

# Zachary Vernon

## CURRICULUM VITAE

Assistant Professor of Art  
*Graphic Design/Visual  
Communication*  
Department of Art  
College of Arts & Letters  
California State University -  
Los Angeles  
5151 University Drive  
Los Angeles, CA 90032

Office: FA 329  
323.343.4027  
zvernon@calstatela.edu

zacharyvernon.com  
drawnthisway.co  
zachary@drawnthisway.co

## CONTENTS

- 01** Education
- 01** Academic Appointments
- 01** Teaching Experience: Courses Taught
- 02** Academic Service
- 04** Professional Practice
- 04** Professional/Academic Development
- 04** Awards
- 06** Honors
- 06** Professional Memberships
- 06** Presentations & Workshops
- 08** Publications
- 09** Exhibitions
- 10** Media Coverage

**Zachary Vernon**  
zvernon@calstatela.edu  
469.585.3309  
zacharyvernon.com

## EDUCATION

### **MFA    Communication Design**

Texas State University, 2017

Thesis: *The Comic Book Agenda: Altering Perceptions and Attitudes Towards LGBTQIA+ People Through Graphic Narratives*

### **BS      Advertising**

University of Texas at Austin, 2008

## ACADEMIC APPOINTMENTS

### **California State University, Los Angeles** / Los Angeles, California

**Assistant Professor**, Art BA (Graphic Design/Visual Communication Option),  
2018–Current

### **Texas State University** / San Marcos, Texas

**Lecturer**, Communication Design BFA, 2017–2018

**Graduate Teaching Assistant**, Communication Design BFA, 2015–2017

**Graduate Instructional Assistant**, Communication Design BFA, 2014–2015

## TEACHING EXPERIENCE: COURSES TAUGHT

### **California State University, Los Angeles**

ART2200: Concept Development  
ART3880: Illustration  
ART4450: Advertising Art Direction  
ART4680: Problems in Advanced  
Design  
ART4925: Senior Capstone  
ART4950: Fieldwork in Art  
ART4990: Undergraduate Directed  
Study  
ART5540/1: Graduate Special  
Topics  
ART5980: Graduate Directed Study

### **Texas State University**

FA1301: Communication Design  
Foundations  
FA2304: Concept Strategies  
FA3301: Art Direction I  
FA3303: Trademark Design  
FA3307: Interactive Design I  
FA4315: Senior Portfolio/Capstone

**Zachary Vernon**  
zvernon@calstatela.edu  
469.585.3309  
zacharyvernon.com

ACADEMIC SERVICE: CAL STATE LA

**California State University** (*university level*)

**Institute for Interactive Arts, Research, and Technology**, Chair of the  
Advisory Board, 2019–Current

**Eagle-Con**, Planning Committee, 2019—Current

**Trans Queer Connection Student Group**, Faculty Advisor, 2021–Current

**Center for the Study of Genders and Sexualities**, Advisory Board Member,  
2019–2021

**CSGS Conference**, Planning Committee, Reviewer + Moderator, 2019, 2021

**Strategic Planning Committee**, Member, 2018–2020

**College of Arts & Letters** (*college level*)

**Connect the Dots Virtually**, Creative Portfolios + Pitches Workshop with  
Heather Fipps, (Spring 2021)

**Professional Pathways Committee**, Member Fall 2020–2021

**Connect the Dots Virtually**, Panel Discussion Host, (Fall 2020)

**National Humanities & Arts Advocacy Day**, Emcee for *Hidden Talents Show*  
by Arts & Letters Faculty, (Spring 2020)

**Connect the Dots**, Portfolio workshop leader, (Fall 2019)

**Adobe Creative Jam Live**, Organizer, Spring 2019 + Fall 2019

**Department of Art** (*department level*)

**Faculty Search Committee: ART GD/VC**, 2021 (Member)

**Exhibition & Community Affairs Committee**, 2020 (Member), 2021 (Co-Chair)

**Scholarship Committee**, 2019 (Member), Current (Chair)

**Curriculum Committee**, 2021–Current (Member)

**Graduate Design Committee**, 2018–Current (Member), 2021–Current (Chair)

**Assessment Committee**, 2018–2021 (Member)

**Student Policy Committee**, 2020–2021 (Chair)

**Graduate Thesis Committees**, Adriana Rivera (2020), Phoebe Takeda (2021),  
Rebekah Albrecht (Thesis Chair, 2021)

**GD/VC Option Chair**, 2018–2020, 2021–Current

**Design Student Group**, Faculty Advisor, 2018–Current

**Creation/Oversight of Senior Exhibition Website**, Spring 2020, Fall 2020

**Commencement**, Graduate Hooder, 2019

**Ad Hoc Curriculum Committee**, Chair, 2018–2019

**Community Engagement**

**Partnership with LA Civil Rights (Civil + Human Rights and Equity Department of Los Angeles) + ART2200**

Collaboration with LA Civil Rights for class project as part of their “LA is for All” campaign, Fall 2021.

**Zachary Vernon**  
zvernon@calstatela.edu  
469.585.3309  
zacharyvernon.com

### **Professional Designer Talks**

Alisa Olinova, Danielle Drummond, Alexis Onofre, Kimberly Pena, Tony Villa, & Lauren Huston as guest speakers for ART4925 Senior Capstone, Spring 2021.

Nikki Ward, Samuel Deats, & Robby Cook as guest speakers for ART3880 Illustration, Spring 2021.

Yoceyln Riojas, Vic Rodriguez, & Chris Diller guest lectures for ART4925 Senior Capstone, Fall 2020.

Virtual presentation and Q&A with Aaron Draplin, Spring 2020.

### **The arqive**

Co-founder & Creative Director of *The arqive*, an online mapping/archiving of queer history and stories. Fall 2019–Current.

### **AIGA Los Angeles Online Portfolio Day**

Participated as a portfolio reviewer of junior portfolios, Spring 2020.

### **Sierra Park Elementary School + ART4680**

Rebranding and creating a design system in collaboration with the school as a class assignment, Fall 2019.

### **Adobe Creative Jam Live + AIGA Cal State LA Student Group + Other CSUs**

Helped organize and run a cross-campus design competition focused on big issues, sponsored by Adobe.

Fall 2019: included 6 other CSU campuses (topic: students' basic needs)

CalStateLA Team Finalfinaldraftv3.ai won first place

Spring 2019: included 2 other CSU campuses (topic: immigration)

### **verynice co + Columbia Memorial Space Center + ART4450**

Collaboration between industry, community partner, and my advertising class to create a transmedia campaign for CMSC's 10<sup>th</sup> anniversary, Spring 2019.

### **Professional Portfolio Review + ART4925**

Brought in a panel of industry professionals to critique student portfolios, Fall 2018.

## ACADEMIC SERVICE: MISCELLANEOUS

**College of Art Association Conference**, Reader, 2019–2021

**Book Reviewer**, "Advertising in Practice" edited by Kate Kurtin, 2020

**AIGA National Conference Design Education Symposium**, Reader, 2020

**University of Texas Advertising Final Portfolio Critique**, Judge, 2017

**University of Texas Entrepreneurial Advertising Competition**, Judge, 2016

**Volleyball Austin**, Board Member: Brand Strategy, 2012–2015

**Texas A&M Advertising Strategy Competition**, Judge, 2011

**Zachary Vernon**  
zvernon@calstatela.edu  
469.585.3309  
zacharyvernon.com

## PROFESSIONAL PRACTICE

**Drawn This Way, LLC** / Los Angeles, California, USA  
**Creative Director/Co-Founder**, 2014–Current

**lookthinkmake** / Austin, Texas, USA  
**Senior Art Director**, 2011–2013  
**Art Director**, 2010–2011

**DTDigital / BADJAR Ogilvy** / Melbourne, Victoria, AUS  
**Junior Art Director**, 2009

**The Furnace** / Sydney, New South Wales / Melbourne, Victoria, AUS  
**Freelance Designer**, 2008–2009  
**Art Direction Intern**, 2008

## PROFESSIONAL/ACADEMIC DEVELOPMENT

**Faculty Recruitment Workshop**, Office of Faculty Affairs, Fall 2021  
**ALT-Instruction Certificate Program**, CETL Workshop, Summer 2020  
**Inclusive Teaching**, CETL Workshop, 2019–2020  
**UndocuAlly Training**, Dreamers Resource Center, 2019  
**Student Organization Advisor Training**, Center for Student Involvement, 2019  
**Establishing Powerful Learning Outcomes**, ACUE Training, 2019  
**Curriculog Training**, CETL Workshop, 2018  
**Building a Faculty-Led Study Abroad Program**, Study Abroad Office, 2018

## AWARDS

**Escucha Mi Voz Poster Contest** / International  
Selected Artist (1 of 51 selected out of 1812 entries), *“Las Manos Son para Crear”*, 2021.

**Graphis Competitions** / International  
**New Talent Annual 2021**, Creative Director, Liz Sweeney: Designer,  
*The archive Rebrand*.

**Summit International Awards (SIA)** / International  
**Bronze**, Creative Director/Designer, *Zora Illustration (Illustration)*, 2021

**Zachary Vernon**  
zvernon@calstatela.edu  
469.585.3309  
zacharyvernon.com

**Bronze**, Creative Director/Designer, *Galápagos Children's Book Illustrations (Illustration)*, 2021

**Gold**, Creative Director/Designer in collaboration with Carole Frances Lung, *Pins + Needles (Publication Design)*, 2020

**Bronze**, Creative Director/Designer, *The arqive Website Design (Educational Website)*, 2020

**Silver**, Creative Director/Designer, *Wimberley Independent School District Rebrand*, 2019

**Bronze**, Creative Director, Aaron Liang: Designer, *NIKE Just Do It Yourself Book (Student Category)*, 2019

**Silver**, Senior Art Director, *BEDSIDER Integrated Advertising Campaign*, 2014

**Silver**, Senior Art Director, *Stuff Hotel Branding Package*, 2014

**Bronze**, Senior Art Director, *Austin Children's Shelter Event Illustrations*, 2014

**Bronze**, Senior Art Director, *Plum Creek Consumer Advertising Campaign*, 2014

**Best in Show**, Senior Art Director, *RisherMartin Fine Homes Signage*, 2012

**Gold**, Senior Art Director, *Art Alliance Austin Non-Profit Advertising Campaign*, 2012

**Gold**, Senior Art Director, *The Denizen Consumer Product Logo*, 2012

#### **Annual International Design Awards** / International

**Honorable Mention**, Creative Director/Designer, *La Seducción Fatal*, 2020

**Honorable Mention**, Creative Director/Designer, *Pretend This is a Trap Artist Book*, 2019

#### **Graphic Design USA American Graphic Design Awards** / National

*The arqive Rebrand*, Creative Director, Liz Sweeney (Designer), 2020

*Pretend This is a Trap Artist Book*, Creative Director/Designer, 2017

#### **PRINT Regional Design Annual** / National

*Austin Children's Shelter Gala Design*, Senior Art Director, 2014

*SIMS Foundation Benefits Bash Design*, Senior Art Director, 2012

*Art Alliance Austin Swatch Campaign*, Senior Art Director, 2012

#### **Texas School Public Relations Association (TSPRA)** / State

**Best of Category 24, Logo, Trademark, Symbol**, Wimberley ISD, 2019

**Best of Category 45, Foundation or Partnership Campaign**, Wimberley ISD, 2019

**Zachary Vernon**  
zvernon@calstatela.edu  
469.585.3309  
zacharyvernon.com

**American Advertising Federation Awards** / Local (Austin, Texas)

**Silver**, Senior Art Director, *The Denizen Consumer Product Logo*, 2012

**Silver**, Senior Art Director, *SIMS Foundation Poster Campaign*, 2012

**Bronze**, Senior Art Director, *Art Alliance Austin Integrated Advertising Campaign*, 2012

**Bronze**, Senior Art Director, *Austin Advertising Federation Industry Collateral*, 2012

**Bronze**, Senior Art Director, *Plum Creek Golf Course Branding*, 2012

HONORS

**Assessment Ambassador**, Cal State LA, Spring 2020

**Phi Kappa Phi Honor Society**, 2017

**Phi Beta Kappa National Honor Society**, 2016

**Alpha Chi Honor Society**, 2016

PROFESSIONAL MEMBERSHIPS

**AIGA: Professional Association for Design**, Member, 2014–Current

**College of Arts Association**, Member, 2017–Current

PRESENTATIONS + WORKSHOPS

**Conference Presentations**

*Figuring Out How You Do You*, with Analee Paz has been accepted for the panel “Becoming Culturally Competent Design Educators” at the **2021 SECAC Conference**, Lexington, Kentucky, November 2021

*“How Do You Do You: A Self-Exploratory Social”* Workshop selected for **Austin Design Week**, a professional design conference, November, 2021

*How Do You Do You?* Workshop with Analee Paz was given virtually at the **15<sup>th</sup> International Conference on Design Principles & Practices**, Monterrey, Mexico, 2021

*Designing The archive: Queering the Common*, with Dr. Cynthia Wang, panel participant at the **Swiss Design Network Online Conference: Design as Common Good**, Online, March 2021

**Zachary Vernon**  
zvernon@calstatela.edu  
469.585.3309  
zacharyvernon.com

*Human-Centered Design Education*, panel participant for **AIGA Design Educators Community Conference: SHIFT 2020 Virtual Summit**, Online, October 2020

*Postcards From: An Intercultural Exchange in Design Education*, with Analee Paz was presented at the **College of Art Association Conference** session *Connecting Global Issues in the Classroom*, Chicago, IL, 2020

*What is Place? A Visual Conversation About Mediatization and Identity*, with Analee Paz was accepted for presentation at the **Fourteenth International Conference on Design Principles & Practices**, Brooklyn, NY, 2020 (impacted by COVID-19 pandemic)

*Creative Jammers*, with Anthony Acock and Sam Anvari was accepted for presentation at the **Fourteenth International Conference on Design Principles & Practices**, Brooklyn, NY, 2020 (impacted by COVID-19 pandemic)

#### **Invited Talks / Workshops**

*Interactive Storytelling for the Screen*, book launch panel, March 2021

*Graphic Content: The History of Graphics*, “Visual Scholars for the Visual Mind” series for **Art Directors Guild (Local 800)**, Los Angeles, CA, November 2020

*Reflections of Life: Accuracy & Representation in Character Design*, Panel Chair, **Eagle-Con**, Los Angeles, CA, 2020

*Making Comics Workshop*, Presenter, **LA LGBT Youth Center**, Los Angeles, CA, 2019

*TVFM Re-Visioning*, Consultant, Rebranding and Visioning Workshop, **Cal State LA TVFM Department**, 2019

*“I See Me” Workshop*, Advisor/Mentor, **Eagle-Con**, Los Angeles, CA, 2019

*How to Build a Better Portfolio*, Guest Speaker, **AIGA Cal State LA Student Group**, Los Angeles, CA, 2019

*Professional Pathways*, Presenter, **LA LGBT Youth Center**, Los Angeles, CA, 2018

*A Queer Perspective*, Guest Lecture, **Texas State University**, San Marcos, TX, 2017

*LGBT Voices*, Guest Speaker, **Fresh2Design**, Austin, TX, 2017



**Zachary Vernon**  
zvernon@calstatela.edu  
469.585.3309  
zacharyvernon.com

*Question Everything*, Guest Lecture, **Texas State University**, San Marcos, TX, 2017

*Numbers and Pictures*, Guest Lecture, **Texas State University**, San Marcos, TX, 2016

*What is Art Direction?*, Guest Lecture, **University of Texas**, Austin, TX, 2014

## PUBLICATIONS

Vernon, Z. 2021. "Stop, Collaborate & Listen." In *PERFORM: Interactive Storytelling for the Screen* edited by Sylke Meyer & Gustavo Aldana, 148–153. Routledge, New York.

Vernon, Z. 2021. "Stop Grading Your Students." In *AMPS Extended Proceedings: Online Education: Teaching in a Time of Change*. University of Manchester, Online.

Vernon, Z. and Wang, C. 2021. "Designing The archive: Queering the Common." In *Design as Common Good: Framing Design through Pluralism and Social Values, Online*, 380–393. SUPSI, HSLU, swissdesignnetwork.

Paz, A, and Vernon, Z. 2021. "Postcards From: An Intercultural Exchange in Design Education." *The International Journal of Design Education* 15 (2): 111-131. doi:10.18848/2325-128X/CGP/V15i02/111-131

Fauerso, J. 2017. *Pretend This is a Trap*. Sawhorse Press, San Marcos, TX. Designer of a limited edition artist book created as a companion piece for the artist's exhibition of the same name.

Vernon, Zachary. *Others Comic*. Self-published, 2017. Comic book sharing vignettes of real LGBTQ+ people. Also published online at otherscomic.com through comicfury.com with over **24,000 page views** and **11,500+ unique visitors** (as of September 3, 2021).

**Zachary Vernon**  
zvernon@calstatela.edu  
469.585.3309  
zacharyvernon.com

## EXHIBITIONS

### **Group Exhibitions**

*“Las Manos Son Para Crear”*, international poster exhibition by Escucha Mi Voz. Zapopan, Jalisco, Mexico. 2021

My poster *“Take Care of Each Other”* was selected to be exhibited in a traveling public exhibition.

*“Makings”*, faculty exhibition at Ronald H. Silverman Fine Arts Gallery at Cal State LA, Los Angeles, Texas, 2019.

My comic, *Others*, was exhibited alongside other faculty work, as well as a publication design (*Pins & Needles*) for Carole Frances Lung.

*MFA Creative Showcase*, juried exhibition at Texas State Galleries, San Marcos, TX, 2016.

Two pieces selected: *Ebola (15sec spot)* and *JCM Redesign (Environmental Graphic Design Project Book)*. Reached an audience of 100.

*Creative Summit National Competition*, juried exhibition at Texas State University, San Marcos, TX, 2015.

*Skin Deep: Typographic Poster*. Reached an audience of 200.

*Pause & Play*, group exhibition at Texas State Galleries, San Marcos, TX, 2015.

Pause & Play was a collection of critical writings by the Issues & Criticism Fall 2015 MFA Class, showcasing a book along with interactive pieces focused on the concept of play in design.

### **Commissioned Pieces for Exhibition**

**Publication Design**, for *Frau Fiber’s Mission in America*, exhibited at the Huntington Beach Art Center, Huntington Beach, CA, 2019. Reached an audience of 1,000.

**Exhibition Catalog**, for *La Seducción Fatal / The Last Seduction*, exhibited at BFGA Chicago, Chicago, IL, 2019. Reached an audience of 150.

**Artist Book**, for *Pretend This is a Trap*, exhibited at Texas State Galleries, San Marcos, TX, 2017. Reached an audience of 300.

**Zachary Vernon**  
zvernon@calstatela.edu  
469.585.3309  
zacharyvernon.com

MEDIA COVERAGE

Ayala, Denaë. "Home-grown Hashtag Campaign Aims to Fight for Women's Rights." *Cal State LA University Times*, August 27, 2019.

Zukova, Ana. "AIGA student groups step up for immigrants." *AIGA LA*. March 21, 2019. Accessed August 30, 2019. <https://losangeles.aiga.org/aiga-student-groups-speak-up-for-immigrants/>.