

JEREMY YONTZ

CREATIVE DIRECTOR, DESIGNER, EDUCATOR
CURRICULUM VITAE

Portfolio
jeremyyontz.com



CONTACT

JEREMY YONTZ

Address

3663 Colborne Drive
Beavercreek, OH 45430

P: 937.554.2900

E: jyontz1@udayton.edu

W: jeremyyontz.com

EDUCATION

- + **M.F.A. Graphic Design**
Vermont College of Fine Arts - Montpelier, VT - 2019
- + **B.A. Graphic Design and Media Arts**
Southern New Hampshire University - Manchester, NH - 2016
- + **A.A.S Visual Communications**
Sinclair Community College - Dayton, OH - 2002

CERTIFICATIONS

- + **Direct Marketing Content Developer**
Printable Technologies - Solana Beach CA - 2004-2006
- + **Website Design**
New Horizons - Dayton OH - 2009

SKILLS

- + **Digital tools**
Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Acrobat, Animate, Sketch, Premiere Pro, Lightroom, Dreamweaver, XD & Draw), Apple iWork, Microsoft Office, Fontographer, ProCreate
- + **Programming**
html, php, xml, css, Javascript, ActionScript, CMS platforms: Wordpress, Drupal, Squarespace.
- + **Implementation**
Creative direction, brand strategy, market positioning, art direction, editorial direction & design, typography, digital typeface design & development, environmental design, exhibition design, identity design, apparel design, packaging design, motion graphics, video production, information architecture / user experience, user interface prototyping, site mapping, wire framing, website implementation, client relations, bidding and vendor oversight, copywriting, prepress & offset printing, screen printing, design writing, design criticism.

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PROFESSIONAL EXPERIENCE

+ 8/2022 - Current | Lecturer - Graphic Design University of Dayton - Dayton, OH

Teach a 4 class load of varying graphic design classes, including Web Design, Design Processes, Form and Concept, and Graphic Design III. Responsibilities also include curriculum development and course prep.

VAD 220 - Design Process 1. Design Process 1. Introduce students to graphic design processes, specifically computer applications, equipment, and concepts related to print and electronic-based graphic design.

VAD 240 - Form and Concept 1. Teach students to expand on the concepts acquired in the foundation courses — design principles, elements of design, and Gestalt Theory- and begin using them in graphic design communication. To move away from the subjective and begin to apply them in an objective problem-solving manner. It also introduces the importance and mechanics of craft and production skills.

VAD 360 - Web Design. Help students master creating websites by understanding the difference between print media and digital/interactive media, teaching the ability to develop logical sitemaps and user interfaces while understanding web aesthetics, usability, accessibility, and typography. Help students develop technical working skills for the internet, including industry-standard software.

VAD 415 - Graphic Design III. Graphic Design III. Encourage students to create design and visual systems that relate to the subject's identity, image, and communication concepts with an overall concern for the client and/or user. This includes fine-tuning their creative process and communication with the audience and peers.

+ 4/2022 - 4/2023 | Vice President, Director of Interactive Media MarketMatch - Waynesville, OH

Manage a team of interactive media specialists. Responsible for planning, designing, and implementing websites, videos, and digital materials.

- Procure website assets, security, hosting, and a server-side maintenance
- Content creation, site design, programming, and screen-based consumer multimedia applications

+ 2/2001 - Current | Principal, Creative Director Jeremy Yontz Design - Beavercreek, OH

My studio provides design work for many independent businesses and local clients. Services include art direction, strategy, conception, layout, and production on various materials, including print, web development and production, photography, and motion graphics.

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+ 8/2021 - 5/2022 | Adjunct Faculty University of Dayton - Dayton, OH

VAD 220 - Design Process 1. Design Process 1. Introduce students to graphic design processes, specifically computer applications, equipment, and concepts related to print and electronic-based graphic design.

VAD 360 - Web Design. Help students master creating websites by understanding the difference between print media and digital/interactive media, teaching the ability to develop logical sitemaps and user interfaces while understanding web aesthetics, usability, accessibility, and typography. Help students develop technical working skills for the internet, including industry-standard software.

+ 4/2007 - 4/2022 | AVP, Director of Creative Services MarketMatch - Waynesville, OH

Managed an award-winning creative team. Responsible for developing and implementing creative processes, organizational structure, and workflow.

- Translate marketing goals into creative strategies and concepts
- Interact with account teams to develop budget recommendations to meet client needs
- Directly communicate with clients to pitch creative strategies and ensure visual, and brand standards are met

+ 2/2018 - 6/2018 | Adjunct Faculty Miami University - Oxford, OH

CCA 111-Innovation, Creativity and Design Thinking. Provided instruction to students for the creative problem-solving curriculum. Demonstrated ways to incorporate scientific and scholarly modes of understanding creativity through the Design Thinking process and innovation practices.

+ 5/2004 - 4/2007 | Creative Services Director Promotional Spring - Miamisburg, OH

Responsibilities included the conception, design, and production of all internal and external creative projects.

- Managed outsourcing and freelance work
- Developed a web-to-print platform resulting in a company culture and work-flow change and a new line of revenue generating product offerings
- Conducted client communication and creative presentations

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+ 10/2003 - 12/2005 | Graphic Designer ImagineNation - Centerville, OH

Contracted to concept and create several high-profile projects, including Toyota Performance Incentive Rewards, Ping point-of-sale units, and Titleist golf apparel. Responsible for creating the identity of the 2005 U.S. Senior Open golf championship at NCR Country Club in Dayton, OH.

+ 5/2001 - 5/2004 | Graphic Designer Promotional Spring - Miamisburg, OH

Consulted with clients on the most appropriate graphic design options and recommend solutions for their needs. Implemented typography, theory, and principles of design for print and web clients of various audiences while growing the client base with captivating results and expanded capabilities

+ 10/1996 - 5/2001 | Prepress Technician Mazer Corporation - Dayton, OH

Part of a prepress team focused on quality control, organization, and efficiency of customer print files for web presses.

EXHIBITIONS

+ Master of Fine Arts Exhibition: 2019 Vermont College of Fine Arts | Montpelier, VT

+ A Definition of Self: 2018 Vermont College of Fine Arts | Montpelier, VT

+ Observations: 2017 Vermont College of Fine Arts | Montpelier, VT

+ Doorways Over Land: 2007 Vazaar Gallery Online Photography Exhibition | Vazaar.com

+ Graduate Art Exhibition: 2001 Sinclair Community College | Dayton, OH



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RECOGNITION

- + 2022 - CUNA Diamond Award - Website Design
- 2021 - CUNA Diamond Award - Brand Awareness
- 2020 - Hermes Creative Awards; Platinum - Website Design
- 2020 - Hermes Creative Awards; Platinum - Annual Report
- 2018 - CUNA Diamond Award - Best Website
- 2018 - CUNA Diamond Award - Best Digital Campaign
- 2017 - Vermont College of Fine Arts - Student scholarship winner
- 2016 - MarCom International Competition; Gold Award - Website
- 2016 - Louisiana CUL; Excellence in Marketing Award - Direct Mail
- 2015 - Southern New Hampshire University - Student scholarship winner
- 2010 - AAF, Dayton Hermes Awards; Best of Show - Logo/Identity
- 2009 - American Advertising Federation, ADDY - Logo/Identity
- 2006 - CUNA Diamond Award - Best Unconventional Marketing Campaign
- 2004-07 - WeeklyShots.com, "Best of Week" - 8/2004, 1/2005, 5/2006, 9/2007

PUBLICATIONS

- + Going Through the Motions
Yontz, Jeremy (2019). Going Through the Motions, Blurb, United States
- + Observations - A visual study of macro typography and textures
Yontz, Jeremy (2017). Observations - A visual study of macro typography and textures, self-published, United States

AFFILIATIONS

- + AAF - American Advertising Federation
- AIGA - The Professional Association for Design
- DCS - Dayton Creative Syndicate (Previous)
- Southern New Hampshire University Alumni Association
- VCFA - ALUMNX Organization

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PROFESSIONAL SERVICE

- + **Peer Critic and Project Review - April 2019**
University of Baltimore, Yale Gordon College of Arts and Sciences
IDIA 612 Interaction Design
- + **Guest Speaker and Design Collaborator - August 2018**
YMILY (You Matter and I Love You) - Graphic Design Podcast
- + **Guest Critic, Portfolio Review - May 2016**
School of Advertising Art, Dayton, OH

PROFESSIONAL DEVELOPMENT

- + **VCFA ALUMNX Development Residency**
Vermont College of Fine Arts, Montpelier, VT - 2022
- + **Book Arts Workshop**
University of Dayton, Dayton, OH - 2022
- + **Hatch Block Workshop**
HATCH Show Print, Nashville, TN - 2018
- + **Adaptation: Designers in a Fast Paced World**
AIGA - Design Conference, Las Vegas, NV - 2016
- + **Printable Technologies Developers Symposium**
PT Conference, Las Vegas, NV - 2006

COMMUNITY INVOLVEMENT & OUTREACH

- + **Graphic Design / Creative Services:**
2022 Beavercreek City Schools, 2012 - 2016
Dayton Creative Syndicate, 2015
- + **Beavercreek Soccer Association - Beavercreek, OH**
Youth Soccer Coach 2013 - Current
- + **Evergreen Children's Center - Beavercreek, OH**
Youth Volunteer 2011-2012
- + **Junior Achievement, Beavercreek City Schools - Beavercreek, OH**
Upper Elementary School Volunteer Instructor 2018-2019

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TEACHING & RESEARCH INTERESTS

+ Graphic Design | Visual Communication | Graphic Design | UX/UI | Typography
Concept Visualization | History of Design Dayton | Socioeconomics in Dayton and
Graphic Design's Role | Human-centered Design | Immersive and Interdisciplinary
Methodologies of Design | Data Visualization | Craft and Making Techniques
Kinetic Sculpture | Motion Design

NOTES

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