

Sasha Minsky

design / innovation / branding

A multifaceted creative professional with 20 years experience in the design industry with a special focus in brand identity, creative strategy development and an intuitive approach to cultivating teams. Skilled in developing high-impact brands, managing visual communication and production processes. Adept at working with clients to identify a clear vision, classifying target audiences, craft messaging and provide innovative design solutions under demanding deadlines. Proven track record of leading creative teams and establishing a thriving workplace culture.

Education

- 2016** **Master of Fine Arts** / Media Design / Brand Management Focus
Full Sail University / Winter Park, FL / GPA 4.0 / Valedictorian / Course Director Awards
- 2013** **Master of Arts** / Curriculum & Instruction in Educational Technology
Florida Gulf Coast University / Fort Myers, FL / GPA 4.0 / Graduate Student of the Year
- 2010** **MFA Graphic Design & Advertising** / Fall 2010 Semester Completed
Coursework: Typography / Illustration / Advertising / Marketing & Brand Management
Savannah College of Art and Design (SCAD) / Savannah, GA / GPA 4.0
- 2007** **Bachelor of Science** / Graphic Design
Art Institute of Pittsburgh / Pittsburgh, PA / GPA 4.0 / Presidential Honors / Summa um laude

Experience

2020-Present **Director of Design, Branding & Communications**

Student Success & Enrollment Management (SS&EM) Division, Florida Gulf Coast University / Fort Myers, FL

Provide leadership in design, strategic branding initiatives, coordination and development of visual communication (print & digital) throughout the largest division within FGCU. Meets with the AVPs of Academic Engagement, Student Engagement, Enrollment Management, and Student Financial Enrollment & Business Services to build brand equity and consistency across all communication channels. Strategically works with a cross-functional team of creatives throughout the division to maintain and guide branding standards across all content, platforms and channels. Infuses the university's core values and institutional pillars with vibrant design solutions that engage specified target audiences and curate the student journey from admissions through graduation and career preparation.

- Manages the creative vision and strategic direction for visual communication of SS&EM, including print, digital, social, and environmental design across campus
- Supports the planning of renovations to student-centric spaces generating mock-ups and working with architects and project managers to develop high-impact branded environments
- Establishes timelines, manages production schedules, and measures the effectiveness of content and delivery
- Provides professional development and training for creatives across the division in addition to recruiting, hiring and mentoring designers and marketing coordinators
- Follow current design trends within higher education to elevate student content engagement
- Provides guidance on content developed across the many touch points of the student journey
- Supports senior leadership in the creation of campaigns and materials to support the university strategic plan and Florida State University System (SUS) metrics
- Serve as the liaison to University Marketing & Communications on division branding, design & communications
- Partner with internal stakeholders, campus community and outside vendors to execute creative solutions, manage project budgets and production timelines
- Maintain a national and global perspective in order to build effective communication channels and engage with diverse communities, other institutions and ensure branding is competitive within the higher-ed landscape
- Lead and collaborate with university photographers, videographers and designers to development and implement university-wide, student-centric campaigns

2016-2020 Assistant Art Director, Graphic Designer

University Marketing & Communications (UMC), Florida Gulf Coast University / Fort Myers, FL

Responsible for the design, development, implementation and communication of the FGCU brand campus-wide. Develop and maintain the university branding style guide, partner with departments across campus to support and ensure accurate brand implementation. Develop innovative branded campaigns (print, digital and social). Manage multiple design interns and partner with those in marketing positions across campus to cultivate a creative community and collaborative culture. As Assistant Art Director for FGCU360 Magazine, establish timelines, art direct photo-shoots, design feature articles, and integrate video and interactive elements. Continually research current design trends and assess production processes to increase efficiency and complete assignments within tight deadlines.

- Evaluate and implement marketing campaigns through print and digital platforms
- Strengthen vendor relationships, evaluate cost, quotes and proposed budgets
- Initiate and expand design internship programs campus-wide
- Develop strategic marketing plans, conduct meetings, develop creative briefs and deliver presentations
- Develop new identities and marketing campaigns for departments and university initiatives
- Implement best practices and design strategies to increase efficiency and accuracy
- Actively stay up-to-date with current design trends to ensure materials are competitive within the SUS
- Support the development of brand infused spaces across campus to increase brand presence and engage the university community, enhance student engagement and elevate key campus spaces
- Deliver professional development training to departments outside UMC to support the development of branded content and effective delivery across multiple channels and platforms
- Develop new processes for tech support, print production, file management, and project flow

2013-Present Adjunct Faculty Appointment / Typography & Graphic Design

Florida Gulf Coast University / Bower School of Music & the Arts / College of Arts & Sciences
Fort Myers, FL

As an Adjunct Faculty specializing in Typography & Graphic Design, develop customized curriculum for undergraduate courses within the B.A. in Art and B.A. in Digital Media Design programs. Cultivate a thriving design community amidst the student body and professional staff. Partner with colleges and organizations on and off campus to offer cutting edge internships and guide recent graduates towards full time job opportunities within the field of design nationally. Provide students with experiential learning opportunities to prepare them for the business industry. Student success is the top priority in each course, where students develop a deep understanding of advanced software applications, essential design principles, professionalism, and critical thinking skills. Cultivate an innovative spirit with a creative problem solving mentality, sparking creativity, and igniting a passion for design within a supportive learning environment.

- Provide expert level training on industry leading software applications: Adobe Creative Cloud (*InDesign, Illustrator, Photoshop, Acrobat, Adobe Fonts, Lightroom, After Effects, Premier Pro, and Adobe Stock*)
- Deliver specialized knowledge of graphic design and typography principles, exploring print and interactive media
- Develop interdisciplinary curriculum and partner with FGCU Art Galleries, Archives & Special Collections, Language & Literature on specialized exhibitions
- Facilitate professional development, portfolio reviews, resume discussions and interview processes
- Model a collaborative team environment and encourage critical thinking and self-assessment
- Significantly enhanced the internship offerings for design students across campus and within local community
- Involve students in campus-wide initiatives and special projects from website development, marketing materials, video production, environmental signage, social media campaigns to obtain real-world hands-on experience in the multifaceted field of design
- Curate and develop interactive art exhibitions within the Art Lab and other pop-up spaces on campus.
- Collaborative member of the Art Faculty, engaging in events, exhibitions, and senior project critiques

Courses / FGCU / Bower School of Music & the Arts / College of Arts & Sciences

Typography I / GRA 2206 / Spring 2013 - Fall 2023

Typography II / GRA 3219 / Fall 2016 - Spring 2022

Graphic Design I / GRA 2190 / Fall 2015 - Fall 2022

Graphic Design II / GRA 3193 / Spring 2016 - Fall 2021

Professional Practices in Design / ART 3838 / Fall 2020

Professional Practices in Design / DIG3595 / Spring 2021 - Spring 2022

2013-2023 Adjunct Faculty Appointment / BFA Graphic Design Program
Rocky Mountain College of Art + Design / Graphic Design & Photography Department / Denver, CO

Collaborate with an elite team of designers, faculty and staff to deliver distinctive content to aspiring designers within the undergraduate BFA Graphic Design Program. Customize and refine learning materials to meet the needs of the students and overarching goals and learning outcomes of the program. Partner with other faculty and the chair of the Graphic Design & Photography department to facilitate the development of new content and program materials.

- Support the mission, vision and values of RMCAD through excellence in teaching and instruction
- Provide meaningful instruction to support students in learning the intricacies of the Graphic Design industry, industry leading tools and technology
- Share industry experience and communicate the importance of research, developing a deep understanding of design methodologies and graphic theories
- Evaluate/manage content & materials within the Learning Management System (LMS)
- Engage students through active course discussions and virtual meetings
- Build a creative community through strong relationships with the Chair, department members, faculty and students.
- Consistently support students in achieving course learning outcomes through engaging instruction
- Provide virtual office hours to manage student needs.
- Assist with Junior/Senior Portfolio Reviews
- Join monthly Student Group AIGA meetings
- Current Courses: Experimental Typography, Typography, Layout Design

Approved Courses / Graphic Design & Photography Department

Typography, Layout Design, Vector Illustration, Information Visualization, Sign + Symbol, Design Systems, Experimental Typography, Professional Practices in Graphic Design, Visual Sequencing, Special Topics in Graphic Design, Environmental Graphic Design

2007-2016 Creative
Apple Inc. / Estero, FL

Curated and delivered thought-provoking training sessions on the Apple ecosystem of products and software. Established individualized training courses for internal employee development and was a leader in customer service and employee engagement. Developed comprehensive training programs for on-boarding, business professionals, and core train-the-trainer experiences. Provided assessment of new employees. Developed and delivered Apple Camp and Grow Your Own Creative workshops. Offered multifaceted technical training and guided creative software application training for children, students, parents, businesses, and community members throughout Southwest Florida.

- Increased customer response rates and evaluated customer promoter data
- Supervised youth training programs, assembled and managed core creative team
- Enhanced environmental wayfinding systems to enhance customer experience
- Refreshed and elevated core training materials delivered to new employees
- Elevated business-class level technical support, customer service and customized course training
- Improved efficiency by working with the Genius Admin team to strengthen and streamline protocols
- Completed certifications as a Mac and Mobile Technician
- Developed leadership training courses to enhance core culture and increase customer experience engagement

2015 Creative Director / Instructional Designer
Edu, Inc. / Bonita Springs, FL

Developed the branding guidelines and core materials for an exclusive grant review company specializing in top tier universities, including Cornell. Customized templates for grant review publications, showcasing complex data and incorporating interactive media including web and video elements. Assisted with instructional design content development, training resource guides, user interface (UI) website analysis, and wayfinding techniques. Managed the branded and creative materials of the company. Established online processes and project based systems for team members working remotely.

- Enhanced Edu, Inc. Branding presence within the higher ed community
- Created streamlined templates for all publications and proposals, and customized illustrated infographics
- Collaborated with top universities and organizations (Cornell University, National Science Foundation, NASA)

2011-2013 Adjunct Faculty Appointment / Introduction to Technology for Educators
Florida Gulf Coast University / College of Education / Fort Myers, FL

Worked collaboratively with the Associate Dean of the College of Education to design, construct, implement and evaluate courses within the Master of Arts in Curriculum & Instruction in Educational Technology program. Conducted extensive research, evaluated data and trends, and identified learning theory and methodologies. Designed and developed eLearning instructional materials and managed online classroom discussions through the use of multiple media platforms.

- Assisted with the development of undergraduate, graduate and doctoral level courses
- Worked with department chairs to edit and review grant proposals
- Developed instructional technologies to enhance and enrich learning outcomes
- Provided training and maintenance for various Learning Management Systems (LMS)
- Advocated for the development of online courses and partnering with English as foreign language learners (connected with faculty and students in Linyi University, China for research and data collection)
- Instructed *Introduction to Technology for Education Majors*, a core competency course

Courses / FGCU / College of Education

Intro to Tech in Education / EME2040 / Fall 2013 - Spring 2014

2004-2007 Design Consultant
Panaché Papers / Columbia, MD

Provided customers with authentic invitation collections. Crafted monograms, fine paper collections, hand calligraphy and provided education on traditional printing process including letterpress, thermography. Known for exceptional customer service to couples, wedding planners, and collaborated with well known national vendors (Crane & Co., Vera Wang, Carlson Craft, and William Arthur). Managed the visuals team for in-store design, layout and product placement.

Software & Technical Knowledge

Adobe Creative Cloud / InDesign / Photoshop / Illustrator / Acrobat / AfterEffects / Lightroom / Bridge / Premier Pro / Audition / XD / Adobe Fonts / Adobe Stock

Mac OS & iOS platform / Pages / Numbers / Keynote / iPhoto / iMovie / Garageband
Pro Apps / Aperture / Final Cut / Logic Pro

Microsoft Office / Word / Excel / PowerPoint / Outlook / OneNote / Teams

Instructional Design Software / Adobe Captivate / Adobe Connect / Camtasia / Edmodo / Articulate
Storyline / Prezi / Wix / Squarespace

Learning Management Systems / Angel / Canvas / Custom Full Sail Student Platform

Enterprise Resources Planning Systems / Apple Connect / Workday

Professional Affiliations

2018 - Present Member / TDC / Type Directors Club / New York, NY

2018 - Present Member / 4Ocean / Boca Raton, FL

2016 - Present Member / Behance Adobe Professional Creative Network

2008 Member / Volunteer / Designer / FOLKS / Friends of Lover's Key State Park / Naples, FL

2007 - Present Professional Member / AIGA / American Institute Graphic Artists Guild / New York, NY

2007 Member / CommArts / Creative Hotlist

2003-2020 Member / Volunteer / Designer Sanibel Captiva Conservation Foundation SCCF / Sanibel, FL

2003-20 20 Member / Volunteer / Donor / CROW / Care and Rehabilitation of Wildlife / Sanibel, FL

Top Areas of Focus

Brand Development / Identity development, logo design, promotional conceptualization, brand management and guidelines creation / sub-branding set development / training and disseminating content

Marketing & Advertising / Multiple media channel marketing, advertising campaigns both in print and digital, social media campaign development and evaluation, environmental signage, expo displays, merchandising, ad campaign content

creation, persuasive writing style, interactive presentations

Graphic Design & Typography / Conceptual thinking, art direction, photography and editing, videography, multimedia development, color management, extensive knowledge of print production, and expert knowledge of typography and font licensing and management

Technology / Extensive knowledge Mac platform, Adobe Creative Cloud application collection, troubleshooting theory

Professionalism & Business Acumen / Strategic thinking, team building, problem solving, employee engagement, excellent interpersonal skills, planning and organization, sharing best practices, advocate for employee enrichment and professional development, reinforcing core values, establishing a diverse culture

Magazine Publications

- Fall 2019** **FGCU360** / Marine detectives on trail of toxic super bug **Fall 2016 / FGC360** / FGCU Wants You: University forms alliances to help veterans
- Spring 2019** **FGCU360** / Liberal Arts: Will they still matter **Spring 2017 / FGC360** / Cutting Edge: Estuaries get an assist
- Fall 2018** **FGCU360** / Protecting the nests: Student researchers track turtle nesting on Cayo Costa
- Spring 2018** **FGCU360** / Eyes on the future: Exploring what the next two decades hold for the university
- Fall 2017** **FGCU360** / The Adventure Begins: President Mike Martin

Corporate Training & Development

- 2009-16** **Apple Camp / Team Leader** / Apple / Youth program development & Implementation / Estero, FL
- 2010-16** **Joint Venture Business training** / Apple / Instructor / Estero, FL
- 2015** **Grow Your Own Creative** / Apple / Instructor / Estero, FL
- 2015** **Customer Experience Training** / Apple / Instructor / Naples, FL
- 2014-16** **Adult learning techniques** / Apple / Instructor / Naples, FL
- 2014-16** **Train-the-trainer experience** / Apple / Facilitator / Estero, FL
- 2012** **Creative refresh training** / Apple / Attendee / Boston, MA
- 2007** **Creative Core training** / Apple / Attendee / Miami, FL

Awards & Honors

- 2019** **FGCU360 Magazine Spring Issue** / MARCOM Awards - Platinum / TX
- 2019** **Award of Excellence / FL Print Awards** / Design, Content and Special Application / Marieb Collection / Florida Gulf Coast University / Prestige Printing / FL
- 2016** **Award of Excellence / FL Print Awards** / Design and Special Application / Resort & Hospitality Management / Florida Gulf Coast University / FL
- 2016** **Valedictorian / MFA Media Design** / Full Sail University / FL
- 2016** **Advanced Achievement Award Recipient / Media Design Degree Program** / Full Sail University / FL
- 2016** **Course Director Award Recipient / Effective Copywriting** / Full Sail University / FL
- 2016** **Course Director Award Recipient / Design Strategies and Motivation** / Full Sail University / FL
- 2016** **Course Director Award Recipient / Design Research** / Full Sail University / FL
- 2013** **Graduate Student of the Year Recipient** / Florida Gulf Coast University / FL
- 2013** **Course Design Academy Graduate** / Lucas Center / Florida Gulf Coast University / FL
- 2012** **AECT Presenter** / Association for Educational Communication & Tech Conference / CA

Teaching & Curriculum Development

- 2022** **Developed New Course / GRA 3219 Typography II** / Bower School of Music & the Arts / College of Arts & Sciences / Florida Gulf Coast University
- 2021** **Developed New Course / GRA 3595 Professional Design Practices** / Bower School of Music & the Arts / College of Arts & Sciences / Florida Gulf Coast University
- 2020** **Developed New Course / GRA 3193 Graphic Design II** / Bower School of Music & the Arts / College of Arts & Sciences / Florida Gulf Coast University
- 2018** **Developed New Course / GRA 3219 Advanced Typography** / Bower School of Music & the Arts / College of Arts & Sciences / Florida Gulf Coast University

- 2016 **Developed New Course / ART4930 Special Topics: Advanced Typography /**
Bower School of Music & the Arts / College of Arts & Sciences / Florida Gulf Coast University
- 2013 **Developed New Course / GRA 2190 Graphic Design I /** Bower School of Music &
the Arts / College of Arts & Sciences / Florida Gulf Coast University
- 2013 **Developed New Course / GRA 2206 Principles of Typography /** Bower School of
Music & the Arts / College of Arts & Sciences / Florida Gulf Coast University
- 2013 **Developed New Course / EME 5053 Introduction to Educational Technology for**
Educators / College of Education / Florida Gulf Coast University
- 2013 **Developed New Course / EME 6936 Current Trends in Educational Technology /**
College of Education / Florida Gulf Coast University
- 2012 **Developed New Course / EME 6417 Teaching in Virtual Settings /**
College of Education / Florida Gulf Coast University
- 2012 **Developed New Course / EME 6235 Managing Ed Tech Projects /**
College of Education / Florida Gulf Coast University
- 2012 **Developed New Course / EME 6406 Integrating Technology for Instruction /**
College of Education / Florida Gulf Coast University

Interdisciplinary Exhibitions

- 2022 **The Art of Drop-Caps /** Typography II / Wasmer Art Gallery Complex Lobby
- 2021 **Adobe Create Waves /** Global Collaborative Exhibition / Adobe / Graphic Design II
- 2019 **100 Days of Type / Pop-Up Type Exhibition /** Advanced Typography / Arts Complex
Lobby / FGCU / Fort Myers, FL
- 2019 **Theatrum Animalium / University Archives & Special Collections /** Collaborative Exhibition /
FGCU / Fort Myers, FL
- 2019 **Creative Confidence / Pop-Up Type Exhibition /** Advanced Typography / digital, ink,
vinyl crafted lettering / Library West / FGCU / Fort Myers, FL
- 2018 **Visual Language: The Nature of Typography & Literature /** Co-curated with Jesse
Milner / Principles of Typography course / Mixed media interactive exhibition /
Students developed installation typography based on environmental haiku's / ArtLab Gallery /
FGCU / Fort Myers, FL
- 2018 **Eleven Voices: FGCU Art Faculty Exhibition /** #typographyhappiness installation
experiential typography / Wasmer Art Gallery / FGCU / Fort Myers, FL
- 2017 **Visual Language: The Art of Typography & Creative Writing /** Co-curated with
Jesse Milner / Special Topics in Advanced Typography course / Interactive installation
typography / collaborative exhibition with creative writing course / multimedia
experiential exhibitions / ArtLab Gallery / FGCU / Fort Myers, FL
- 2017 **Stop and Listen: Environmental Awareness and Restoration /** Collaborative exhibition
across multiple disciplines / Graphic Design I course featured environmental infographics /
contributed to presentation and inspiration for artist in residence Wendy Wischer / ArtLab Gallery /
FGCU / Fort Myers, FL
- 2015 **FGCU Art Faculty Exhibition /** Branding collection exhibited / FGCU / Fort Myers, FL

Academic Service

- 2023-24 **Intern Supervisor /** SS&EM / FGCU / Graphic Designer, Ami Plaku / Baoshi Carden
- 2021-23 **Intern Supervisor /** SS&EM / FGCU / Graphic Designer, Jenna Blewis
- 2020-21 **Intern Supervisor /** SS&EM / FGCU / Graphic Designer, Ashley Papp
- 2019-20 **Intern Supervisor /** UMC / FGCU / Graphic Designer, Leah Riggle
- 2018-19 **Mentor / Honors College /** Honors Contract / Advanced Typography Course / Bower School of
Music & the Arts / FGCU / Zoe De Paolo / Bianca Masone
- 2018-19 **SS&EM / Marketing Liaison /** UMC / FGCU
- 2017 **Member / Videographer Search Committee /** UMC / FGCU
- 2016 **Mentor / Digital Media Design Group /** Bower School of Music & the Arts / FGCU
- 2013-19 **Senior Project Critique Panel /** Senior Projects Fall & Spring Semesters / Art Department /
Bower School of Music & the Arts / FGCU

2011-12 Faculty Consultant / Mobile Device Integration Committee / College of Education / FGCU
2011 Member / Mobile Technology Device Integration Committee / College of Education / FGCU

Publications & Press

- 2018 **Wallflowers, beware: FGCU art grabs your cellphone, your game smarts and your mind** / NaplesNews / Review of Eleven Voices: FGCU Faculty Exhibition
- 2018 **FGCU Arts Program sculpts students into professionals** / Visual Language Exhibition featured / FGCU360 Magazine / Fall 2018
- 2017 **Art & writing students team up for exhibit** / FGCU360Now / Spring 2017 / Visual Language exhibition promotion
- 2012 **The Effects of Synchronous Technology on Learning English as a Foreign Language** / AECT / Co-authors Dr. Charles Xiaoxue Wang & Cristy Yan Li / Linyi University, China
- 2015 **Style Engineers Summative Evaluation - Report for the National Science Foundation** / Co-authored with Douglas Spencer, Ph.D., Susan Hibbard, Ph.D., Cate Huisman, M.S., Jediah Graham, Ed.D. / Edu, Inc.
- 2015 **Into the Rift Summative Brief on Usability, Learnability and Efficacy** / Intotherift.org / Co-authored with Douglas Spencer, Ph.D. and Jediah Graham, Ed.D. / Edu, Inc.