

# joseph digioia

1401 E 48th Street  
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josephdigioia.com

**Profile** Professional designer and educator with over 20 years of experience who brings his practical knowledge and theoretical interests to academia. Enthusiastic, self-motivated, big-picture and detail-driven thinker with excellent design background.

## **Experience** **Staff Positions**

Savannah College of Art and Design (SCAD) Savannah, GA  
Professor June 2004–Present

Teaching Graphic Design studio courses. Including:

### *Graduate*

Design Methodologies (Online), Type Studio I, Print Studio I (Online and in the classroom), Graphic Design/Social Awareness (Online), 3-D Graphic Studio, Print Studio II, MA Final Project, Field and Teaching Internships.

### *Undergraduate*

Typography I, Graphic Design Studio I, Typography II, Package Design, Graphic Design Studio II, Field Internship, Portfolio Design.

Oversaw the completion of 10 thesis endeavors to date.

Prepare and accompany top students to AIGA and ADC portfolio reviews.

Faculty liaison for student AIGA chapter. Spring 2005

Chair of departmental committee overseeing visiting designers.

Actively participated on two additional department committees:

E-learning and Graduate Curriculum.

Provided institutional support through active participation on the Athletic Council.

Collaborated with Admissions department by traveling to out-of-state destinations for high school, transfer, and graduate portfolio reviews and counseling.

Gene Mayer Associates Milford, CT

Design Director Oct. 1999–Aug. 2000

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

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.

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## Experience **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.

## Lectures/Workshops

SCAD. “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  
  
Georgia Southern University. “The Grid in Graphic Design”. 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 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, and the Type Directors Club.  
Served as volunteer portfolio reviewer for the AIGA–Jacksonville chapter since 2005.