

Monica Maccaux

Creative Director//Educator//Type Designer

Education

Otis College of Art & Design Los Angeles CA

MFA Graphic Design 2012

Otis Scholarship 2010-2012

Mentorship in Amsterdam, NL with design firm COMA 2011

Mentorship with type designer Sibylle Hagmann, Kontour Design 2012

Pratt Institute Brooklyn NY

BFA Communications Design 2004

Major: Graphic Design Minor: Art History

Dean's List, Presidential Merit Scholarship: 2000-2004, Graduated with honors

Work Experience

Design/Pharma

Blue Taco Design

Creative Director July 2013 – present

Pharma clients: **Glue Advertising** (Meda), **Copy + Art** (Janssen). Skills: presentation materials, teaching guides, infographics, banners, web, presentations, storyboards, new business. Donner Lake Open Water Swim, Colavita, Harvard Westlake School. Design/advertising skills: branding, specialty papers & printing processes, press kits, menu design, invitations. Sport design: branding, apparel, events, signage, social media.

Freelance Graphic Designer Los Angeles, CA

Graphic Designer May 2010-July 2013

Freelance work for advertising and design firms in Los Angeles. Clients: Radarworks (Race for the Cure), Sonnyboy Studios (Cuccio Pro), Evite/Postmark (invitations, web production).

Work

www.bluetacodesign.com

www.ampersandtype.com

SK+G Las Vegas, NV

Graphic Designer Jan 2008-May 2010

Design Firm. Branding and advertising for: The Borgata Hotel & Casino, The Water Club, The Mandarin Oriental Las Vegas, Aria Hotel & Resort, and Meadows bank.

Cline, Davis & Mann New York, NY

Art Director 2007-2008

Pharmaceutical advertising, Managed Markets. Clients included Amgen, Novo Nordisk, and Pfizer.

Contact

bluetacodesign@gmail.com

mcgarrybowen New York, NY

Graphic Designer 2004-2007

Advertising. Clients included Verizon, Marriott, Chase, Crayola, and InBev.

Teaching

University of Nevada, Reno NV

Associate Professor/Director of the Graphic Design Program July 2023-present

Assistant Professor/Director of the Graphic Design Program August 2017-July 2023

Created a BFA Graphic Design program from scratch. Created all curriculum, manage program, budgets, staff. Mentor and advisor of 200+ students a year.

University of Nevada, Las Vegas NV

Visiting Assistant Professor August 2014-May 2017

Part Time Adjunct Professor January-May 2014

Formulated syllabi and curriculum for various GRC courses. Faculty Advisor for AIGA UNLV student group. Interim Coordinator & Accreditation Liaison for Graphic Design program Fall 2016-2017.

Publications + Awards

Yearbook of Type 2022 Ranchstyle typeface featured in worldwide publication produced by *Slanted*, A Karlsruhe, German publisher.

Alan Bible Teaching Award 2021 *Runner Up* Nominated for highly competitive teaching award in the College of Liberal Arts.

Yearbook of Type 2021 Motorix typeface featured in worldwide publication produced by *Slanted*, A Karlsruhe, German publisher.

Publications + Awards (cont'd)	German Design Award 2020 Colavita Cycling Kit & Motorix typeface, featured in online gallery, in Angewandte Kunst/Museum of Applied Arts, Frankfurt, Germany, and in winners publication.
	Creative Quarterly 2019 Colavita Cycling Kit shown in publication. Quarterly publication showcasing the best of Graphic Design, Illustration, Photography, and Fine Art in the field. https://www.cqjournal.com/magazines/54
	Indigo Design Awards, Silver & Bronze Award 2019 Colavita Cycling Kit, Silver Illustration Division, Bronze Package Design Division https://www.indigoawards.com/winners/1068
	A'Design Awards Iron Award 2018 Typeface 'Motorix', Gala & Exhibition in Lake Como, Italy, and Publication, <i>A'Design Awards</i> https://competition.adesignaward.com/design.php?ID=59656
	Graphis Gold Award 2018 Typeface 'Motorix', Typeface Design Division, Graphis Typography 4 Publication, <i>Graphis</i> http://www.graphis.com/entry/bdb8c7bc-1485-4333-8ae4-ca137176c80f/
Creative/Research	Graphis Merit Award 2018 Typeface 'Motorix', Type-in-use Division, Graphis Typography 4 Publication, <i>Graphis</i> http://www.graphis.com/entry/20dfdfc1-3f5e-4012-9614-7d09462c185d/
	Creative Quarterly Runner-up Award 2017 Cycling Jersey for Team Juice Bar, online gallery, <i>Creative Quarterly</i> 50
	Type Foundry
	Ampersand Type Foundry (<i>launched Fall 2023</i>) Built my own type foundry and sell my own typefaces from the past 10 years: https://www.ampersandtype.com/
	Published Typefaces
Conferences	'Sforza' (<i>released Fall 2023</i>) Typeface based off of type found in the Sforza Castle in Milan, Italy. Published on Ampersand Type Foundry: https://www.ampersandtype.com/sforza
	'String Theory' (<i>released Fall 2023</i>) Typeface based on string and layering. Multiple weights. Published on Ampersand Type Foundry: https://www.ampersandtype.com/string-theory
	'Ranchstyle' (<i>released Summer 2021</i>) Typeface based off of 19th Century cattle brands from the state of Nevada. Published on PSY/OPS Type Foundry: www.psyops.com/ranchstyle/
	'Motorix' (<i>released Summer 2015</i>) Typeface that uses multiple variants to create unlimited character combinations. Published on PSY/OPS Type Foundry: www.psyops.com/motorix/
	Typoday India Academic Conference, Mumbai, India <i>March 2018</i>
Prof. Development	Presentation of academic paper "Variants & Beauty" based off of the topic of Innovative applications of Beauty, Form, and Function in Typography (Case Studies). 15-minute slide presentation with panel discussion and Q&A after.
	College Art Association 'Design Incubation' Academic Conference, Los Angeles, CA, <i>February 2018</i> . "Variant Letterforms" was presented in a Pecha-Kucha style presentation format with a panel discussion with Q&A after.
	The Association of College and University Educators (ACUE) <i>Certification 2017</i>
	Participated in online teaching course where new skills were learned for pedagogical implementation and assessment in the classroom.
	AIGA, (<i>American Institute of Graphic Artists</i>), SOTA (<i>Society of Typographic Aficionados</i>), ATyI (<i>Association Typographique Internationale</i>), STA (<i>the Society of Typographic Arts</i>).
Interviews/Press	<i>Introduction to Graphic Arts & Media Technologies</i> , Industry Professional Spotlight interview. Publisher Cognella <i>June 1, 2020</i> Interview about best practices for setting Type in publication design. This book is a teaching tool for intro Graphic Design students.
	Magazine, 'Brands of Nevada', Edible Reno <i>April, 2020</i> Interview about future release of typeface 'Ranchstyle'.