

WHITNEY PORCH-VANHEUVELEN

RESUME

ewporch@gmail.com / WhitneyPorch.com / 405.415.5654

Educational Background

5.2006 Master of Fine Art in Graphic Design from the University of Notre Dame

5.2001 Bachelor of Fine Art with distinction in Visual Communications from the University of Oklahoma

Professional Experience

Director of Creative Development, Heritage Hall, Oklahoma City, OK June 2015 - Present

Provide visual solutions from concept to finished product for Heritage Hall, a private school, while implementing time management, design efficiency and creative problem-solving skill sets. Educate Marketing department, Administration and support staff on the importance of creating a comprehensive visual style for the school. Design projects primarily include publication, invitation, promotional items (fliers, postcards, etc.) as well as website and social media imagery for various campaigns. Position requirements also include developing estimates for printing and maintaining vendor relationships.

Assistant Professor & Program Director, Southern Nazarene University, Bethany, OK January 2007 - June 2015

Developed curriculum for and taught beginning to upper level design studio classes such as Graphic Design I & II, Typography, Color, Portfolio, Corporate Identity, etc. Director of the senior capstone experience. Maintained computer lab and handled ordering needs as well as general maintenance. Managed department budget, all purchasing and the Art & Design adjunct roster. Advised over 30 design students a minimum two times a semester where we developed their class schedules, solved financial issues and strategized their internship and future career goals. Thirteen-time Oklahoma Student Advertising Awards (Addy) mentor for participating SNU student winners.

Owner/Creative Director, Whitney Porch Design, Oklahoma City, OK February 2002 - Present

Current clients include IWC Schaffhausen (New York office), Rose State College and the University of Central Oklahoma Professional Studies Program as well as smaller locally owned companies. Eight-time American Advertising Award winner; Three-time Oklahoma Society of Professional Journalism winner; Two-time International Hermes Award winner.

Adjunct Professor, Oklahoma City University January - May 2007; January - May 2013

Adjunct Professor, The University of Central Oklahoma, Edmond, OK August - December 2006, August - December 2007

Creative Director, The Mid-City Advocate, Oklahoma City, OK August - October 2006

Graduate Instructor (Instructor of Record), University of Notre Dame, South Bend, IN January 2004 - May 2006

Design intern for Jeanette Elliott, Ackerman McQueen Ad. Agency, Oklahoma City, OK May - December 2005

Worked on the Oklahoma Centennial celebration sponsor recruitment presentations

Design intern, Ackerman McQueen Ad. Agency, Oklahoma City, OK May - August 2004

Designed for Oklahoma Tourism, Integris Hospital and internal logo projects

Graduate Assistant, University of Notre Dame, South Bend, IN August - December 2003

Adjunct Professor, University of Oklahoma School of Art, Norman, OK August - December 2002

Designer, Creative Recreative Design, Norman, OK August 2001 - February 2002

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Awards and Grants

Full-length feature story, Achievement Award, Oklahoma College Public Relations Association 2016
Marketing Materials/Brochure, Gold American Advertising Award, Oklahoma City Advertising Club 2016
Special Event Campaign, Bronze American Advertising Award, Oklahoma City Advertising Club 2016
Digital Media/Invite, Bronze American Advertising Award, Oklahoma City Advertising Club 2016
Design/Marketing Materials, Gold Hermes Creative Awards, Association of Marketing & Communication Professionals 2015
Design/Logo, Honorable Mention Hermes Creative Awards, Association of Marketing & Communication Professionals 2015
Nominee, Excellence in Teaching Award, Southern Nazarene University 2015
Nominee, Excellence in Teaching Award, Southern Nazarene University 2014
Special Event Campaign, Gold American Advertising Award, Oklahoma City Advertising Club 2012
Publication, Silver American Advertising Award, Oklahoma City Advertising Club 2012
Publication Cover, Silver American Advertising Award, Oklahoma City Advertising Club 2011
Publication, Silver American Advertising Award, Oklahoma City Advertising Club 2011
Publication Spread, Silver American Advertising Award, Oklahoma City Advertising Club 2011
3rd Place Public Relations Publication, The Oklahoma Society of Professional Journalism Award 2011
2nd Place Publication Cover, The Oklahoma Society of Professional Journalism Award 2010
3rd Place Best Publication, The Oklahoma Society of Professional Journalism Award 2010
Fellowship to the University of Notre Dame 2003 - 2006

Volunteer Activities & Professional Development

Committee Member, Adrienne Nobles' "The A Team for Leukemia Lymphoma Society" 2015
Organizer/Coordinator, SNU Art & Design, *AIGA Oklahoma & Bob Calvano* lecture/portfolio review day 2015
Organizer/Coordinator, SNU Art & Design, *Brown Eye Blue Eye Handlettering* Workshop 2015
Organizer/Coordinator, SNU Art & Design, *Exploring the Calligraphic Form* Workshop 2014
Provisional Advisor and Training/Development, Nominating Committees, Junior League of Oklahoma City 2014
Organizer/Coordinator, SNU Art & Design, *Exploring the Calligraphic Form* Workshop 2014
Organizer/Coordinator, SNU Art & Design, *The Four C's: A Creativity* Workshop 2014
Participant, DaVinci Institute Conference 2014
Organizer/Coordinator, SNU Art & Design *Experimentation of Mural Art* Presentation & Workshop 2014
Art Camp Director, Southern Nazarene University Excel Summer Camp 2010, 2011, 2012, 2013, 2014
Participant, AIGA: Head, Heart & Hand Conference 2013
Organizer/Coordinator, SNU Art & Design *Exploring Urban Art: Graffiti Exploration* Presentation & Workshop 2013
Organizer/Coordinator, SNU Art & Design *Adobe Creative Suite Live* Teaching Series 2013 - 2014
Committee Member, Southern Nazarene University Science Sculpture Development Committee 2013
Committee Member, Southern Nazarene University College of Humanities Dean Search Committee 2011
Mistletoe Market Special Events Vice Chair, Junior League of Oklahoma City 2011

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Volunteer Activities & Professional Development (continued)

Member, Oklahoma City Advertising Club *2011- Present*

Member, American Institute Graphic Design, Oklahoma City Chapter *2010 - Present*

Committee Member, Flirting with Disaster, American Red Cross, Oklahoma City, OK *February 2009*

Member, Junior League of Oklahoma City *2008 - Present*

Oklahoma Museum of Art Member, Oklahoma City, OK *2004 - Present*

University of Notre Dame Alumni Club, Oklahoma City Chapter *May 2006 - 2009*

Volunteer, Dreamer: Concepts, Studio and Foundation, Norman, OK *November 2006 - January 2007*

American Institute Graphic Design, Notre Dame Chapter, South Bend, IN *2003 - 2006*

Co-chairman, Campus Corner Arts Festival, Norman, OK *2002*

Moore Chamber of Commerce, Moore, OK *2002 - 2003*

Norman Chamber of Commerce, Norman, OK *2001 - 2003*

Campus Corner Merchants Association, Norman, OK *2001 - 2003*