



1401 E 48th Street  
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**Summary** Design strategist and educator with over 25 years of experience who brings his practical knowledge and theoretical interests to academia. Enthusiastic, self-motivated, big-picture and detail-driven design thinker who directs teams toward innovative, human-centered outcomes..

**Experience Staff Positions**

**Savannah College of Art and Design (SCAD) Savannah, GA**  
*Professor, Graphic Design, Design Management (Graduate), Industrial Design (Graduate)* June 2004-Present

Ability to teach complicated theory, design research techniques, ideation skills, practical knowledge and complex concept mapping to students of all backgrounds.

Teaching on-ground and on-line courses that include: design thinking, brand development, typography, trademark and logo design, graphic design history, design methods, and research methods for graphic design. Developed pedagogical techniques, taken from professional practice, that introduce studio collaboration with other college departments that included Design Management, Interactive Design, Advertising Design and Industrial Design.

**Courses taught to date:**

*Graduate*

Research Methods in Graphic Design, Typographic Communications, Design Methodologies, Type Studio I, Print Studio I, Curated Narrative for Dynamic Content, Graphic Design/Social Awareness, 3-D Graphic Studio, Visual Information Practice, User-centered Strategy & Process, Print Studio II, MA Final Project, MFA Thesis Research & Discovery, MFA Written Thesis, MFA Visual Thesis, Oversee Field and Teaching Internships, Oversaw the completion of 23 thesis endeavors to date.

*Undergraduate*

Typography I, Graphic Design Studio I, Typography II, Production Design, Package Design, Graphic Design Studio II, Portfolio Design. Oversee Field Internships.

Working with industry partners in the SCAD Collaborative Learning Center (CLC) that pairs advanced students with real-world working environments to deliver innovative design outcomes. Partners have included: BMW, The City of Savannah, Human Resources Dept, The Housing Authority of Savannah, IHG, and Healthy Savannah, and HP. These CLC experiences bring together students from across all disciplines, including but not limited to – Graphic Design, Design Management, Interactive Design, Advertising Design, Service Design and Industrial Design. The students interact directly with our industry partners and engage in professional scenario's as they seek to develop user-centered design opportunities.

Responsible for bringing the Type Directors Club annual exhibition to campus  
Chaired departmental committee whose duty it was to bring visiting designers on campus. They included: Massimo Vignelli, Mateo Bologna, Ken Carbone, Will Staehle, Debbie Millman, Joe Duffy, Steff Geissbuhler, Ann Willoughby, premiered "Typeface – The Movie" introduced by Executive Director, Justine Nagan



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Volunteered to work with inter-departmental team on organizing and overseeing the daily programming for the Design Ethos conferences. Headed up student volunteer group both years. Entertained invited speakers and guests. Oct. 2010, April 2012  
Prepared and accompanied top Graphic Design undergraduate students to ADC portfolio reviews. May 2008 thru 2012. Lead the call for departmental portfolio submissions, set-up and judging of students to attend.

Former faculty liaison for student AIGA chapter. Held position for 2 plus years. Helped to facilitate group activities, oversaw design and production of monthly event poster, collaborated with Rockport Publishing to bring authors to campus to speak to the student group and attended every meeting during that time. Helped to increase group attendance by 200%.

Lead three Graphic Design off-campus trips to New York City. June 2010, 2011, 2012. Studios visited: Vignelli Associates, Carbone Smolan Agency, Sterling Brands, frog design, IDEO, Interbrand, Razorfish, McGarryBowen, Mucca Design, ESPN Consumer Products Division and Wallace/Church (*partial list*). Two attendees have obtained employment through their participation.

Former students and their current employment status: (*partial list*)

Rhea Duckworth '17, Designer, Deborah Adler LLC; Lisa Fischer '16 Visual Designer, Google; Gloria Wu '12, Product Designer, Under Armour; Dan Ogren '13, Designer, IBM; Ramona Todoca '11, Art Director, Droga; Shawn Hileman '07, Curator/Screenprinter, Masthead Studios; Ariana Nicolay '08, Sr. Designer, Google; Ya-Yun Huang '05, Sr. Designer, Deborah Adler LLC; Greg Mihalko '10, Partner, Partner & Partners; Matthew McInerney '10, Designer, Motel; Kyle Read '10, Partner, Badson Studio; Kathleen Scudder '10, Sr. Designer, Partner & Partners; Becca Skinner '07, Design Director, USAA.

Assumed leadership role during Undergraduate Development Workshop. May 2012

*Graduate Coordinator*

September 2011 – June 2015

Higher Education Graduate Program Development.

Active member of the graduate Graphic Design Curriculum Review Committee for both the MA and MFA programs. Contributed to the collaborative development of the newly unveiled graduate program.

Tasked with curriculum advise for graduate students on the Savannah campus.

Held “welcome...” sessions at the beginning of each quarter for incoming Graduate candidates.

Reviewed Graduate admission portfolios on a bi-weekly basis.

Collaborated with other graduate coordinators to organize and facilitate both 15 hour (MA) and 45 hour (MFA) reviews each quarter. Participated in the review process all quarters since coming to SCAD. Organized quarterly Graduate review workshops.

**Gene Mayer Associates** Milford, CT

*Design Director* Oct. 1999–Aug. 2000

*Senior Designer/Art Director* Jan. 1999–Oct. 1999

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Concept development and design. Refinement of direction toward production.  
Art directed photography/illustration. Oversaw and participated on projects from design development through print production. Participated in client presentations. On press supervision.

Clients: United Technologies, General Electric, and The Hartford Insurance Group.

**Deskey Associates** New York, NY

*Designer* 1989–1992

Clients: Procter & Gamble, Dannon, McNeil Labs, Black & Decker.

**Frank Fatta Design** Cos Cob, CT

*Designer* 1988–1989

Clients: General Foods, Kraft, The National Football League.

**Charles Zunda Design** Greenwich, CT

*Jr. Designer* 1986–1988

Clients: General Foods, Playtex, The Estee Corp.

## **Freelance Associations**

*Designer/Art Director* Aug. 1992–Present

Projects include strategic brand analysis, package design, structural concepts, in-store collateral, marketing communications, corporate communications, identity design, logotypes, calendar of events, collateral material and brochures for national distribution. On press supervision and responsible for color approval.  
Clients: Evoca LLC, Aramis and Designer Fragrances. NY, NY, Estée Lauder/Prescriptives NY, NY, Daniel Scharfman Design, NY, NY, Bevier Gallery & HEOP Office at R•I•T, King Casey, New Canaan, CT, Barnhart/Zieman, NY, NY, Liz Claiborne, NY, NY, Ardel Records, John Frieda, Wilton, CT, Meyer & Assoc., NY, NY, Dakota Group, Wilton, CT.

## **Education** **Rochester Institute of Technology**

Rochester, NY May 1995

Master of Fine Arts in Graphic Design. Minor in Computer Graphic Design.

Thesis: “The “New” New Typography. A Critical View of Typography”. Wrote and designed book on the state of typography in the digital realm and its historical precedents.

Received Outstanding Achievement Award as graduate teaching assistant.

Responsible for support in senior and sophomore Graphic Design studio courses.

**Manhattanville College**

Purchase, NY May 1983

Bachelor of Fine Arts. Minors in Art History and Psychology.

## **Presentations/Workshops**

“Making a Good First Impression – Cover letters, resumes & references” workshop given to both the AIGA-SCAD group and the Glyph graduate student group. April 2018

“Change IN Design–The Shifting Paradigm”, presentation and workshop delivered to the Virginia Beach chapter of the AIGA. June 2014



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“Developing a Killer Portfolio” workshop, held multiple times with AIGA-SCAD group as well as with the ID/Furniture Design student group.

“Effective Self-Promotion”, presented to AIGA-SCAD. May 2011, March 2012

“The MFA is the NEW MBA—Literally”, presented at the UCDA Design Education Summit: “The State of Design Education” May 2011

“Design Thinking and the Future of Design Pedagogy”, presented at the UCDA Design Education Summit: “Designing Design” July 2010

“Design Thinking: The Future of Design?” Presented to the student design group The Union. February 2010

“Think. Share. Educate.” Conceptual work presented during the faculty show. Fall 2009

“Interpretive Typographic Exploration”. Presented Type Studio I book project showcasing past outcomes and theories connected to said outcomes. SoTA TypeCon Conference. July 2009

“Preparing Your Portfolio & Resume for Real World Interviewing”. Collaborated with Career Services to bring first-hand portfolio building and resume design knowledge to interested participants. November 2008

“Everything is Design” Book that was designed for faculty show. Fall 2007

“The Grid in Graphic Design”. Georgia Southern University. April 2006

Invited guest of the Rochester chapter of the American Institute of Graphic Arts to participate in a panel discussion entitled “The State of Typography Today.” March 1995

**Conferences Attended**  
*(partial list)*

- AIGA GAIN “Design for Social Change” Oct. 2012
- Design Thinking/Service Workshop June 2012
- TEDx “Decoding the Future” May 2012
- AIGA National Conference: “Pivot” Oct. 2011
- UCDA Design Education Summit: “The State of Design Education” 2011
- UCDA Design Education Summit: “Designing Design” 2010
- AIGA National Conference: “Make/Think” Oct. 2009
- SoTA TypeCon Conference: “Rhythm” July 2009
- AIGA Design Education: “Future History<sup>3</sup>” March 2009
- UCDA Design Conference: “Shift” Sept. 2008
- AIGA Jacksonville: “Recharge” April 2008
- AIGA National Conference: “Design” Sept. 2006
- TypeCon 2006: “The Boston T Party” Aug. 2006
- AIGA Design Education: “Revolutions” June 2005
- AIGA Design Education: “Future History” Oct. 2004

**Related Activities**

- Member of the American Institute of Graphic Arts, the Type Directors Club, and the Art Directors Club.
- Served as volunteer portfolio reviewer for the AIGA–Jacksonville chapter. 2005–2009