

- contact* 515 Park Street, Batavia, IL 60510  
815-501-5012  
johnathon@strubedesign.com  
strubedesign.com
- education* 2016  
**Master of Fine Arts, MFA: Visual Communication**  
Northern Illinois University, DeKalb, IL  
College of Visual & Performing Arts, School of Art & Design  
Thesis Title: Assemblage of Meaning  
Thesis Chair: Dr. Aleksandra Giza
- 2009  
**Study Abroad: Design & Architecture: Italy, Switzerland & Spain**  
Northern Illinois University, DeKalb, IL  
College of Visual & Performing Arts, School of Art & Design
- 2006  
**Bachelor of Arts, BA: History / Minor: Studio Art, Visual Communication**  
Northern Illinois University, DeKalb, IL  
College of Liberal Arts & Sciences / College of Visual & Performing Arts, School of Art & Design
- research interests* Assemblage as theoretical construct and formal technique.  
Semiotics, visual narrative, semantics, conceptual frameworks and meaning construction.  
Social design, digital humanities and human-centered research.  
Critical making, formal principles, visual literacy and foundational proficiency.
- appointments* *August 2012–Present*  
**Instructor of Visual Communication**  
Visual Communication Department  
Northern Illinois University, School of Art & Design  
DeKalb, IL
- January 2017–May 2017*  
**Instructor of Graphic Design**  
Graphic Design Department  
College of DuPage  
Glen Ellyn, IL
- Jan 2011–May 2011*  
**Instructor of Visual Communication**  
Visual Communication Department  
Northern Illinois University, School of Art & Design  
DeKalb, IL
- Jan 2010–May 2010*  
**Instructor of Visual Communication**  
Visual Communication Department  
Northern Illinois University, School of Art & Design  
DeKalb, IL

*teaching: courses**Northern Illinois University***Independent Research (Fall '17, Spring '16)**

ART 490—Advanced students explore independently defined topics and create self-initiated solutions related to an individually structured design process.

**Advanced Visual Communication II (Spring '16, Spring '15, Spring '14)**

ARTD 412—Students explore the design of content-rich and interactive publishing systems through the development of an editorial perspective and interdisciplinary campaigns.

**Advanced Visual Communication I (Fall '14)**

ARTD 411—Students explore visual identity and branding issues with a focus on organizational goals, strategic positioning and multi-platform implementation.

**Professional Practices in Design (Fall '15)**

ARTD 405—Students gain insight into being a working practitioner: client relationships, financial/legal issues, professional responsibilities and other associated industry matters.

**Interaction Design II (Spring '18, Spring '17, Spring '16)**

ARTD 319—Students expand experience with interaction, functionality and usability principles by designing solutions for content management systems and mobile platforms.

**Interaction Design I (Fall '15)**

ARTD 318—Students gain experience with interaction, functionality and usability principles by exploring how communication is created and presented in a Web-based environment.

**Intermediate Visual Communication I (Fall '17, Fall '16, Fall '12)**

ARTD 311—Students explore typography, imagery and design process through an introduction to visual/corporate identity, branding and related communication design issues.

**Fundamentals of Graphic Design (Fall '16, Fall '10)**

ARTS 215—Students explore typographic terminology, formal relationships and design process with a focus on concept, craft and presentation.

**Type & Image (Spring '18, Spring '17, Spring '15, Spring '14, Spring '13, Spring '11)**

ARTD 212—Students study type and image relationships with an emphasis on conceptual presentation as symbolic or representational narrative through singular or sequential formats.

**Typography (Spring '16)**

ARTD 211—Students explore the use of type within composition to further knowledge of terminology, typesetting standards, legibility and formal structure.

**Introduction to Visual Communication (Fall '17, Fall '16, Fall '15, Fall '14, Fall '13, Fall '12)**

ARTD 201—Students are introduced to graphic design in historical/contemporary contexts. Students explore design process with a focus on typographic and compositional structures.

**2-D Foundation Design (Fall '17)**

ART 102—Students explore design elements and formal principles through the study of space, composition and application within digital and analog media.

*College of DuPage***Web/Interactive Design 2 (Spring '17)**

GRDSN 2206—Students plan and develop interactive design concepts for use on the Web and mobile interface platforms using industry-standard tools and techniques.

- teaching: workshops*     *June 2017*  
**American Art & Design Education Program with Xi'an University of Technology, Xi'an, China**  
 Northern Illinois University, School of Art & Design, DeKalb, IL
- public presentations*     *May 2017*  
**Creating a Rigorous Graphic Design Foundation Course:  
 Preparing Diverse First Year Visual Communication Students for Success**  
 UCDA Design Education Summit: Hand and Machine, Kutztown University, Kutztown, PA
- March 2012*  
**Branding and Entrepreneurship Panel Discussion with Firebelly University**  
 Debbie Millman's Masters in Branding Class, School of Visual Arts, New York, NY
- articles & press*     2017  
**"Design for Good"**  
 Frank Magazine, Vol. 6., Columbia College, Chicago, IL, (March 2017): p. 8:11-13.
- awards & honors*     2012  
**Invited Designer, Stories of Change Impact Lab, Tomorrow Labs  
 Tomorrow Partners, Sundance Institute, Skoll Foundation, Berkeley, CA**  
 Filmmakers and social entrepreneurs worked intensively with designers and mentors to accelerate storytelling and digital technology solutions to challenges facing their organizations. This week-long, immersive design charrette culminated with presentations aimed at potential seed funding to extend the stories in innovative and meaningful ways.
- 2011  
**Fellowship, Firebelly University  
 Firebelly Design, Chicago, IL**  
 A real world alternative to an MBA, this nine-month intensive entrepreneurial incubator brought together five designers, with a social awareness, from across the country to start and run a design studio; support a not-for-profit; and explore the development of social enterprise opportunities.
- 2010  
**Camper, Camp Firebelly  
 Firebelly Design, Chicago, IL**  
 An intensive apprenticeship program bringing together 10 designers from around the country to learn and create work for two Chicago not-for-profit organizations within 10 days. Collaborated on research, concept, design and production. Completed work included print materials and hand-crafted products.
- 2009  
**Assistant & Collaborator, Moving Design  
 Thirst, Chicago, IL**  
 Served Thirst Design for their initial expression of Moving Design, a collaborative project working with community partners and leading initiatives that inspire change through the power of design. Coordinated communication and remote lectures for student projects and feedback.

- exhibitions* 2017  
**NIU Biennial School of Art Faculty Exhibition**  
 NIU Art Museum, Northern Illinois University, DeKalb, IL
- 2016  
**Get Out the Vote Poster Initiative**  
 AIGA Online Archive & Traveling Exhibition ([www.aiga.org/vote](http://www.aiga.org/vote))
- Assemblage of Meaning: MFA Thesis Exhibition**  
 Gallery 215, Northern Illinois University, School of Art & Design, DeKalb, IL
- 2009  
**Prelude: Northern Illinois University MFA Group Exhibition**  
 Northern Illinois University, School of Art & Design, DeKalb, IL
- 2008  
**International Festival of Design**  
 Lodz, Poland
- exhibitions: curatorial* 2016  
**Latino Oral History Project Poster Exhibition**  
 Gallery 214, Northern Illinois University, School of Art & Design, DeKalb, IL
- service: academic* AY Fall 2017–Spring 2018  
**Northern Illinois University**  
 Visual Communication Area Faculty Portfolio Review and Academic Selection Committee
- AY Fall 2016–Spring 2017  
**Northern Illinois University**  
 Senior Project Panel and Review Committee  
 Visual Communication Area Faculty Portfolio Review and Academic Selection Committee
- AY Fall 2015–Spring 2016  
**Northern Illinois University**  
 Senior Project Panel and Review Committee  
 Visual Communication Area Faculty Portfolio Review and Academic Selection Committee
- AY Fall 2014–Spring 2015  
**Northern Illinois University**  
 Senior Project Panel and Review Committee
- AY Fall 2013–Spring 2014  
**Northern Illinois University**  
 Senior Project Panel and Review Committee
- AY Fall 2012–Spring 2013  
**Northern Illinois University**  
 Senior Project Panel and Review Committee
- service: professional* January 2017–Present  
**Board Member**  
 STA, Society of Typographic Arts, Chicago, IL

January 2017

**Invited Design Judge**

IPRA/IAPD Conference, Agency Showcase, Chicago, IL

January 2016

**Invited Design Judge**

IPRA/IAPD Conference, Agency Showcase, Chicago, IL

March–May 2012

**Mentor Group Leader**

AIGA, The Professional Association for Design, Chicago Chapter, Chicago, IL

*professional development*

2017

**UCDA National Design Education Summit: Hand and Machine**

Kutztown University, Kutztown, PA

**Design Inspiration Weekend: Planned Unpredictability**

Society of Typographic Arts, Chicago, IL

2016

**SEEK Design Conference**

Morningstar, Chicago, IL

**The Art of Teaching: Using Performance Techniques for Improving Teaching**

Northern Illinois University, DeKalb, IL

**Fundamental Principles of Effective Instruction**

Northern Illinois University, DeKalb, IL

2014–2006

**SEEK Design Conference**

Northern Illinois University, DeKalb, IL

2010

**ASAE Great Ideas Conference**

Colorado Springs, CO

2008

**HOW Design Conference**

Boston, MA

**UCDA National Design Conference**

Northern Illinois University, DeKalb, IL

*professional affiliations*

2013–Present

**AFT, IFT, UPI, University Professionals of Illinois**

2008–Present

**AIGA, The Professional Association for Design**

2014–Present

**ChiDM, Chicago Design Museum**

*professional experience**2015–Present***STA, Society of Typographic Arts***2016–Present***UCDA, University & College Designers Association***June 2012–Present***Principal & Creative Director****Heart Giants, Batavia, IL**

Founder and owner of multi-disciplinary design studio working with small business and not-for-profit clients. Studio positioned to provide strategic communication design across both digital or analog execution. As principal designer, lead all aspects of project development: client intake, research, strategy, design, art-direction, production, project management and execution.

## SELECT CLIENTS

Center for New Community, GlobeMed, Leap Year Project, Made by We,  
National Suicide Prevention Hotline, Woman Made Gallery, Youth Build

*September 2011–May 2012***Designer & Front-End Developer****Tilt Shift, Chicago, IL**

Founder and partner of a multi-disciplinary design studio working with socially-conscious clients. As one of four in a small collaborative studio, duties included: client intake, strategy, design, production, project management and execution. Worked across all web and UI projects as sole Front-End Developer.

## SELECT CLIENTS

Future Founders Foundation, GlobeMed, Illinois Educational Foundation,  
Neighborhood Story Project, Zealous Good

*August 2007–June 2011***Designer****Illinois Association of School Business Officials, DeKalb, IL**

In-house designer concerned with creation and coordination of all collateral materials, web material and online content. Responsible for creation of various motion/video projects for online and environmental presentation. Art Director of association magazine along with multiple print responsibilities.

*May 2005–August 2007***Associate Design Editor****Sun-Times News Group, Beacon News, Aurora, IL**

Design-Editor/Art-Director of daily sports section, supplemental content presentations and weekly multi-regional advertorial sections across six publications.