

**Scott Golem**

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golemcreative.com

**WORK EXPERIENCE**

2017 – Present

**Assistant Professor– Department of Art**

Eastern New Mexico University • Portales, NM

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- Developed syllabi for and taught six design courses to accomplish course objectives
- Adviser for the Outliers Student Fine Art Club & faculty assistant to AIGA@ENMU
- Fine Arts Council member as faculty representative for the Art Department
- Search Committee member for the Art Department
- Assisting the ENMU campus AIGA group
- Academic advisor for Graphic Design and Fine Art majors

2011 – 2017

**Lead Faculty – Associate Professor of Advertising**

The Art Institute of Fort Worth • Fort Worth, TX

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- Develop curriculum and syllabi to accomplish course objectives
- Restructure syllabi projects for all design courses based on market trend observations
- Conduct graphic software and hand-skill design workshops
- Assist faculty with creation and improvement of course materials
- Establish relationships with Fort Worth advertising agencies and professional designers for internship opportunities and advisory committee membership
- Mentor for the design program students
- Advisor for the Graphic Design Club
- Facilitate field trips and guest speakers across disciplines
- Sample courses taught: Design Team, Environmental Design, Design Fundamentals, and Applications & Industry

2011-2017

**Adjunct Instructor**

Southern Methodist University • Dallas, TX

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- Adjunct instructor for Annette Caldwell Simmons School of Education and Human Development's Continuing Professional Education Program
- Developed course curriculum and taught Introduction to Graphic Design

2008 –2010

**Visual Communications and Graphic Design Program Chair and Instructor**

Westwood College • Dallas, TX

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- Oversaw program curriculum development
- Supervised and assessed faculty course delivery
- Recruited and managed program faculty
- Regulated all program hardware
- Managed all student issues
- Coordinated the initial bachelor's degree portfolio show creating job leads
- Taught Portfolio, Typography, Print Production and Advanced Photoshop Techniques courses
- Implemented documentation for the Visual Communication Program for two successful Higher Learning Commission (HLC) accreditation inspections
- Responsible for campus preparation resulting in 2008 School of the Year achievement; recognized for customer satisfaction, student retention, and job placement.

2003 – 2008

**Graphic Design Chair**

Wade College • Dallas, TX

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- Completed development phase of graphic design course competencies for SACS accreditation
- Supervised college newsletter layout and production
- Tutored students in the design program
- Mentored new instructors
- Initiated job placement and networking relationships within professional organizations
- Coordinated the senior portfolio show
- Responsible for budget recommendations for software and hardware purchases

2003

**Photo-Illustrator and Designer**

AJ Bart, Inc. Lithographers • Dallas, TX

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- Created digital photographic composite images and page layouts for corporate brand programs. Clients included: Nokia, JC Penney, and Eljer

2001– 2002

**Art Director**

Brimer-Lane Communications • Mesquite, TX

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- Art director and designer responsible for business trade magazines and the Richardson TX Chamber of Commerce Business Directory
- Created a 48-page program guide for the opening of the Eisemann Performing Arts Center
- Produced newsletters, ads, logos and client branding programs

1996 – 2000

**Graphic Designer**

Pearson Education Publishing Company • Parsippany, NJ

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- Led design for projects such as textbooks, non-fiction children's books, magazine ads, brochures, catalogs, trade show display graphics, and packaging
- Directed multiple editorial photo shoots, utilizing models and props appropriate for children books
- Designed award-winning product catalogs for the 1998 New Jersey Art Directors Show
- Initiated trouble shooting and quality control solutions for Spanish textbook program, including supervision of the proofing/editing team for revisions of signature proofs for in-house layout teams and printer

1993 – 1995

**Instructor**

The Art Institute of Dallas

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- Taught graphic design courses
- Created course syllabi
- Developed materials supply list
- Tutored design program students
- Scheduled guest speakers and field trips

1989 – 1990

**Adjunct Instructor**

University of North Texas • Denton TX

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**Instructor**

- Taught ADES 3520. Graphic Design II. Directed students to build, conceive and produce multifaceted design campaigns, including 2-dimensional and 3-dimensional projects

1992 – 1995

**Adjunct Instructor**

Richland College • Dallas, TX

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- Instructed/assisted continuing education students for communication arts positions

## EDUCATION

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- 1993 **M.F.A., Graphic Design**, University of North Texas, Denton, TX.
- 1981 **B.A., Graphic Design**, Michigan State University, East Lansing, MI.

## COURSES TAUGHT

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### **EASTERN NEW MEXICO UNIVERSITY**

Media Design I  
Media Design II  
Publishing Design  
Graphic Design II  
Web Design I  
Web Design II

### **SOUTHERN METHODIST UNIVERSITY CAPE**

Adobe Indesign

### **THE ART INSTITUTE OF FORT WORTH**

Design Fundamentals  
Traditional Typography  
Layout Design  
Digital Illustration  
Concept Design  
Digital Layout  
Survey of Graphic Design  
Typography Hierarchy  
Print Production  
Conceptual Imagery  
Expressive and Experimental Typography  
Dynamics of Media and Mass Communications  
Graphic Design Capstone  
Senior Project  
Portfolio I  
Portfolio II  
Corporate ID  
Art Direction  
Rapid Visualization  
Web Standards  
Capstone  
Applications & Industry

### **WESTWOOD COLLEGE**

Fundamentals of Design  
History of Graphic Design  
Fundamentals of Image Editing  
Fundamentals of Digital Illustration  
Digital Layout  
Print Production  
Advanced Image Editing

Typography  
Packaging  
Portfolio Review and Business Practices

### **WADE COLLEGE**

Graphic Design  
Graphic Design I (Principles and Elements)  
Graphic Design II (Identity and Symbolism)  
Graphic Design III (Corporate Identity)  
Graphic Design IV (Publication Design)  
3D Design (Exhibit Design)  
Typography for Digital Media  
Advanced Typography  
Advertising Graphics  
Presentation Techniques

### **THE ART INSTITUTE OF DALLAS**

Advertising Production Techniques I  
Computer Graphics II (QuarkXPress)  
Image Manipulation (Adobe Photoshop)  
Digital Illustration (Adobe Illustrator)  
Desktop Publishing (QuarkXPress) (InDesign)  
Typography for Digital Media  
Electronic Publishing Techniques

### **RICHLAND COMMUNITY COLLEGE**

Introduction to Macromedia Freehand  
Introduction to Macintosh and Microsoft Word

### **UNIVERSITY OF NORTH TEXAS**

Introduction to Communication Design \*  
Foundations for Communication Design\*  
Graphic Design\*  
Packaging and Brand Design\*

*\* Course titles have been changed since 1991  
content remains the same*

## CONFERENCES & SEMINARS ATTENDED

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2018	<b>Advising Webinar</b> (Use Multiple Advisory Approaches to Build an Effective Academic Advising Practice)	Portales
2018	<b>American Institute of Graphic Arts (AIGA)</b> Student Portfolio Review	Albuquerque
2018	<b>College Art Association</b> 105th Annual Conference	Los Angeles
2017	<b>American Institute of Graphic Arts (AIGA)</b> ABQ Design Summit	Albuquerque
2017	<b>Dallas Society of Visual Communications (DSVC)</b> Graphic Means	Dallas
2016	<b>Dallas Society of Visual Communications (DSVC)</b> Tommy Perez	Dallas
2016	<b>Big Design USA/Conference</b> UX and Information Design	Addison
2016	<b>College Art Association</b> 104th Annual Conference	Washington DC
2015	<b>American Advertising Foundation (AAF)</b> Addys participation	Fort Worth
2015	<b>American Advertising Foundation (AAF)</b> Lecture by Christopher Owens	Fort Worth
2015	<b>College Art Association</b> 103rd Annual Conference	New York City
2015	<b>Dallas Society of Visual Communications (DSVC)</b> Student Show	Dallas
2014	<b>American Advertising Foundation (AAF)</b> Addys participation	Fort Worth
2014	<b>Dallas Society of Visual Communications (DSVC)</b> Christopher Simmons	Dallas
2014	<b>Dallas Society of Visual Communications (DSVC)</b> Speaker Willie Barrott	Dallas
2014	<b>Dallas Society of Visual Communications (DSVC)</b> Student show	Dallas
2014	<b>AAF lecture - Guerrilla Marketing</b> by Nikki Arnell	Fort Worth
2014	<b>SAIC</b> Frank DeBose- Associate Professor- sharing best practices and tour	Chicago
2014	<b>College Art Association</b> 102nd Annual Conference	Chicago
2013	<b>Portfolio Workshop</b> Gregory Horter lecture by GraphicsDFW	Fort Worth
2013	<b>Robert Sabuda</b> Lecture topic: Pop up books	Dallas
2013	<b>Art Spiegelman</b> Lecture topic: Illustrated novels	Dallas
2012	<b>Balcom Ad Agency</b> Tour of facility	Fort Worth
2012	<b>Blades &amp; Glue</b> Presentation techniques / Demonstrator	Fort Worth
2012	<b>InDesign</b> Users group meeting	Dallas
2012	<b>Brand10 Gallery</b> Lecture topic: Conceptual Imagery	Fort Worth
2012	<b>Fossil Field Trip</b> Creative Director lectured & toured Company HQ	Richardson
2012	<b>SMU CAPE program</b> Gave student critique on web design designs	Dallas,
2012	<b>DSVC</b> Adams/Morioka	Dallas

2011	<b>DSVC</b> Armin Vit, Under Consideration	Dallas
2012	<b>Buzzbomb</b> Creative lectures on Branding at AIFW	Fort Worth
2011	<b>Creative Summit 25 Texas State University</b>	San Marcos
2011	<b>Gensler</b> Jean Wallace lecture on Environmental design at AIFW	Fort Worth
2011	<b>DSVC</b> photographer Francisco Robert	Dallas
2011	<b>204 Elm Letterpress Studio and Gallery</b> Virgil Scott-mini workshop	Arlington
2010	<b>DSVC</b> Adobe CS5 Design Premium Workshop	Dallas
2010	<b>Dallas Morning News – Michael Hogue- Ideation</b> Westwood College	Dallas
2009	<b>Clampitt Paper Knowledge School</b>	Dallas
2009	<b>DSVC</b> Internet Superhero, Ian Coyle	Dallas
2009	<b>Creative Consultant at Big Idea Boutique</b> Westwood College	Dallas
2008	<b>DSVC</b> How to Survive a Bear Market	Dallas
2007	<b>DSVC</b> Lecture, The Chopping Block Inc.	Dallas
2005	<b>Don Ivan Punchatz</b> Lectures on illustration Westwood College	Dallas

## EXHIBITS

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2016	Recogniton award <b>The Art Institute of Fort Worth</b> Faculty Show
2016	ARTexchange presenter: <b>College Art Association's Annual Conference in Washington, DC</b>
2015	Presenter: <b>The Art Institute of Fort Worth</b> Faculty Show
2015	ARTexchange presenter: <b>College Art Association's Annual Conference in New York</b>
2014	Presenter: <b>Fort Works Art</b> Fort Worth Gallery Night
2014	<b>Arts Goggle</b> Fort Worth Community Art Event
2013	Presenter: <b>The Art Institute of Fort Worth</b> Faculty Show

## PROFESSIONAL MEMBERSHIPS

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Since 2010	<b>American Institute of Graphic Arts (Albuquerque Chapter)</b>
Since 2010	<b>American Advertising Federation of Fort Worth</b>
Since 2008	<b>College Arts Association</b>
Since 2016	<b>Dallas Society of Visual Communications</b>

## VOLUNTEER

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Since 2008	Volunteer participant: <b>RISE Adaptive Sports</b>
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## REFERENCES

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**Dorothea Alerfer** Design Mgr Humanities Product Development School Division  
6905 Stonebrook Dr. North  
221 River Street, 3rd Floor – Pearson  
Hoboken, NJ 07030  
dorothea.fox@pearson.com  
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**Tom Leininger** Photography Professor – University of North Texas  
2210 Cyrus Way  
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**Carol Womack** Program Director of Graphic Design – The Art Institute of Fort Worth  
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