

**Monica Maccaux**

Assistant Professor of Graphic Design/Director of the Graphic Design Program  
Graphic Designer/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**

University of Nevada, Reno Reno, NV  
Assistant Professor/Head of the Graphic Design Program August 2017-Present  
Created a new minor and BFA Graphic Design program. Created all corresponding curriculum, program proposals. Faculty Advisor for AIGA UNR student group.  
University of Nevada, Las Vegas 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.  
Blue Taco Design Las Vegas, NV  
Creative Director July 2013 – present  
Clients: Harvard Westlake School, Glue Advertising, Sierra Nevada Masters Swim Team. *Specialties:* pharmaceutical/healthcare: presentation materials, teaching guides, infographics, new business. High-end/luxury: specialty papers & printing processes, press kits, menu design, invitations. Sport design: apparel, events, signage.  
Freelance Graphic Designer Los Angeles, CA  
Graphic Designer May 2010-July 2013  
Various freelance clients and work for advertising, and design firms around Los Angeles.  
SK+G Las Vegas, NV  
Graphic Designer Jan 2008-May 2010  
Design Firm. Clients included 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. Clients included Amgen, Novo Nordisk, and Pfizer.  
mcgarrybowen New York, NY  
Graphic Designer 2004-2007  
Advertising. Clients included Verizon, Marriott, Chase, Crayola, and InBev.

**Publications + Awards**

**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.  
**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, *A'Design Awards* <https://competition.adesignaward.com/design.php?ID=59656>

**Graphis Gold Award 2018** Typeface 'Motorix', Typeface Design Division, Graphis Typography 4 Publication, *Graphis* <http://www.graphis.com/entry/bdb8c7bc-1485-4333-8ae4-ca137176c80f/>

**Graphis Merit Award 2018** Typeface 'Motorix', Type-in-use Division, Graphis Typography 4 Publication, *Graphis* <http://www.graphis.com/entry/20dfdfc1-3f5e-4012-9614-7d09462c185d/>

**Creative Quarterly Runner-up Award 2017** Cycling Jersey for Team Juice Bar, online gallery, *Creative Quarterly* 50

**Conferences** **Typoday India** Academic Conference, Mumbai, India *March 2018*  
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, *February 2018*. "Variant Letterforms" was presented in a Pecha-Kucha style presentation format with a panel discussion with Q&A after.

**Grants** **Grants received**  
*Nieder Grant*, Sponsored by UNR Art Dept. \$6441. 2019  
*Instructional Enhancement Grant*, Sponsored by College of Liberal Arts. \$5000. 2019  
*Nieder Grant*, Sponsored by UNR Art Dept. \$8000. 2018

**Teaching** **Director of Graphic Design Program**  
Hired by UNR to create a BFA Graphic Design Program. Developed a minor and advanced BFA degree major, and curriculum. Along with new course development, a BFA in Graphic Design program proposal was developed, including the drafting of the mandated 'Nevada System of Higher Education Program Proposal Form' (18+ pages), a budget timeline, a Graphic Design Program Timeline, and a 5-year projected curriculum course plan which were approved in Summer 2019 by the board of regents. Proposed and devised budgets for the minor & BFA major, including equipment (hardware & software), furniture, space renovation, technology classroom set-up, staff/hiring needs, lab fees, differential tuition, FTE head counts, and cohort projection.

**Program Development:**

Minor in Graphic Design (*approved fall 2018*)

Major (BFA) in Graphic Design (*approved by Board of Regents June 2019*)

**Curriculum Development:**

Created from scratch: GRC 116 Intro to Digital Art & Design, GRC 200 Design Thinking & Methods, GRC 210 Typography I, GRC 220 Graphic Design I, GRC 310 Typography II, GRC 355 Graphic Design II, GRC 365 Web & Interface Design I, GRC 375 Modeling & Animation, GRC 385 Package Design I, GRC 400 Graphic Design III, GRC 410 Typography III, GRC 475 Graphic Design IV, GRC 480 Capstone, GRC 492 Individual Studies, GRC 490 Internship.

**Faculty Advisor AIGA UNR Student Group, 2017 – present**

Helped students start an AIGA (American Institute of Graphic Artists) student group at UNR. Recruited and filled student positions for the board and club, and hosted a new club kick-off event in November 2017, and Screen-printing workshop in Spring 2018. Aided student board in receiving funds from the associated students club at UNR.

**Academic Advising Graphic Design Advisor, 2017 – present**

Advising for GD minor and BFA students. Help with course, career, and internship advice. Started advising 10 students in Fall 2017 and yearly advise upwards of 200+ students.

**Prof. Development** The Association of College and University Educators (ACUE) *Certification 2017*  
Participated in online teaching course which included completing twice weekly 2-hour modules for 10 weeks during my first fall semester. Videos were watched, exercises involving taking quizzes were taken and commenting on instructional videos were commented in a public forum, where feedback and interaction occurred. New skills were learned for pedagogical implementation and assessment in the classroom.

AIGA, (*American Institute of Graphic Artists*), SOTA (*Society of Typographic Aficionados*), ATypI (*Association Typographique Internationale*), STA (*the Society of Typographic Arts*).

**Creative/Research** **Published Typefaces**

'Ranchstyle' (*released Summer 2021*) Typeface based off of 19th Century cattle brands from the state of Nevada. [www.psyops.com/ranchstyle/](http://www.psyops.com/ranchstyle/)

'Motorix' (*released Summer 2015*) Typeface that uses multiple variants to create unlimited possibilities of character combinations. [www.psyops.com/motorix/](http://www.psyops.com/motorix/)

**Typeface Development**

'Sforza' (*in-progress*) Typeface based off of type found in the Sforza Castle in Milan, Italy.

'String Theory' (*in-progress*) Typeface based on string and layering. Multiple weights.

**Client Work**

**Colavita Cycling Kits 2018 – present**

Design of Colavita Las Vegas Womens Cycling kits for past 4 seasons. Application of design to jersey, shorts, triathlon kits, speed suit, running top, socks, hat, jacket, wind vest, and arm warmers/leg warmers along with design pieces for social media and web presence.

**Donner Lake Open Water Swim 2018 – present**

Branding design for their 2018 open water swim. Application of design to all types of apparel: t-shirts, long-sleeved t-shirts, sweatshirts, tech t-shirts, casual wear, including various colors of apparel.

**Various Clients 2017 – present**

Design work for Chesini, Harvard Westlake School, Crimes of Beauty, Cary Colt Payne Chtd., Rob Bare Chtd., Sharky's, TedxUniversityofNevada, Glue Advertising.

**Interviews/Press** *Introduction to Graphic Arts & Media Technologies*, Industry Professional Spotlight interview. Publisher Cognella June 1, 2020

Book about Graphic Design intended for use in teaching lower-level Graphic Design courses. Interview appears in 'Typography' section. Interview conducted by Patricia Bouweraerts, who co-authored the book with TMCC (Truckee Meadows Community College) faculty member Dan Bouweraerts.

**Magazine, 'Brands of Nevada', Edible Reno April, 2020**

Interview about future release of typeface 'Ranchstyle', which is inspired by Nevada cattle branding irons.

**Arts 365 Spring 2018 edition**

Interview with *Arts 365* to discuss development of the Graphic Design Minor and Major. Mailed to patrons and distributed on UNR campus.

**Internet Nevada Today Article, Nevada Weekly February, 2020**

Interview about the German Design Awards I had received.

**Internet Nevada Today Article, Nevada Weekly November, 2018**

Interview about the typeface 'Ranchstyle' that I had started work on.

**Service** **Art Department Committees** *Committee Member*  
**Courses & Curriculum Committee 2018 – present**

Help to review and develop curriculum, dept planning and description.

**Ad Hoc Student Space/Exhibitions 2019 – 2020**

Help to plan 2019 & beyond for spaces being used for student exhibitions.

**Art Dept Chair Search Committee 2018 – 2019**

Help in search of Art Department Chair. Reviewed candidate applications, conducted zoom interviews and in-person interviews and helped with final candidate selection process.

**IT Tech Position Search 2018 – 2019**

Collaborated with digital areas in the Art Department to put together position requirements and skill sets for IT Tech position for Graphic Design/Digital Media support. Had multiple meetings, worked on documents online, part of the interview process and selection of candidate.

**Endowment Committee 2018**

Ad hoc member to help review endowment applications for Nieder funds.

**Marketing Committee 2017**

Help in the marketing of the Art Department- website, social media, etc.

**Space Allocation Committee 2017**

Help in allocating space for new GD program, and well as management of existing spaces for other programs in Art Dept.

**Technology Committee 2017**

Work to create a more stream-lined environment and processes in the art department for the computer labs, and tech support.

**College Committees *Committee Member***

**College of Liberal Arts Marketing & Communication Graphic Designer Position Search 2019 – 2020**

Helped committee find a Graphic Designer suitable for the job position. Reviewed candidate applications, participated in zoom interviews and in-person interviews, helped with final candidate selection process.

**CO7 (Core Objective #7: Artistic composition, interpretation and expression) 2018 – present**

Help with core #7 duties which includes curriculum evaluation in Curriculog (UNR's electronic curricular routing system) and participate in meetings with other committee members to decide which courses are eligible for CO7 designation

**Professional & Community Committees**

**TedxUniversityofNevada 2018-2020**

Board member & designer for Tedx event held in the Spring at the Reno-Sparks Convention Center. In charge of various materials including t-shirts, signage, maps, Power-Point presentation deck, social media (Instagram, Facebook & Twitter) and advertising pieces.

**Donner Lake Open Water Swim 2018 – present**

Graphic Designer and planning support for local Reno swim club (Sierra Nevada Masters) and for the Donner Lake Open Water Swim event which takes place every August. T-shirt design, web banners/advertisements, and other apparel for the event.

**Western Nevada Community College Graphic Design Advisory Committee 2018 – present**

Serve on advisory committee for Graphic Design-related items in the Reno area such as transferability between WNC and UNR, along with discussions with local High Schools instructors to prepare students for college.