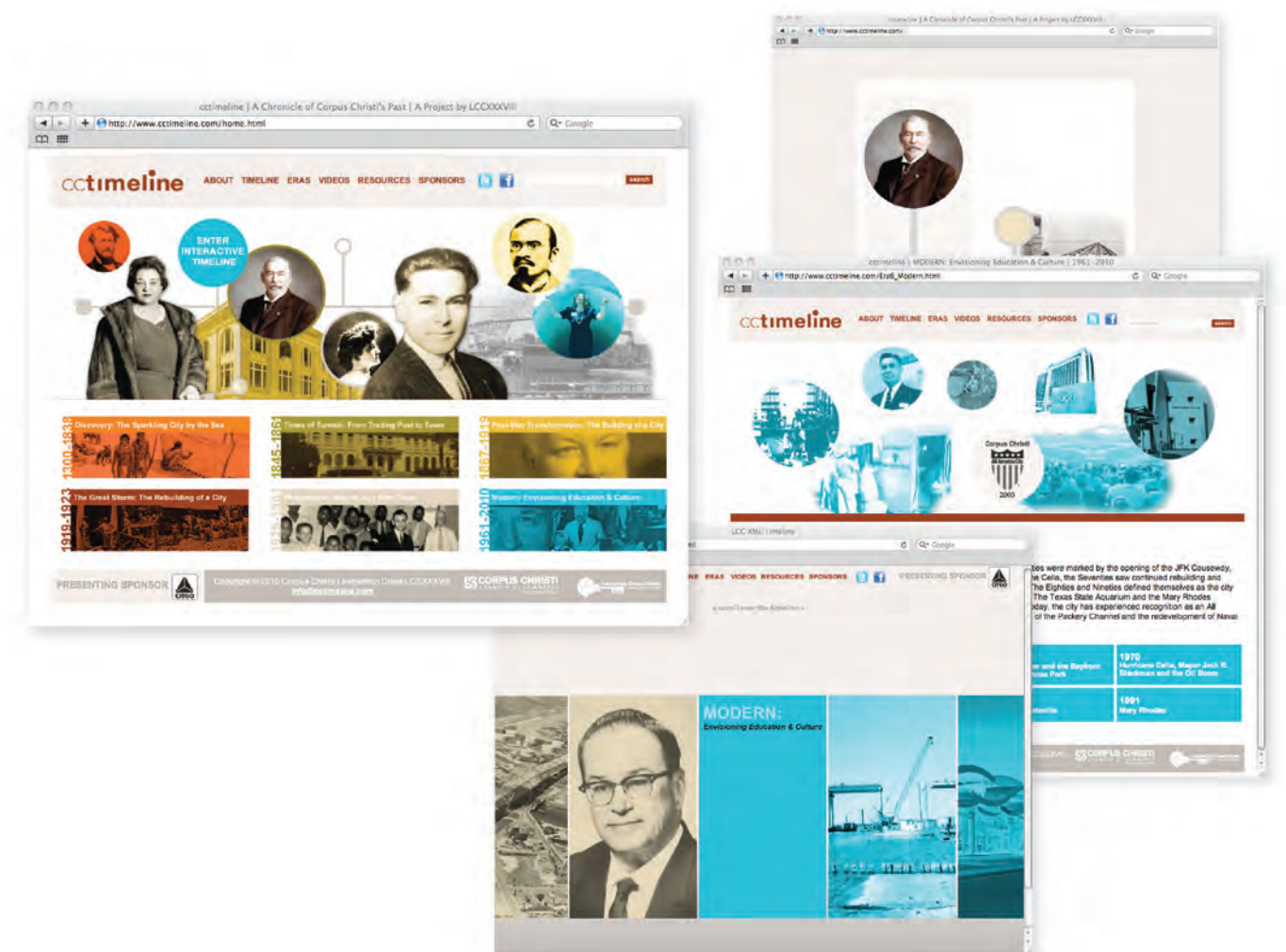
designed for: mdr advertising  
web-dev: Paul Garcia, Sara Antonetz

## CORPUS CHRISTI TIMELINE

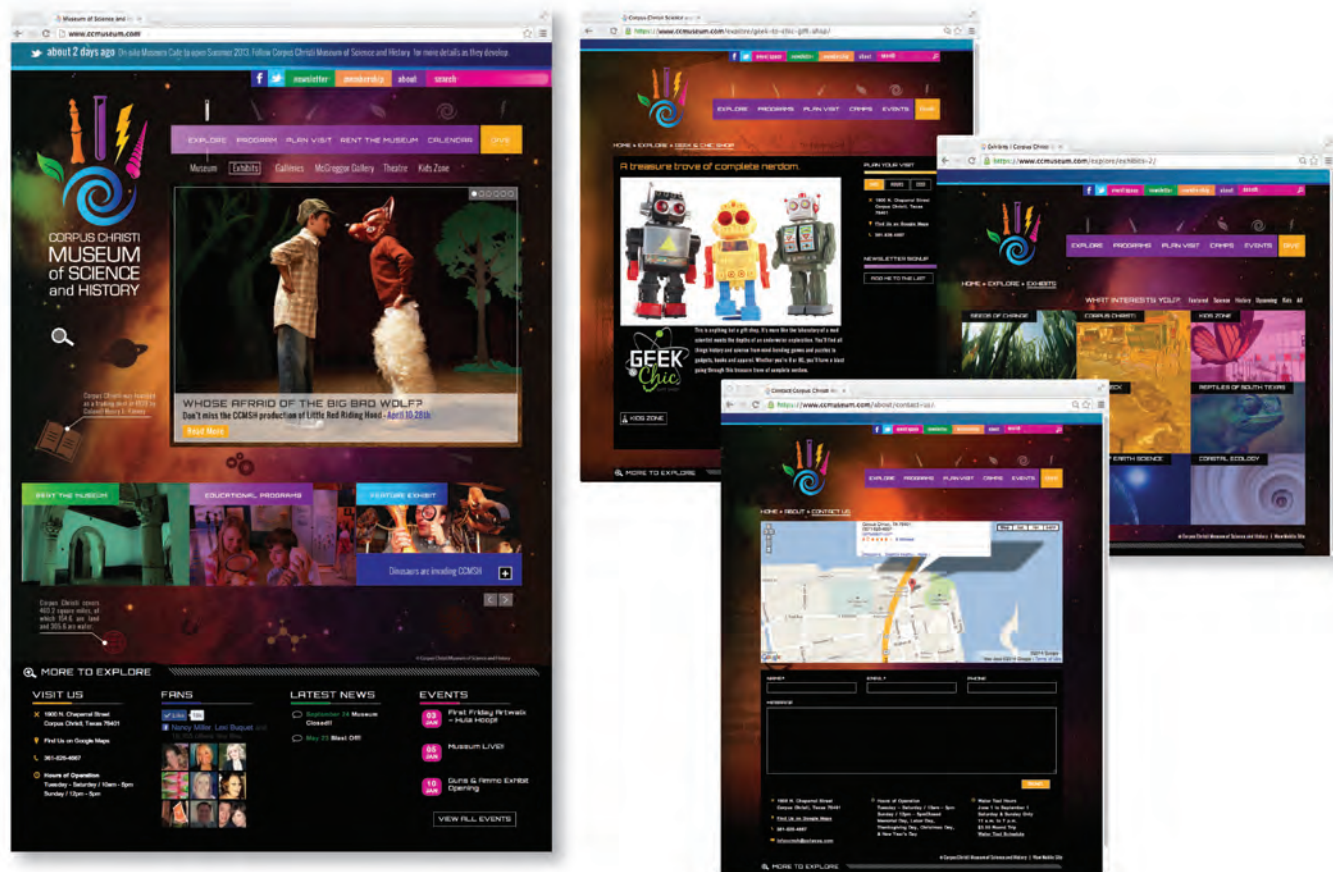
corpuschristitimeline.com

In 2010, Leadership Corpus Christi Class XXXVIII was tasked with constructing an educational and historical tool for the City of Corpus Christi and related stakeholders that documents the long line of community trustees who have demonstrated a commitment to the community of Corpus Christi. Mark and Carol Scott developed the original Corpus Christi Timeline which served as the model for the final deliverables: a Timeline banner, fully interactive Web site and digital presentation, all designed and developed by yours truly.

created for: mdr advertising







## CC MUSEUM OF SCIENCE & HISTORY ccmuseum.com

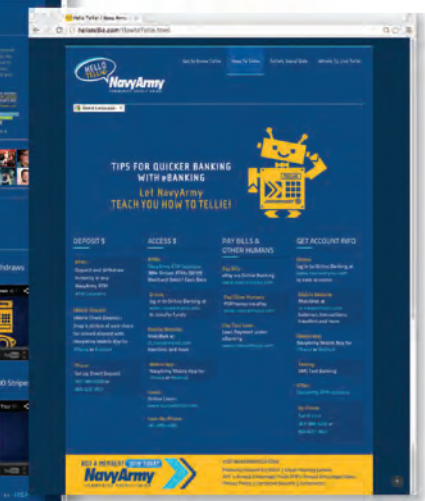
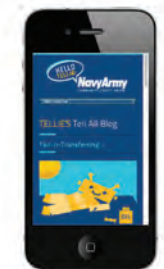
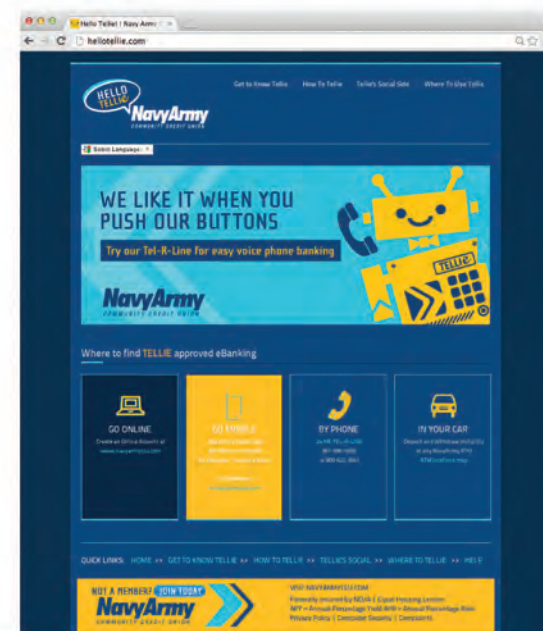
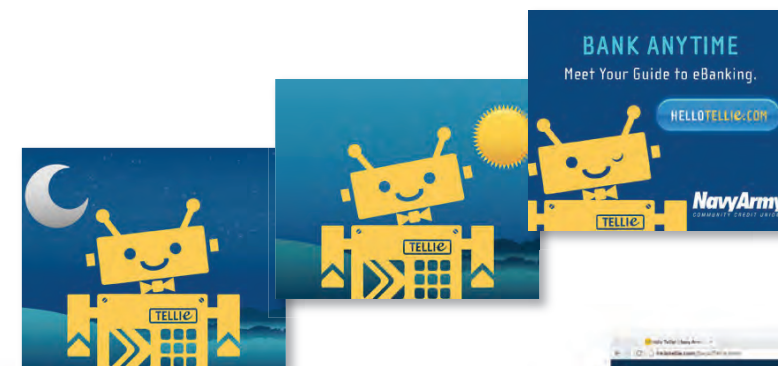
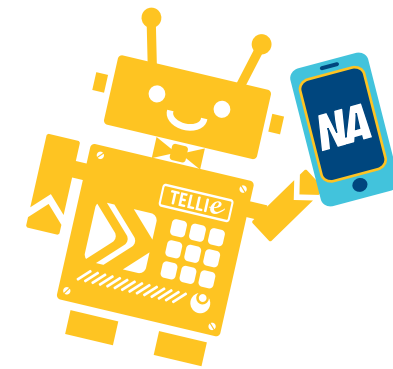
The Corpus Christi Museum of Science and History came to mdr advertising to evolve their digital presence. The newly appointed Director aimed to position the attraction as a facilitator of education, beyond the classroom. With more dynamic exhibits and hands-on learning experiences, the goal to immerse children of all ages into real-world challenges and exploration was forefront in the museum's complete physical and branding overhaul. In-line with that goal, the new website design featured pop-up historic and scientific facts alongside mysterious and bright imagery.

designed for: mdr advertising  
web-dev: Paul Garcia

## NAVYARMY CCU hellotellie.com

- digital ads
  - microsite
  - social
- NavyArmy has experienced incredible growth over the last decade creating a beautiful problem – lines in the branch lobbies. Tellie is a character developed to teach credit union customers about the ease and benefits of electronic banking in order to get people out of line and get them online. He's a digital dynamo and crusader of convenience and your personal guide to eBanking at NavyArmy Community Credit Union. Tellie helped increase the use of eBanking services and the campaign won Best of Digital and a Special Judges' Award at the American Advertising Awards.

created for: mdr advertising  
co-creative: Stephen Rybak







## CC INTERNATIONAL AIRPORT iPad Mini Digital Contest

As part of a multi-media re-branding effort, CCIA administered a social media contest series to increase their Facebook fan base. The iPad Mini Giveaway campaign utilized fun animated banner ads to drive online traffic to the organization's page where fans could enter to win the must-have travel companion. The overall re-branding effort increased Airport traffic over 13% and more than quadrupled their social media following.

created for: mdr advertising

## DIOCESE OF SAN ANTONIO Let's Get Back to Church

With a rise in contemporary "Mega Churches" in the San Antonio area, The Diocese requested an advertising solution that supported attendance retention at their churches. The resulting effort was exclusively directed at a younger audience, the most vulnerable demographic. The digital ads drove viewers to an animated splash page on the Diocese website that concisely and humorously encouraged them to evaluate the opposing worship styles. This satirical approach compared the symbolism and tradition of the Catholic Church to the showy spectacle of contemporary worship encouraging young Catholics to "Get Back to Church."

designed for: mdr advertising  
co-creative: Stephen Rybak







04 print design



CORPUS CHRISTI MUSEUM OF SCIENCE & HISTORY  
Doc McGregor Gala Invitation Suite

designed for: mdr advertising





ART MUSEUM OF SOUTH TEXAS  
2015 Q1 Member Newsletter

designed for: mdr advertising





Goodwill of South Texas  
2012 Calendar

designed for: Artfly



Corpus Christi CVB  
Visitor Information Packet Folder

designed for: Snyder & Associates





NIKE BASKETBALL

**Flight**  
Enhanced Control for High-Flying Ballers

- Ultra-Soft Micro-Mesh Composite Leather**  
Offers exceptional control and touch.
- Flight Badging, Graphics and Colors**  
Links with footwear, apparel and brand-marketing initiatives.
- Wide Channel Profile**  
Enhanced feel for shooters and ballhandlers.
- Rotationally Wound Butyl Bladder**  
Maximizes ball touch and control.
- Indoor/Outdoor**

**TAKE TO THE SKY**  
The Flight player's preferred route to the rim is an elevated skyway. He soars above the paint, avoiding sublimas for climbing to ever-higher altitudes. The Flight basketball uses micro-mesh composite leather to give him enhanced mid-air control, feathery touch and an ultra-soft landing in the bottom of the net.

NIKE  
SPO7 Basketball Equipment Catalog

**TREADLOCK**  
NEXT SEASON, GRIP TAKES ON A WHOLE NEW DIMENSION.

**MECHANICAL GRIP**  
Reinforced pattern increases surface friction and creates a unique bond between your hands and the football.

**NATURAL FLEXIBILITY**  
Designed to give you the same feel as a football, the Treadlock glove is designed to feel like you're holding a football.

**ALL-WEATHER PERFORMANCE**  
Keeps your hands warm and dry, and provides superior grip in all weather conditions.

**TREADLOCK VS. THE COMPETITION: MORE**  
Treadlock is the most advanced grip technology ever used on a football glove.

**THE TREADLOCK EDGE**  
OFFERS 10% MORE CONTROL AND 10% MORE SPEED AND ACCURACY.

NIKE  
FA08 Football Equipment Catalog



NIKE  
HO07 Basketball Equipment Catalog

**LEBRON V**  
RULE WITH A SOFT TOUCH

It's a soft touch, it's a soft touch, and it's a soft touch. It's a soft touch, it's a soft touch, and it's a soft touch. It's a soft touch, it's a soft touch, and it's a soft touch.

**ULTRA-SOFT INDOOR, OUTDOOR BALL WITH RISE-GLOVE DETAIL**

**ULTRA-SOFT MICRO-MESH COMPOSITE LEATHER**  
Offers maximum touch and control, unique look to LeBron V basketball.

**RISE-GLOVE DETAIL**  
Enhanced feel for shooters and ballhandlers.

**WIDE CHANNEL PROFILE**  
Enhanced feel for shooters and ballhandlers.

**WARRANTY PANEL CONSTRUCTION**  
For added durability, the warranty panel is constructed with a reinforced, non-slip material.

**ROTATIONALLY WOUND BUTYL BLADDER**  
Maximizes ball touch and control.

**INDOOR/OUTDOOR**



NIKE  
FA08 Revolution Eye Shield Package



05  
packaging design

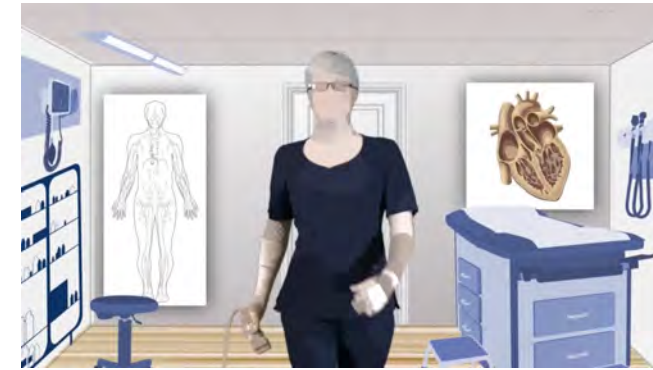


NIKE  
SPO7 In-line Soccer Packaging



NIKE  
SPO7 Premium Basketball Packaging





DEL MAR COLLEGE



NEC RETAIL ELECTRIC CO-OP



PORT ARANSAS CVB

06  
broadcast

Del Mar College  
Where You Want To Go (2010)

created for: mdr advertising  
co-creative: Stephen Rybak

created for: mdr advertising



Women's Soccer Line 2008



Fort Worth Botanic Conservation Society



Buena Vista Park



Velvet Olive Martini Bar



Del Mar College Alumni



Freelance Writer



Port Aransas ISD



Greens Organic Market



Hollywood Video Kids' Day



93.3 FM The Bone Logo

# 07

## logo design



Eclectic Boutique



For Kids' Sake Publishing



Thomas Roa Stained Concrete Design



Waterstreet Seafood Co. Catering



Tor Oso Financial Group



Workforce Solutions Campaign



Beach to Bay 2015



Southern Charm Restaurant



Nova Nustar Holdings



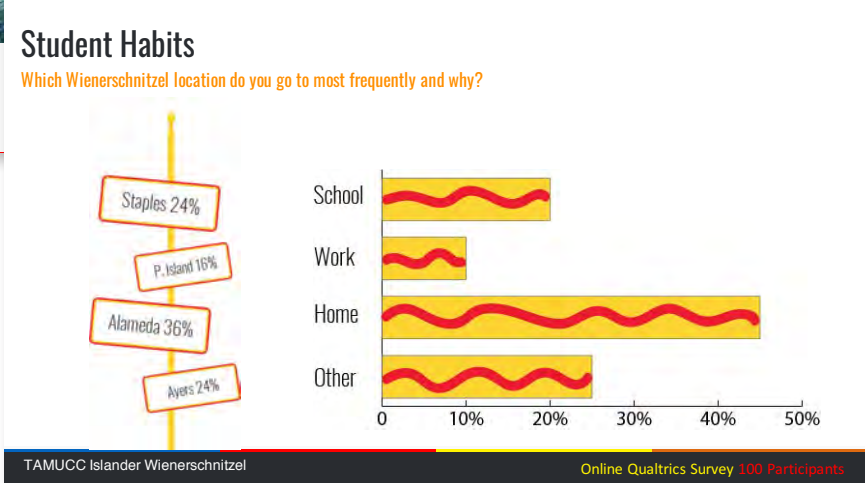
REGION 10 Diocese of CC





### Mission Statement

The mission of this project is to attract university students as well as maintain current neighborhood audience. We will do this by increasing functionality, comfort, and providing a modern aesthetic. The first half of this project will address research, project scope and a plan for phase two. Phase two will specifically implement the vision and goals of phase one.



Relax

Support

Invite

Study

Collaborate

### Functionality

### Aesthetic

Exposed Ceiling

### Aesthetic

Wall Graphics

# 08

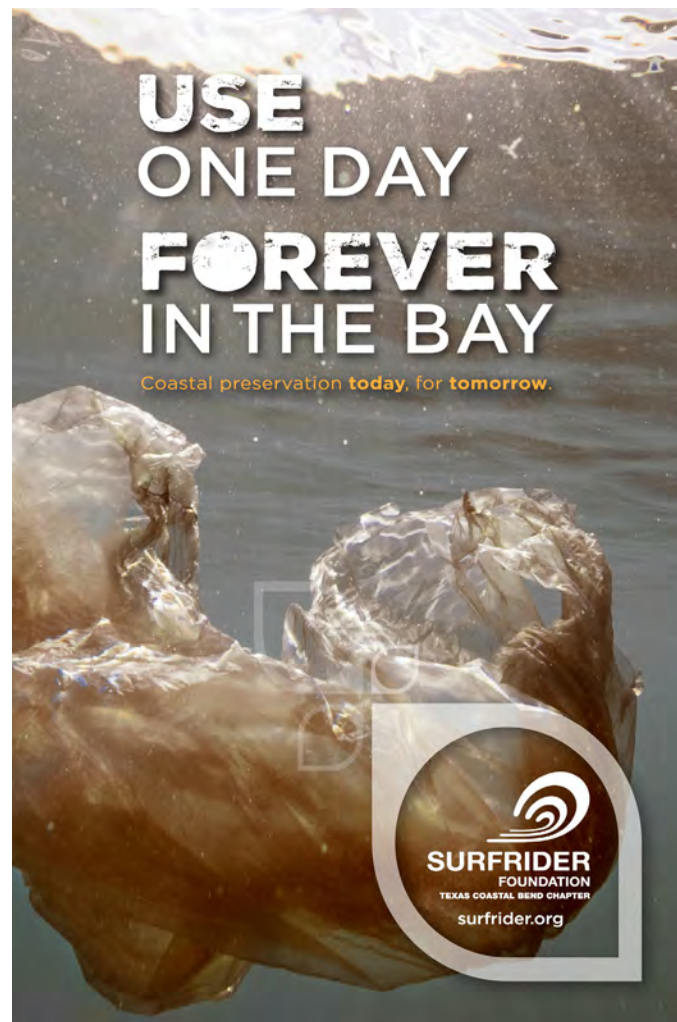
student work

## TEXAS A&M UNIVERSITY - Corpus Christi Wienerschnitzel Alameda Location Rebrand

Graphic Design II Students were given the exciting opportunity to rebrand the Alameda Street Wienerschnitzel. Through research and investigation, the class collaboratively developed a brand strategy to increase student traffic at the restaurant. The formal presentation to the client outlined interior, architectural and aesthetic recommendations based on qualitative research and provided a package of deliverables for executing their strategy.

Professor: Amanda Garcia

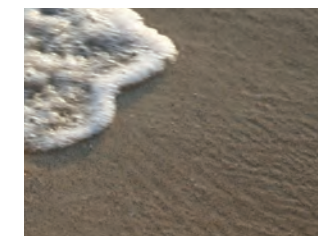




Surfrider Foundation Texas Coastal Bend Chapter  
:30 "Forever in the Sand."



**Video:** close up of young boy playing in water at local beach  
**SFX:** children laughing, general beach sounds, gulls, waves, etc.



**Video:** slow camera pan to shoreline at local beach  
**SFX:** general beach gulls, waves, etc.



**Video:** shoreline pan reveals a few discarded water bottles or individual pieces of trash



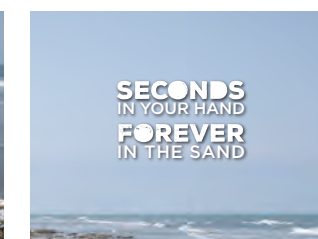
**Video:** pan toward dunes reveals mounting collection of trash.



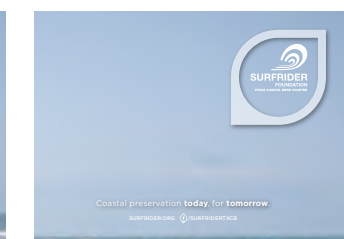
**Video:** Amount of trash increases as camera pans, settling on collection that virtually consumes the beach.  
Young girl crosses scene, running through unavoidable accumulation of debris and trash.



**Video:** pan to sky, text graphic fade in  
SECONDS  
IN YOUR HAND  
FOREVER  
IN THE SAND



**VO:** "Plastic water bottles and bags are everyday conveniences that impact on our bays and beaches for generations to come."  
"Choose reusable."



**VO/Logo:** "Surfrider Foundation"  
**VO/Tag:** "Coastal preservation today, for tomorrow."

## TEXAS A&M UNIVERSITY - Corpus Christi *Surfrider of the Coastal Bend*

Together with local advertising professionals, TAMU-CC Graphic Design Students created a multi-media advertising campaign for Surfrider Foundation of the Coastal Bend, the local chapter of the national, non-profit organization, Surfrider Foundation in less than ONE DAY. The campaign aims to raise awareness of the long-term effects litter and non-recyclable container usage has on our local beaches and future generations.

Creative Direction: Nancy Miller & Amanda Garcia



**Enough Money to Fill a Cop Car.**



That's how much **MATTRESSFIRM** donated to CCPD in 2015.

Follow Our Community Support 


**Enough Mattresses to Tower Over a Wave.**




That's how much **MATTRESSFIRM** gives to TAMU-CC Student Groups.

Follow Our Community Support

**Enough Mattresses to Fill a Shark's Jaws.**



That's how much **MATTRESSFIRM** donates to Corpus Christi charities every year.

 Follow Our Community Support

**KING SIZED SUPPORT**  
FOR CORPUS CHRISTI VETERANS

**MATTRESSFIRM** OVER 200 BEDS DONATED





**KING SIZED SUPPORT**  
FOR CORPUS CHRISTI OFFICERS

**MATTRESSFIRM** OVER \$10,000 TO LOCAL ORGS.





**KING SIZED SUPPORT**  
FOR CORPUS CHRISTI KIDS

**MATTRESSFIRM** OVER \$10,000 TO LOCAL CHARITIES





TEXAS A&M UNIVERSITY - Corpus Christi  
*Mattress Firm Community Contribution Campaign*

As part of the Graphic Design III class course work, the students executed 3 rough concepts for their client, Mattress Firm, to review. These concepts were presented to the client for initial feedback and final selection of creative direction. The chosen concept will be polished and developed further into a regional multi-media advertising campaign.



In this campaign, Veterans, Children and First Responders, the main charity groups that Mattress Firm supports, are represented with individual portraits. Mattress Firm treats these groups/organizations like "royalty" with monetary and product donations.



**GIVING OUR HEART  
LEAVING OUR MARK**

**LEAVING OUR MARK ON  
CORPUS CHRISTI**

**OVER \$200,000 DONATED BACK  
TO THE COMMUNITY WE PROUDLY SUPPORT.**

At Mattress Firm, we give back to our local community. We support many aspects of the Coastal Bend by contributing to more than 20 charitable organizations that benefit education, military veterans and our men in blue, just to name a few.

**MATTRESS FIRM**

For more information on our support in the community, follow us on Facebook.  
[www.mattressfirm.com/LeavingOurMark](http://www.mattressfirm.com/LeavingOurMark)

TEXAS A&M UNIVERSITY - Corpus Christi  
*Mattress Firm Community Contribution Campaign*

In this campaign, the impact of Mattress Firm on the local communities they serve is represented in a custom tempurpedic style mark. In the final deliverables, the crafted custom mark of 2 hands forming a heart or a simple heart impression in foam would be photographed. This symbol would be the foundational element of all campaign materials.

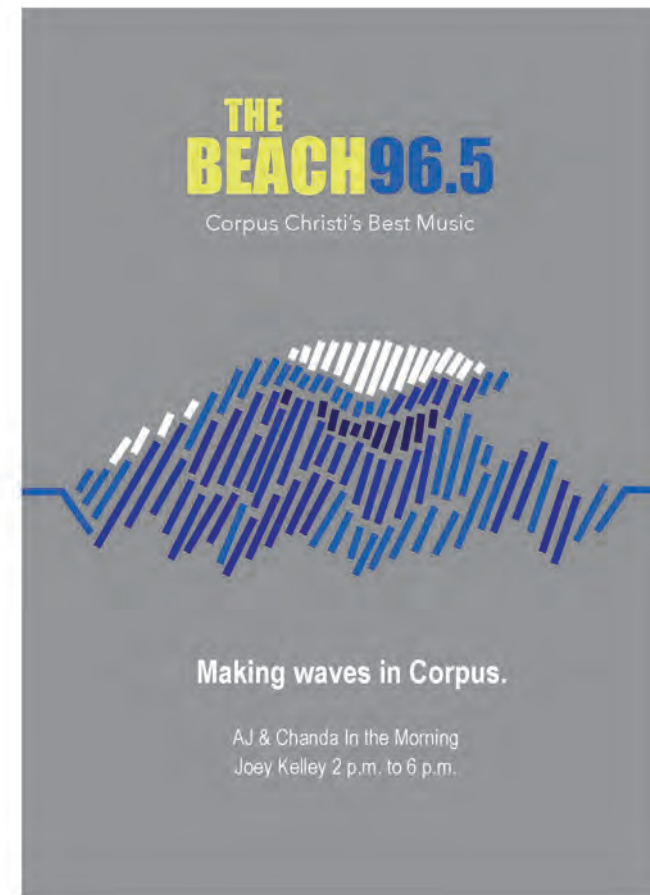
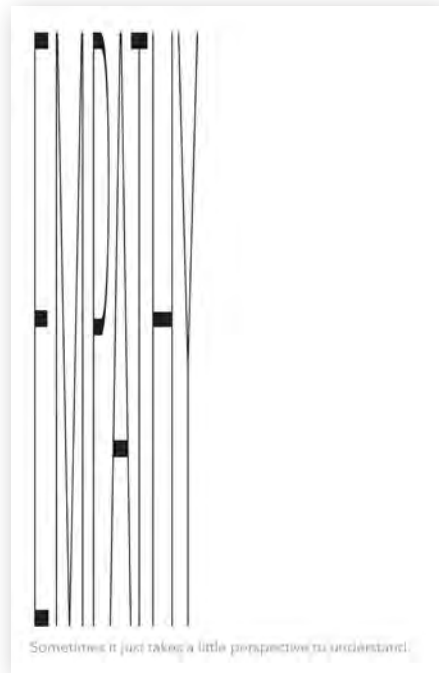
**GIVING OUR HEART  
LEAVING OUR MARK**



TEXAS A&M UNIVERSITY - Corpus Christi  
*"The World Would Be a Better Place If..."*

In this small portfolio booster assignment, the students were asked to answer this philosophical question with a design solution in the medium of their choice.





TEXAS A&M UNIVERSITY - Corpus Christi  
*"The World Would Be a Better Place If..."*

In this small portfolio booster assignment, the students were asked to answer this philosophical question with a design solution in the medium of their choice.

TEXAS A&M UNIVERSITY - Corpus Christi  
*"Ad Overhaul"*

In this quick portfolio booster assignment, the students were asked to find a printed advertising sample that was ineffective due to its design or message. They were challenged to identify the faults of the piece and address them in an overhauled, alternate layout.

Nancy Miller  
361.585.5166  
nmillercreative@gmail.com  
nmillercreative.com/tamucc



*Thank you for your time*