

CV

JANUARY, 2021

Jimmy Moss

PROFESSOR OF DESIGN
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DEPARTMENT OF ART
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SUMMARY

Jimmy Moss is a design educator, strategist and consultant, who splits his time between Los Angeles, USA and Quezon City, Philippines. He is currently a Professor of Design at California State University, Los Angeles. He has been a guest critic, curator, juror or lecturer at universities and design schools across America and in Asia.

He directed strategic design services, advertising creative groups, and interactive product marketing for 17 years on behalf of both public and private companies for both the in-house and agency sides, before he chose a career in design education in 2005. He has done work for clients & brands including AAGT, Adobe, Alcatel-Lucent, Apple, AT&T, Corbis, Clorox, CSU-Long Beach, CSU-LA, D&B, Dockers, Disney, EFI, Epson, Gestalt Institute of Cleveland, Hitachi, Janus Funds, KRON-TV (SFO) Levi's, MTV, Novell, Providence Preservation Society, RISD, Shell, Taco Bell, Toyota, URS, Wells Fargo and Yale. He earned a BFA in Graphic Design from the Rhode Island School of Design and an MFA in Graphic Design from Yale.

Professor Moss served as president of AIGA Los Angeles from 2010-12, where he became the first full-time educator in over 25 years to lead the L.A. chapter of the professional association for design. Jimmy is a passionate advocate for the transformative role designers can play in socially responsible change.

EDUCATION

Yale School of Art MFA, Graphic Design 1991

Thesis topic: *AIDS Activist Design*

Defining the role of a designer in a movement for social change.

What is activist design? Transgression as a design strategy.

Do designers have a social obligation?

Rhode Island School of Design BFA, Graphic Design 1988

Degree project: *Hypermedia-Interactive Graphic Design*

Introduced rudimentary interaction, digital sound and narrative to print

designers as an additional area of consideration through the vehicle of a

HyperCard alphabet book, on an early Macintosh computer.

Summer Institute for Graphic Design Studies coursework 1986

Held at RISD for professionals and educators.

Cleveland Institute of Art coursework 1980-83

EMPLOYMENT -DESIGN EDUCATION

Associate Chair , Department of Art	California State University	2018-present
Professor	Los Angeles, CA	2016-present
Associate Professor		2011-16
Assistant Professor		2005-11
Lecturer		2004-05

Professor of Design with responsibilities that include teaching graduate and undergraduate, curriculum development, program assessment, recruitment and mentoring of lecturers, student career and academic

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advisement, graduate thesis supervision, facilities planning and oversight, internship coordination, and university committee service.

Visiting Instructor, Intermark Intl. Design College Shanghai Jianqiao University 2019
Appointed to teach two 3-unit courses at the invitation of IIDC.

Lecturer, Department of Art California State University 2004-05
Northridge, CA

Adjunct Instructor, Graphic Design Dept. Woodbury University 2002-05
Burbank, CA

Guest Critic, Professional Practice Otis College of Art & Design 2002
Los Angeles, CA

Teaching Expertise:

Design Entrepreneurship, Business Practices & Ethics, Information Design, Concept Development, Public Design, Advertising Art Direction, Transdisciplinary Design, Systems Thinking in Design, Typography/ Publication Design, Hand-drawn Letterforms, Wayfinding and Signage, Design Thinking, IxD/UXD, Service Design, Design Futures, Branding

EMPLOYMENT -DESIGN PROFESSION

Principal, Design Management Consultant Los Angeles, CA 1988-present
Sole owner of design services consultancy specializing in design thinking approach to organizational development, ethos alignment, strategic communications, and coaching entrepreneurs.

Manager, Creative Services Meléndrez Design Partners 2002-04
Los Angeles, CA
Managed team that was responsible for all communication design services for largest independent landscape architecture planning and urban design practice in Los Angeles. Accountabilities included interactive and print projects to support new and existing business.

Creative Director NineDots 2000-01
San Francisco, CA
Supervised freelance and full-time staff of 10 direct reports in San Francisco and Portland, for a Portland-based interactive advertising and marketing services company. Recruited multi-disciplinary team. Oversaw (from brief to launch) project management, advertising copywriting, art direction, and web development. Daily contact with clients. Responsible for \$800k in yearly billings including Wells Fargo's Small Business, Online Brokerage, Home Equity, Home Mortgage, and Consumer Internet Services accounts.

Creative Director Corbis Images 1999-2000
Los Angeles, CA
Strengthened, managed and diversified in-house creative, production and project management group of eight direct reports. Recruited key staff. Oversaw relationships with outside agencies and vendors globally. Lead successful agency search for front and back-end design of CORBIS.

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COM. Coordinated projects with cross-divisional groups in Paris, San Diego, Seattle, London and New York. Functioned as the senior marketing manager in the Los Angeles office, responsible for a \$7M budget. Multi-lingual projects included catalogues, direct mail, advertising, CDs, marketing collateral for multiple divisions and worldwide trade show support. Company was privately held by Bill Gates.

Senior Art Director Bozell Worldwide 1997-98
Foote, Cone & Belding (FCB)
Orange County, CA

Supervised a group of 10 multi-disciplinary reports, on a \$150M local store marketing account on the Taco Bell account. Initiated a workflow process overhaul for print and broadcast traffic and production. Projects included POS, outdoor advertising, publications, identity design and promotions for print, radio and television. Studio volume averaged 90 projects per week.

Graphic Designer, Digital Artist Foote, Cone & Belding 1993-96
San Francisco, CA

Designed and produced print, POS and outdoor advertising on Levi's, Pacific Bell (AT&T), Epson, Clorox and other consumer accounts. Contributed editorial content, design development and art direction for LEVI.COM initial launch, among others.

Designer, Consultant Electronics for Imaging (EFI) 1990-93
San Mateo, CA

Designed marketing collateral, trade show support, business forms system, publications and consulted on software product interface design. Initiated graphic standards and logo usage guidelines.

TEACHING HISTORY

California State University, Los Angeles

TERM	COURSE NAME	NUMBER (ENROLLED)
Fall 20	<i>Graphic Design II</i>	Art 4080 (11)
Fall 20	<i>Typography III</i>	Art 4190 (21)
Fall 20	MFA Project Supervision	Art 5995A (1)
Spr 20	<i>Graphic Design I</i>	Art 3080 (22)
Spr 20	<i>Senior Capstone GD/VC</i>	Art 4925 (17)
Spr 20	<i>Fieldwork Supervision</i>	Art 4950 (1)
Spr 20	MFA Directed Study	Art 5980A (1)
Spr 20	MFA Project Supervision	Art 5995A (1)
Fall 19	<i>Advertising Art Direction</i>	Art 4450 (12)
Fall 19	<i>Senior Capstone GD/VC</i>	Art 4925 (22)
Fall 19	<i>Fieldwork Supervision</i>	Art 4950 (2)
Fall 19	<i>Special Topics in Art</i>	Art 5540 (1)
Spr 19	<i>Problems in Advanced Design</i>	Art 4680 (16)
Spr 19	<i>Senior Capstone GD/VC</i>	Art 4925 (14)
Spr 19	<i>Directed Fieldwork in Art Supervision</i>	Art 4950A (1)
Spr 19	MFA Directed Study	Art 5980A (2)
Spr 19	Thesis Supervision	Art 5990 (1)
Spr 19	MFA Project Supervision	Art 5995A (1)

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Fall 18	<i>Graphic Design II</i>	Art 4080 (24)
Fall 18	<i>Advertising Art Direction</i>	Art 4450 (16)
Fall 18	<i>Fieldwork Supervision</i>	Art 4950 (3)
Fall 18	<i>Directed Fieldwork in Art Supervision</i>	Art 5950A (1)
Fall 18	<i>MFA Directed Study</i>	Art 5980A (1)
Spr 18	<i>Typography I</i>	Art 3130 (1)
Spr 18	<i>Typography II</i>	Art 4130 (18)
Spr 18	<i>Senior Capstone GD/VC</i>	Art 492G (29)
Spr 18	<i>Fieldwork Supervision</i>	Art 4950 (7)
Fall 17	<i>Typography I</i>	Art 3130 (1)
Fall 17	<i>Graphic Design II</i>	Art 4080 (27)
Fall 17	<i>Advertising Art Direction</i>	Art 4450 (18)
Fall 17	<i>Senior Capstone GD/VC</i>	Art 492G (15)
Fall 17	<i>Special Topics in Art</i>	Art 5540 (2)
Spr 16	<i>Graphic Design I</i>	Art 308 (2)
Spr 16	<i>Business Practices for Artists/Designers</i>	Art 418 (31)
Spr 16	<i>Typography II</i>	Art 419 (13)
Spr 16	<i>Senior Capstone GD/VC</i>	Art 492G (24)
Spr 16	<i>Special Topics in Art</i>	Art 554P (1)
Spr 16	<i>MFA Project Supervision</i>	Art 599M (1)
Win 16	<i>Concept Development</i>	Art 220 (27)
Win 16	<i>Letterform</i>	Art 313 (23)
Win 16	<i>Typography I</i>	Art 413 (20)
Win 16	<i>Undergraduate Directed Study Supervision</i>	Art 499 (1)
Win 16	<i>MFA Directed Study Supervision</i>	Art 598M (1)
Win 16	<i>MFA Project Supervision</i>	Art 599M (1)
Fall 15	<i>Concept Development</i>	Art 220 (22)
Fall 15	<i>Graphic Design II</i>	Art 408 (22)
Fall 15	<i>Senior Capstone GD/VC</i>	Art 492G (24)
Fall 15	<i>Directed Fieldwork in Art</i>	Art 495 (1)
Fall 15	<i>Special Topics in Art</i>	Art 554P (2)
Fall 15	<i>Graduate Directed Study Supervision</i>	Art 598 (2)
Spr 15	<i>Business Practices for Artists/Designers</i>	Art 418 (39)
Spr 15	<i>Typography II</i>	Art 419 (13)
Spr 15	<i>Senior Capstone GD/VC</i>	Art 492G (15)
Win 15	<i>Concept Development</i>	Art 220 (21)
Win 15	<i>Typography I</i>	Art 413 (25)
Win 15	<i>Problems in Advanced Design</i>	Art 468 (13)
Win 15	<i>MFA Professional Fieldwork in Art</i>	Art 595M (1)
Fall 14	<i>Concept Development</i>	Art 220 (27)
Fall 14	<i>Graphic Design II</i>	Art 408 (24)
Fall 14	<i>Senior Capstone GD/VC</i>	Art 492G (18)
Fall 14	<i>MFA Directed Study</i>	Art 598M (1)
Spr 14	<i>Typography I</i>	Art 413 (25)
Spr 14	<i>Business Practices for Artists/Designers</i>	Art 418 (25)
Spr 14	<i>Typography II</i>	Art 419 (8)
Spr 14	<i>MFA Professional Fieldwork in Art</i>	Art 595M (1)
Spr 14	<i>MFA Directed Study</i>	Art 598M (1)

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Win 14	<i>Concept Development</i>	Art 220 (23)
Win 14	<i>Typography I</i>	Art 413 (25)
Win 14	<i>Problems in Advanced Design</i>	Art 468 (18)
Win 14	<i>Graduate Studies</i>	Art 900 (1)
Fall 13	<i>Concept Development</i>	Art 220 (24)
Fall 13	<i>Letterform</i>	Art 313 (19)
Fall 13	<i>Senior Capstone GD/vc</i>	Art 492G (21)
Fall 13	<i>MFA Professional Fieldwork in Art</i>	Art 595M (1)
Fall 13	<i>Graduate Studies</i>	Art 900 (1)
Spr 13	<i>Graphic Design I</i>	Art 308 (23)
Spr 13	<i>Typography II</i>	Art 419 (19)
Spr 13	<i>Advertising Art Direction</i>	Art 445 (20)
Spr 13	<i>Directed Fieldwork in Art</i>	Art 495 (1)
Spr 13	<i>Graduate Thesis or Project</i>	Art 599 (1)
Win 13	<i>Concept Development</i>	Art 220 (27)
Win 13	<i>Letterform</i>	Art 313 (24)
Win 13	<i>Typography I</i>	Art 413 (25)
Win 13	<i>MFA Directed Study</i>	Art 598M (1)
Win 13	<i>Graduate Thesis or Project</i>	Art 599 (1)
Fall 12	<i>Letterform</i>	Art 313 (24)
Fall 12	<i>Graphic Design II</i>	Art 408 (17)
Fall 12	<i>Typography I</i>	Art 413 (16)
Fall 12	<i>Graduate Thesis or Project</i>	Art 599 (1)
Spr 12	<i>Letterform</i>	Art 313 (24)
Spr 12	<i>Typography II</i>	Art 419 (22)
Spr 12	<i>Senior Capstone GD/vc</i>	Art 492G (29)
Spr 12	<i>Graduate Problems in Design</i>	Art 503 (2)
Win 12	<i>Concept Development</i>	Art 220 (26)
Win 12	<i>Interactive Design</i>	Art 322 (23)
Win 12	<i>Advertising Art Direction</i>	Art 445 (20)
Win 12	<i>Graduate Thesis or Project</i>	Art 599 (1)
Fall 11	<i>Intro to Computer Graphics</i>	Art 180 (22)
Fall 11	<i>Letterform</i>	Art 313 (27)
Fall 11	<i>Senior Capstone GD/vc</i>	Art 492G (13)
Spr 11	<i>Concept Development</i>	Art 220 (26)
Spr 11	<i>Typography I</i>	Art 413 (20)
Spr 11	<i>Advertising Art Direction</i>	Art 445 (16)
Spr 11	<i>Graduate Problems in Design</i>	Art 503 (3)
Spr 11	<i>Graduate Directed Study</i>	Art 598 (1)
Spr 11	<i>Graduate Thesis or Project</i>	Art 599 (2)
Win 11	<i>Graphic Design I</i>	Art 308 (14)
Win 11	<i>Letterform</i>	Art 313 (20)
Win 11	<i>Typography II</i>	Art 419 (18)
Win 11	<i>Graduate Directed Study</i>	Art 598 (1)
Win 11	<i>Graduate Thesis or Project</i>	Art 599 (2)
Win 11	<i>Graduate Studies</i>	Art 900 (1)
Fall 10	<i>Concept Development</i>	Art 220 (13)
Fall 10	<i>Typography I</i>	Art 413 (20)
Fall 10	<i>Problems in Advanced Design</i>	Art 468 (13)
Fall 10	<i>Graduate Problems in Design</i>	Art 503 (1)

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Fall 10	<i>Graduate Project</i>	Art 599M (1)
Fall 10	<i>Graduate Studies</i>	Art 900 (2)
Spr 10	<i>Letterform</i>	Art 313 (24)
Spr 10	<i>Senior Project Design</i>	Art 492D (16)
Spr 10	<i>MFA Directed Study</i>	Art 598M (1)
Spr 10	<i>Graduate Thesis or Project</i>	Art 599 (1)
Spr 10	<i>MFA Project</i>	Art 599M (1)
Spr 10	<i>Graduate Studies</i>	Art 900 (2)
Win 10	<i>Graphic Communication Design</i>	Art 308 (19)
Win 10	<i>Advanced Lettering and Typography</i>	Art 413 (23)
Win 10	<i>Graduate Thesis or Project</i>	Art 599 (1)
Win 10	<i>MFA Project</i>	Art 599M (1)
Fall 09	<i>Concept Development</i>	Art 220 (24)
Fall 09	<i>Letterform</i>	Art 313 (12)
Fall 09	<i>Graphic Design II</i>	Art 408 (18)
Fall 09	<i>Graduate Thesis or Project</i>	Art 599 (1)
Fall 09	<i>MFA Project</i>	Art 599M (1)
Fall 09	<i>Graduate Studies</i>	Art 900 (2)
Spr 09	<i>Lettering and Typography</i>	Art 313 (15)
Spr 09	<i>Advanced Graphic Communication Design</i>	Art 408 (14)
Spr 09	<i>Special Topics in Art</i>	Art 454LP (14)
Spr 09	<i>MFA Professional Fieldwork in Art</i>	Art 595M (1)
Spr 09	<i>MFA Project</i>	Art 599M (1)
Win 09	<i>Lettering and Typography</i>	Art 313 (17)
Win 09	<i>Advanced Lettering and Typography</i>	Art 413 (20)
Win 09	<i>Problems in Advanced Design</i>	Art 468 (15)
Win 09	<i>Graduate Problems in Design</i>	Art 503 (3)
Win 09	<i>Graduate Thesis or Project</i>	Art 599 (1)
Fall 08	<i>Lettering and Typography</i>	Art 313 (10)
Fall 08	<i>Advanced Graphic Communication Design</i>	Art 408 (8)
Fall 08	<i>Special Topics in Art</i>	Art 454LP (13)
Fall 08	<i>Graduate Problems in Design</i>	Art 503 (2)
Fall 08	<i>MFA Directed Study</i>	Art 598M (1)
Spr 08	<i>Advanced Graphic Communication Design</i>	Art 408 (17)
Spr 08	<i>Advanced Lettering and Typography</i>	Art 413 (13)
Spr 08	<i>Senior Project Design</i>	Art 492D (20)
Spr 08	<i>Senior Project Studio Arts</i>	Art 492S (7)
Spr 08	<i>Graduate Problems in Design</i>	Art 503 (4)
Spr 08	<i>MFA Professional Fieldwork in Art</i>	Art 595M (1)
Win 08	<i>Lettering and Typography</i>	Art 313 (13)
Win 08	<i>Advanced Lettering and Typography</i>	Art 413 (21)
Win 08	<i>MA/MFA Seminar: Design</i>	Art 508 (4)
Win 08	<i>MFA Directed Study</i>	Art 598M (2)
Fall 07	<i>Lettering and Typography</i>	Art 313 (17)
Fall 07	<i>Advanced Graphic Communication Design</i>	Art 408 (17)
Fall 07	<i>Advanced Lettering and Typography</i>	Art 413 (12)
Spr 07	<i>Lettering and Typography</i>	Art 313 (14)
Spr 07	<i>Advanced Graphic Communication Design</i>	Art 408 (26)
Spr 07	<i>Advanced Lettering and Typography</i>	Art 413 (19)
Spr 07	<i>Undergraduate Directed Study</i>	Art 499 (2)
Spr 07	<i>Graduate Problems in Design</i>	Art 503 (1)

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Spr 07	<i>MFA Professional Fieldwork in Art</i>	Art 595M (3)
Spr 07	<i>Graduate Directed Study</i>	Art 598 (2)
Spr 07	<i>MFA Directed Study</i>	Art 598M (3)
Win 07	<i>Lettering and Typography</i>	Art 313 (20)
Win 07	<i>Advanced Graphic Communication Design</i>	Art 408 (12)
Win 07	<i>Advanced Lettering and Typography</i>	Art 413 (18)
Win 07	<i>MFA Professional Fieldwork in Art</i>	Art 595M (2)
Win 07	<i>Graduate Directed Study</i>	Art 598 (1)
Win 07	<i>MFA Directed Study</i>	Art 598M (1)
Win 07	<i>MFA Project</i>	Art 599M (1)
Fall 06	<i>Lettering and Typography</i>	Art 313 (18)
Fall 06	<i>Advanced Graphic Communication Design</i>	Art 408 (17)
Fall 06	<i>Advanced Lettering and Typography</i>	Art 413 (13)
Spr 06	<i>Lettering and Typography</i>	Art 313 (12)
Spr 06	<i>Advanced Lettering and Typography</i>	Art 413 (14)
Spr 06	<i>Senior Project Design</i>	Art 492D (23)
Spr 06	<i>Senior Project Studio Arts</i>	Art 492D (10)
Spr 06	<i>Undergraduate Directed Study</i>	Art 499 (1)
Spr 06	<i>Graduate Problems in Design</i>	Art 503 (1)
Spr 06	<i>Graduate Directed Study</i>	Art 598 (2)
Win 06	<i>Lettering and Typography</i>	Art 313 (13)
Win 06	<i>Advanced Graphic Communication Design</i>	Art 408 (18)
Win 06	<i>Graduate Problems in Design</i>	Art 503 (1)
Fall 05	<i>Graphic Communication Design</i>	Art 308 (12)
Fall 05	<i>Lettering and Typography</i>	Art 313 (10)
Fall 05	<i>Advanced Lettering and Typography</i>	Art 413 (3)
Win 05	<i>Graphic Communication Design</i>	Art 308 (20)
Fall 04	<i>Graphic Communication Design</i>	Art 308 (5)
Fall 04	<i>Advanced Graphic Communication Design</i>	Art 408 (8)
Fall 04	<i>Advanced Lettering and Typography</i>	Art 413 (10)

Woodbury University

Spr 05	<i>Typography II</i>	GD 216
	<i>Web Design</i>	GD 389
Fall 04	<i>Advertising Design I</i>	GD 430
2004	<i>Typography II</i>	GD 216
2003	<i>Advertising Design I</i>	GD 430
2002	<i>Typography II</i>	GD 216

California State University, Northridge

Spr 05	<i>Web Design</i>	Art 301
Fall 04	<i>Intro. to Visual Technology</i>	Art 200
2004	<i>Web Design</i>	Art 301
2004	<i>Senior Projects</i>	Art 438

CURRICULUM

PROFESSIONAL AND GLOBAL EDUCATION 2019

Undergraduate Certificate, Emerging Media and Design

Committee member tasked with developing a college-wide upper-division certificate program for existing students in the university.

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PROFESSIONAL AND GLOBAL EDUCATION

2015

Graduate Certificates, Design Media and Culture

Researcher and sole author for initial proposal of trans-disciplinary design, media and culture certificates. Intended to be part of "stackable" master's degree, when combined with certificates from other colleges.

CONVERSION TO SEMESTER

2013-15

MFA + MA, Design

BA, Art - Graphic Design/Visual Communication

Primary author of curricular programs for conversion from 15-week quarters to 30-week semesters. Modifications for undergraduate program intended to:

- Improve existing connections between social entrepreneurship, media literacy skills, concept development and critical thinking abilities.
- Highlight community engagement elements and service learning.
- Align more clearly with institutional learning outcomes.

As part of the conversion:

- Modified 21 undergraduate courses.
- Rewrote 3 graduate courses.
- Planned course and transition scheduling

CALIFORNIA COMMUNITY COLLEGE SYSTEM & CSU SYSTEM COLLABORATION

C-ID Numbering System, Discipline Input Group

2012 REPRESENTATIVE

Worked to identify content and courses in graphic design that would articulate from any California community college (113) to any University of CA (10) or California State University campus (23).

INSTRUCTIONAL POLICY OVERSIGHT, DEVELOPMENT AND ASSESSMENT

CSULA Educational Policy Committee

2007-11

2009-10 CHAIR

2008-09 VICE CHAIR

Served on faculty committee that among other responsibilities was charged with, and accomplished the following:

- Reviewed and approved all University-wide curricular programs
- Resolved all challenges
- Reviewed and approved new major programs, options, minor/credential programs and certificates
- Evaluated proposals for program and department discontinuance and mergers
- Reviewed and evaluated all instructional programs

SERVICE LEARNING PILOT PROGRAM

SUM-FALL 2011

Art 492G Senior Capstone Graphic Design/Visual Communication

Initiated a pilot program to evaluate the efficacy of converting the capstone course into a service learning experience.

- Identified six community organizations (East L.A. Community Youth Center, Families in Schools, Weingart East L.A. YMCA, Helpline, Southeast Rio Vista YMCA, and L.A. Animal Services)
- Supervised eight student design teams and served as mentor for

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fieldwork challenges.

- Managed client relationship and project issue discussions as necessary.
- Presented professional practices lectures throughout the term.
- Helped to host reception for the community partners and their clients at the conclusion of the projects/term.

SUBSTANTIAL PROGRAM CHANGE 2008-09

BA, Art - Graphic Design/Visual Communication

Initiated the change and rewrote the undergraduate curriculum (in consultation with option faculty), and prepared the NASAD documentation for submittal.

- Narrowed focus from Design to Graphic Design/Visual Communication.
- Scaffolded the course sequence.
- Incorporated broad media and conceptual skill development at foundation level.
- Provided basis for a future interaction design track.
- Modified 9 existing courses
- Wrote 6 new courses:
Concept Development, Contemporary Design History, Advertising Art Direction, Introduction to Computer Graphics II, Interactive Design, Typography II

ACCREDITATION, PLANNING + POLICY NATIONAL

NASAD Visiting Evaluator

a public university in the Southcentral US	SPR 2015
a Jesuit university in Latin America	FALL 2014
a community college in the Upper Midwest US	SPR 2014
a public university in the Northeast US	SPR 2013
a private Methodist university in the Southeast US -scheduled	[SPR 2016]

NASAD New & Aspiring Administrators Workshop

2013 PARTICIPANT

NASAD Workshop for Visiting Evaluators

2012 PARTICIPANT

CSU SYSTEM-WIDE
(23-CAMPUSES, 449,000 STUDENTS)

CSU Strategic Planning Conference -Access to Excellence 2007 DELEGATE
Held every 10 years, strategic planning conference where input from all 23 campuses coordinated through their delegations into the CSU strategic plan.

UNIVERSITY-WIDE
(27,000 STUDENTS, 563 FT FACULTY)

CSULA Rebranding Advisory Committee

2014-15

CSULA Academic Senate

2007-12 SENATOR

CSULA Academic Senate, Executive Committee

2009-10 EXEC

Intellectual Property Policy Workgroup

2010-11

CSULA Educational Policy Committee

2007-11

2009-10 CHAIR, 2008-09 VICE CHAIR

Oversaw the work of subcommittees: Advisement, Academic Information

Resources, Curriculum, General Education, Library, and Program Review.

WASC Educational Effectiveness Committee

2010 HOST

Academic Information Resources Subcommittee

2007-09

Accessible Technology Initiative, Web Subcommittee

2007-09

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COLLEGE-WIDE (ARTS & LETTERS)

Retention, Tenure & Promotion Committee A 2021
Branding and PR/Marketing Committee 2007-09
Public Relations Search Committee 2008

DEPARTMENTAL (550 MAJORS, 170 GD/VC, 19 FT FACULTY)

Design Graduate Committee (Animation + GD/VC) 2020-21 CHAIR
 2015-16 CHAIR, 2010-11 CHAIR
Graphic Design/Visual Communication Option 2020-21 CHAIR
 2015-16 CHAIR, 2013-14 CHAIR, 2009-10 CHAIR
Instructional & Student Affairs/Curriculum Committee 2020-21 CHAIR
 2012-15
Program Review Committee 2020-21
Retention, Tenure & Promotion Committee B 2020-21
 2018-19 CHAIR, 2013-14, 2011-12
Accreditation Self-Study Coordinator 2018-19
Graphic Design Faculty Search Committee 2019-20 CHAIR
 2017-18, 2011-12 CHAIR
Art History Faculty Search Committee 2018-19
Photography Faculty Search Committee 2017-18
Retention, Tenure & Promotion Committee A 2017-18
Exhibition Committee 2011-12
Assessment Committee 2007-11
 2010-11 CHAIR, 2009-10 VICE CHAIR
Strategic Planning -Curriculum & Student Affairs Workgroup 2008-09 CHAIR
Scholarship/Honors Committee 2005-09

PROFESSIONAL SERVICE

NASAD

NATIONAL ASSOCIATION OF SCHOOLS OF ART AND DESIGN
Visiting Evaluator 2012-2018

CUMULUS

INTERNATIONAL ASSOCIATION OF UNIVERSITIES AND COLLEGES OF ART, DESIGN & MEDIA
Host 2015

AIGA LOS ANGELES (1,200 MEMBERS)

THE PROFESSIONAL ASSOCIATION FOR DESIGN
President, General Manager, Chair of the Board of Directors 2010-12
Vice President, Member of the Board of Directors 2009-10
 Elected by 1200 members—first full-time educator to lead LA chapter in 25 years. Served as chief executive, and chief fiduciary officer—(\$100k operating budget) of all-volunteer professional association that produced over 70 events/year. Goal to rebuild chapter as more responsive organization that could connect, inspire and support 20,000 LA design professionals—despite challenges of regional geography.
 - Recruited three rounds of highly diversified, trans-disciplinary board members to expand the traditional reach of the chapter.
 - Implemented restructuring process to focus the all-volunteer association outward, and reshape it toward future growth.
 - Organized and conducted series of strategic planning exercises.
 - Expanded volunteer pool dramatically by promoting leadership skills development and mentorship as key benefits of involvement.

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- Negotiated strategic partnership agreements with Architecture + Design Museum, Adobe, Behance, Sapient, TypeCon, and Artisan Creative.
- Conducted successful executive search.

Programming highlights included:

- *Type that Moves (you)* -a conversation with eight of Hollywood's best motion graphics designers showing their pioneering work for TV and film, kicking off *TypeCon 2010: Babel* in LA.
- *AIGA (Re)design Awards* -international design competition honoring environmentally sustainable and socially responsible works done by design professionals and students. We built an ad-hoc 50-person volunteer committee to plan and coordinate the efforts.
- *Talk Story Live* tapings of Jeni Herberger's long-running Podcast show, "Talk Story With Jeni" at the A+D Museum, where she interviewed leading design thinkers and strategists.
- *AIGA Design Film Series*, featuring shorts by independent global filmmakers on topics of interest to design professionals.
- *Touch On: The Evolution of How We Work, Play and Interact*. An evening of digital, and analog, interaction hosted by SapientNitro.

VP, Education, Member of the Board of Directors 2007-09

Developed, and helped facilitated the growth to total of 13 student groups, a networked community of student groups/faculty advisors and education supporters, that met monthly at schools across LA. Facilitated dialog between design professionals in AIGA community with students and faculty. Coordinated education-related programming and served as liaison between LA board, and the design education community on AIGA national education initiatives.

Programming highlights included:

- *Inside the Industry* -discussion series that engaged diverse design professionals in conversation on topics including: 3-D Graphic Design, Sustainable and Socially Conscious Design, User Experience Design, Freelance Illustration, Interaction Design, Public Design.
- Co-developed *LA 2009: Designing for Complex Problems*. -an industry-education partnership that offered experiential learning, mentorship, and real-world experience tackling wicked problems for 50 students from 8 AIGA student groups. Nine-month project taught Sapient methodology through hosted workshops and follow-up sessions. Student teams-mixed with students from different schools-proposed compelling solutions for dealing with climate change in Los Angeles, culminating in public event where project solutions were promoted.
- *EMERGE* -yearly exhibition of transdisciplinary student design work
- *Stimulatté* -monthly coffeehouse student mixers hosted by individual student groups (w/surprise guest designers)
- AIGA annual student portfolio day (50 reviewers, 100 students)
- AIGA LA/George Rice Scholarships

DESIGN WEEK

DESIGN WEEK/LA

Member of Coordinating Committee

2010-13

Founder

2010

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Founded as an annual celebration of design to inspire and brings together Los Angeles' abundant and vital design communities and to promote a wider awareness of design events and activities throughout LA, in conjunction with National Design Week. Over 70 events and activities occurred throughout the week.

- Recruited coordinating committee members
- Organized coalition of partners

Partners included: AIA LA, IDSA-LA, IXDA-LA, SEG-D-LA, AIGA LA, the Architecture + Design Museum Los Angeles, California Institute of the Arts, The Center for the Study of Political Graphics, Design East of La Brea, Student Advertising Graphics Association (SAGA), VISCOM Center at CSUN; MAK Center for Art and Architecture; and the Pasadena Museum of California Art.

SOCIALLY-ENGAGED ARTS

TRADE & ROW

Vice President, (Founding) Board of Directors 2008

Member of founding board for regional arts organization committed to community engagement on social issues. Projects included:

- Gang Alternatives Program (GAP) asked Trade & Row to produce art projects to help foster care teenagers express their needs, challenges and goals for the future while exposing them to art practices.
- *We The People*. A three day documentary film festival.
- *Campaign Trail: The Election in Action*. Series of performances and artwork.
- *I Am Still Here*. Sponsored Will Halim's photo project on homelessness.

PRESENTATIONS + PANELS

Presented *The Power of Design Subjects and Objects* to faculty and students at the Kansas City Art Institute, 2015.

Presented *Design: Ethos, Identity and Influence* to faculty and students at the Minneapolis College of Art and Design, 2015.

Presented as an invited panelist for *How Chapters Can Create Stronger Board Members* at AIGA National Leadership Retreat, Minneapolis, 2011.

Participated as invited panelist in discipline-based workshop for Fine Arts at *Southern California Forum for Diversity in Graduate Education*, Camarillo, CA, 2010.

Presented *44 Years in 5 Minutes* to Creative Direction students at Loyola Marymount University, Los Angeles, 2010.

Presented *Visual Intelligence and Its Applications: Shape and Shaping of Meaning* to Honors 101 class CSULA, 2010.

Presented as an invited panelist for *How Can Chapters Build and Maintain a Strong Design Educators Network?* at AIGA National Leadership Retreat, Portland, OR, 2009.

Presented and facilitated discussion on *AIGA LA and the National Mandate for 2014* at Los Angeles Design Educators Retreat, Woodbury University, Burbank, CA, 2009.

Presented lecture and led workshop *Visual Literacy and Comics* for Freshman Orientation, CSULA, 2009.

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Facilitated *Mitigating Faculty Workload/Retention, Tenure and Promotion Implications* workshop at Fall Faculty Day, CSULA, 2009.

Presented the strategic vision for AIGA LA at *TownHall09* Annual Membership Meeting at Continuum (former Eames Studio), Venice, CA, 2009.

Presented and discussed own work in *Hand-Drawn, Digital Typography* at the Academy of Art University, San Francisco, CA, 1993.

Presented lecture on *Social Representation of AIDs* at Stanford University, Stanford, CA, 1992.

CURATION + ADJUDICATION

Juried *CSU Media Arts Festival* as a faculty juror, California State University 23-campus system, CA, 2019.

Juried *Looking Good*, as one of three invited jurors, Florida Atlantic University MetroLab Gallery, Ft. Lauderdale, FL, 2019.

Peer Reviewed new book proposal, *Design Strategy for Effective Branding*. Invited by the author, 2019.

Peer Reviewed new book proposal, *Type Workout: An exercise book for designing with fonts*. Invited by Oxford University Press, 2014.

Critiqued student work as invited professional reviewer at *The Roots to Success*, SAGA-CSUN-AIGA Student Portfolio Review, Cal State Northridge, 2015.

Evaluated a public university in the Southcentral US for NASAD re-accreditation as member of two-person team, 2015.

Peer Reviewed new book manuscript *Becoming a Successful Graphic Designer*. Invited by Fairchild Books, 2014.

Evaluated a Jesuit university in Latin America for NASAD substantial equivalency status as member of two-person team, 2014.

Critiqued graduating student work as invited professional reviewer at *Premium Brew*, SAGA-CSUN Student Portfolio Review, Cal State Northridge, 2014.

Evaluated a public community college in the Upper Midwest for NASAD re-accreditation as member of two-person team, 2014.

Peer Reviewed proposed book manuscript *Engaging Typography*. Invited by Fairchild Books, 2013.

Critiqued student work as invited professional reviewer at Student Portfolio Review Day, Cal State Northridge, 2013.

Evaluated a public university in the Northeast for NASAD re-accreditation as member of two-person team, 2013.

Co-curated and co-hosted *EMERGE 2012*, AIGA LA student design exhibition of 90 design works from 14 design programs. Architecture + Design Museum, Los Angeles, 2012.

Peer Reviewed in-progress draft of *Exploring Typography*, 2nd Ed by Tova Rabinowitz. Invited by Thompson Delmar publisher, 2012.

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Participated as invited professional reviewer for SAGA Student Portfolio Review Day at Cal State Northridge, 2012.

Co-curated and co-hosted *EMERGE 2011*, AIGA LA student design exhibition of 150 design works from 13 design programs. Ben Maltz Gallery, Otis College of Art and Design, Los Angeles, 2011.

Juried *AIGA Wisconsin Student Excellence Awards*, 2011.

Co-curated and co-hosted *EMERGE 2010*, AIGA LA student design exhibition of 140 design works from 14 design programs. Pacific Design Center, West Hollywood, 2010.

Served as an invited professional reviewer, Cal State Northridge Portfolio Day, 2010.

Co-curated and co-hosted *EMERGE 09*, the AIGA LA student design exhibition of 130 design works from 13 design programs. Burns Art Gallery, Loyola Marymount University, 2009.

Juried *2D/3D Exhibition*, as the invited design jurist, Cal Poly Pomona, 2009.

Curated and hosted *EMERGE 08*, the AIGA LA student design exhibition of work from 12 design programs. Included 100 design works. Over 400 people attended the opening reception at CSULA, 2008.

Served as an invited professional reviewer for Cal State Northridge Portfolio Day, 2008.

Reviewed *Professional Practice* work at Otis College of Art and Design, 2002.

DESIGN + CONSULTATION

Edited *Brand New: Fresh Perspectives on Branding New Ideas*, a 132-page publication by Brand Workshop. CSU, Long Beach, 2014.

Designed logo for the 2014 AAGT (the Association for the Advancement of Gestalt Therapy, an international community) conference, 2013.

Designed two 56-page publications for AAGT (the Association for the Advancement of Gestalt Therapy, an international community) conference, versions in Spanish and English, 2012.

Developed brand identity concepts and consulted on business development for CrossFit Sherman Oaks, a new business venture, 2012

Designed 60-page book, *Csu Haiku* as personal project of Dean Terry L. Allison. Each of the 23 California State University campuses represented with Haiku written during Dr. Allison's travels, 2010.

Consulted on brand identity, and design system for a new Honors College at CSULA. Facilitated discussions and assisted in identifying verbiage, 2010.

Designed a 52-page conference booklet for the Association for the Advancement of Gestalt Therapy's tenth international conference, in Philadelphia. *Continuity and Change: Gestalt Therapy Now*, 2010.

Designed and produced *Report on Graduate Studies at California State University, Los Angeles 2008-2009*, 2010.

Consulted on initial art direction of titles for the film *Hometown Glory*, 2009.

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- Designed and produced *Report on Graduate Studies at California State University, Los Angeles 2008-2009* Included were new statistical graphics, text content and imagery. 2009.
- Consulted on brand identity, and business strategy for CNS Planet, a San Diego-based technical services firm. Performed brand audit, reviewed business plan, and provided marketing consultation, 2009.
- Designed a 72-page exhibition catalogue, poster and postcard for *Walls of Passion: Murals of Los Angeles* exhibition, 2008.
- Designed and produced *Report on Graduate Studies at California State University, Los Angeles 2007-2008*, 2008.
- Designed updated brand materials and collateral for the Pat Brown Institute for Public Policy, collaborating with Rusty Navarette, an undergraduate student, 2007.
- Commissioned to design *Report on Graduate Studies at California State University, Los Angeles 2006-2007*. Included were publication design and art direction, statistical graphics, editorial consulting, and print management, 2007.
- Designed and managed the printing of promotional catalog for Gestalt Institute of Cleveland 2007.
- Designed 300+ page publication for URS (a global engineering firm) that was instrumental in them securing a major port security contract, 2006.
- Consulted on printing and pre-press process and projects for La Agencia de Orci, one of the largest Hispanic ad agencies in LA, 2006.
- Designed set of twelve brochures, and a presentation folder to promote the departments and programs at CSULA College of Arts & Letters, 2006.

EVENT CREATION + PRODUCTION

- Consulted with committee chairs for *Elevate : AIGA LA Student Portfolio Day*. The day long event had 50 design professionals, over 125 students from area schools and included speakers, workshops, presentations and reviews of work. It was held at Steelcase WorkLife Center, 2015.
- Organized and hosted *CSULA FALL 15 Graphic Design/Visual Communication Senior Capstone Portfolio Review*. The two and a half hour event included a dozen professionals and twenty-four students, 2015.
- Organized and hosted *CSULA SPRING 15 Graphic Design/Visual Communication Senior Capstone Portfolio Review*. The two and a half hour event included a dozen professionals and fifteen students, 2015.
- Organized and hosted *CSULA FALL 14 Graphic Design/Visual Communication Senior Capstone Portfolio Review*. The two and a half hour event included a ten professionals and eighteen students, 2014.
- Organized and hosted *CSULA FALL 13 Graphic Design/Visual Communication Senior Capstone Portfolio Review*. The two and a half hour event included a thirteen professionals and twenty-one students, 2013.

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- Organized and hosted *CSULA SPRING 12 Graphic Design/Visual Communication Senior Capstone Portfolio Review*. The two and a half hour event included a fifteen professionals and twenty-nine students, 2012.
- Hosted *AIGA (Re)DesignAwards* an international biennial design competition recognizing sustainable and socially responsible work from all design disciplines, 2011.
- Consulted on organizational development, logistics and web development for *Design Week/LA*, 2011.
- Organized and hosted *CSULA FALL 11 Graphic Design/Visual Communication Senior Capstone Portfolio Review*. The two and a half hour event included a thirteen professionals and 13 students, 2011.
- Founded *Design Week/LA* an annual celebration of design that brings together Los Angeles' diverse design communities by promoting a wider awareness of design throughout Los Angeles, 2010.
- Hosted and produced *AIGA LA Student Portfolio Day*. The event had 50 design professionals, over 100 students, 25 educators, from 17 schools held at CSULA University Student Union, 2010.
- Secured *AIGA (Re)DesignAwards* for AIGA LA to host, recruited co-chairs and lead fund raising efforts, 2010.
- Hosted and co-produced *Type that Moves (you)* a conversation with eight of Hollywood's best motion graphics designers showing their pioneering work for TV and film. The event had over 400 typographic professionals, from around the world, kicking off *TypeCon 2010: Babel*, held at the Century Plaza Hyatt Regency, Los Angeles, 2010.
- Co-hosted and co-produced *AIGA Inside The Industry: 3-D Graphic Design* event at Art Institute of Los Angeles, 2009.
- Co-hosted and co-produced *AIGA LA Student Portfolio Day* at Woodbury University, Burbank, CA, 2009.
- Co-created *LA 2009: Designing for Complex Problems*, and industry-education partnership program (with Haven Lin-Kirk -USC, and Jodie Shotwell -Sapient), 2008-9.
- Hosted and co-produced *AIGA Inside the Industry: Sustainable and Socially Conscious Design* event at Westwood College, 2008.
- Co-hosted and co-produced *AIGA LA Student Portfolio Day* at University of Southern California, 2008.
- Developed the signature GAUGE Design Lecture Series at CSULA, bringing an ethnically diverse and gender-balanced selection of design professionals to campus to showcase their career paths and meet students. 2007
- Created and co-produced (w/Jon Beaupré) *Roundtable Series on Socio-Political Graphics*. Three evening panels in conjunction with *The Graphic Imperative: International Posters for Peace, Social Justice and the Environment 1965-2005* exhibition at the Luckman Fine Arts Gallery, CSULA, 2007.

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Identified and assisted in securing the *The Graphic Imperative: International Posters for Peace, Social Justice and the Environment 1965-2005* for Luckman Fine Arts Gallery at CSULA, 2007.

OTHER

Conducted *Typography* and *Typographic Design* courses at the invitation of Intermark International Design College at Shanghai Jianqiao University, Shanghai, China, 2019.

Exhibited design work in *Pushing the Press: the Typecraft Design Library* group exhibition at Architecture and Design Museum Los Angeles, 2015-16.

Co-published Kenly Xu's student wayfinding project work in *Wayfinding Design in the Public Environment*. Andrew Hodson, ed. Images Pub., 2015.

Proposed exchange program with Intermark International Design College at Shanghai Jianqiao University and CSULA for students and faculty, 2013.

Participated in *Building a Learning Community of Environmental and Sustainable Energy Educators* day-long workshop sponsored by Southern California Gas Company, and CSU Chancellor's Office, 2013.

Proposed *Design English* training modules as a sabbatical project for Chinese design students intending to study in the US, with support from AIGA China. (unfunded), 2012.

Conducted pilot project testing the efficacy of converting the capstone course into a service learning experience. Included supervision of eight design teams and lectures on professional practices, 2011.

Exhibited design work in *Faculty Biennial Exhibition* at CSULA Fine Arts Gallery, 2010.

Interviewed in *Vision/Vista* column by Miao Wang on issues facing Chinese students studying design in America. Published in Chinese on AIGA China at: aigachina.org/content.cfm/great-expectations

Exhibited design work in *Never Ending Beginnings*, the CSULA Faculty Biennial, 2008.

Hosted visiting scholar Prof. Christy Shin, from Baekseok University, Cheonan City, Korea, while she was researching internet addiction and web design. Prof. Shin observed my teaching, and met regularly with me during her research, 2007-8.

Published course syllabus and student project work from Woodbury University and CSULA in *Type Rules! The Designer's Guide to Professional Typography*, 2nd Ed. By Ilene Strizver. Wiley, 2006. (Included in 3rd Ed. 2010 and 4th Ed. 2013)

Awarded Gold Addy for Taco Bell *Local Store Marketing Manual*, 1998

Held in the permanent collection of the Denver Art Museum, AIGA Design Archive, Issues and Causes collection. *Women Die/Las Mujeres Mueren* (Street Stickers), and *A Day Without Art* (poster and t-shirt) both

from 1991. Work held as a result of AIGA competition, and subsequent publication in *Graphic Design USA 13*, AIGA's annual publication.

GRADUATE THESIS PROJECT ADVISEMENT

Below are past graduate student advisees, and their thesis project titles.

The project reports are available through the John F. Kennedy Library at California State University, Los Angeles.

** before name indicates alumni is actively teaching design*

*Rivera, Adriana. *Hernandez Artesania: contemporary design practice for indigenous weaving*. 2020

Sun, Jing. *Prey*. 2018

Zhang, Sai. *Travel With Me*. 2017

Markarian, Ani. *INK.nu.tyoun: Armenian identity cultural identity through tattoo designs*. 2016

Ma, Ceng. *Beautiful Characteristics: a symbolic visual analysis of American, Chinese and Japanese cultures*. 2015

Mochizuki, Nathan. *Homonyms Happen: designing for semiosis*. 2013

Yu, Yiheng. *Dreams Unbounded: Chinese dreamers, American audiences and a universal visual communication*. 2013

*Bautista, Joe. *EGO/360: collaboration/interaction/experience*. 2011

Cotner, James. *Graphic Cues and Personal Folktales*. 2011

Howerton, Courtney Marie. *Subvert. A study in absurdity*. 2011

*Yothsaran Rermraksakul. *Data-driven Art: life between spaces*. 2011

Bayindir, Hazar N. *Tangible Design: Creating graphic design in three dimensional spaces with the subject of manipulated information of the media*. 2010

*Baldasso, Wayne. *Via Princessa to Los Angeles Union Station: a view from the train*. 2010

Chen, Darren Liang Ta. *Transformable Design: design to ignite greater awareness*. 2010

Cortina, Christine. *Memory Lenses: three social sites*. 2010

Matossian, Silva. *Design for Peace: inside the wall sharing first hand experiences of a life in wartime*. 2010

*Schneider, Howard. *It's Your Turn: unintended narratives in graphic design*. 2009

Lu, Yi. *Roman Alphabet Typefaces for a Chinese Context*. 2009

*Park, Dallim. *Two-dimensional and Three-dimensional Interactive Computer Animation Visualization of the Origin and Structure of the Cosmos*. 2008

*Fon, Kathleen. *Postmodern Ergodic Book Design: an experimental production of Tom Stoppard's Rosencrantz and Guildenstern are Dead*. 2007

Kiveu, Linda. *Kenyan Poster Design: women's rights in Kenya*. 2007

*Salazar, Guillermo. *An Examination of Visual Proxemics in Graphic Design*. 2007

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Chao, Jacqueline. *Urban Taipei: a video installation*. 2007

*Rizk, Magdy. *The Tibetan Mandala and Contemporary Media Imagery*. 2006

Sriwongsajarn, Khajornsak. *An Innovative and Experimental Exploration of Direct Mail Graphic Design Focused on a Campaign to Promote Awareness and Activism in Wildlife Conservation*. 2006

MEMBERSHIP / AFFILIATION

AIGA Los Angeles chapter president 2010-12

AIGA Professional Standards of Teaching *supporter*

AIGA Standards of Professional Practice *supporter*

Design Management Institute - DMI *member*

Living Principles for Design *supporter*

McKinsey Online Executive Panel *member*

Society of Typographic Aficionados - SOTA *member*

Society of Environmental Graphic Designers - SEG D *member*

Type Directors Club - TDC *member*