

# RJ Thompson, MFA, SMS, CDMP

Detailed and data-driven creative strategist and designer of intelligent expressions that enhance brand awareness and impactful engagement across all marketing, communications, and design channels. As an ambitious, adaptable, and award-winning creative leader, seeking to build and supervise nimble and curious cross-functional teams that produce high-level solutions on time, on budget, and above expectations.

## Education

### UNIVERSITY OF PENNSYLVANIA

Graduate Certificate, Arts & Culture Strategy Executive Program; 2019

*Graduate Scholarship Recipient*

### SAVANNAH COLLEGE OF ART & DESIGN

Master of Fine Arts, Graphic Design; 2011

*Graduate Scholarship Recipient*

### CALIFORNIA UNIVERSITY OF PENNSYLVANIA

Bachelor of Science, Graphic Design; 2007

### INTERNATIONAL ACADEMY OF DESIGN AND TECHNOLOGY

Associate degree, Visual Communications; 2005

## Active Academic Positions

### WEST VIRGINIA UNIVERSITY; COLLEGE OF CREATIVE ARTS AND MEDIA, INTEGRATED MARKETING & COMMUNICATIONS MASTER DEGREE PROGRAM

Adjunct Professor, Data Storytelling; Visual Information Design; Emerging Media and AI; 2023

### UNIVERSITY OF PITTSBURGH, COLLEGE OF BUSINESS ADMINISTRATION AND JOSEPH M. KATZ GRADUATE SCHOOL OF BUSINESS

Undergraduate and Graduate Adjunct Professor,

Brand Management; Advertising and Sales Promotion; 2020 to Present

### POINT PARK UNIVERSITY, ROWLAND SCHOOL OF BUSINESS AND SCHOOL OF COMMUNICATIONS

Adjunct Professor, Rowland School of Business; Intro to Marketing Principles; 2022 to Present

Adjunct Professor, School of Communications; Interactive Design I and II; 2020 to Present

### COMMUNITY COLLEGE OF ALLEGHENY COUNTY

Adjunct Professor, Graphic Design; 2021 to Present

## Past Academic Positions

### WESTERN KENTUCKY UNIVERSITY, SCHOOL OF DESIGN

Adjunct Professor, User Experience; 2023

### YOUNGSTOWN STATE UNIVERSITY, CLIFFE COLLEGE OF CREATIVE ARTS & COMMUNICATION

- **TENURED** Assistant Professor of Graphic + Interactive Design; 2013 – 2019
- Full-time Temporary Assistant Professor; 2012-2013

### EDINBORO UNIVERSITY OF PENNSYLVANIA, SCHOOL OF ART

Full-Time Temporary Instructor, Graphic Design; 2011-2012

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## **CARNEGIE MELLON UNIVERSITY, SCHOOL OF DESIGN**

Adjunct Professor, Web Design; 2010-2011

## **LA ROCHE UNIVERSITY, SCHOOL OF THE PROFESSIONS**

- Visiting Professor, Graphic & Communication Design; 2009-2011
- Adjunct Professor, Graphic & Communication Design; Summer 2009

## **Professional Experience**

### **UNIVERSITY OF PITTSBURGH, OFFICE OF THE SENIOR VICE CHANCELLOR FOR HEALTH SCIENCES**

*Manager of Multimedia and Digital Strategy, Strategic Communications* January 2023 – Present

- Act as the initial contact for creating and executing inventive digital strategies that promote the strategic goals and objectives of the School of Medicine at the University of Pittsburgh.
- Manage a marketing and communications team consisting of three professionals, overseeing all personnel issues and operations, and regularly assessing employee performance.
- Develop, implement, and monitor annual marketing budgets that encompass all marketing activities, such as paid advertising, technology, vendor expenses, travel, professional development, and affiliate partnerships.
- Create effective marketing analytics frameworks to improve both internal communication efforts and external admissions campaigns.

### **UNIVERSITY OF PITTSBURGH, KATZ GRADUATE SCHOOL OF BUSINESS**

*Director of Digital Marketing*, August 2021 – January 2023

- Serve as the first point of contact to develop and implement innovative digital strategies that advance the strategic priorities and objectives of the Katz Graduate School of Business and College of Business Administration at the University of Pittsburgh.
- Supervisory responsibility for a marketing team of three professionals; provide continuous support to all members of the team with respect to personnel matters and comprehensive operations; evaluate and report on employee performance.
- Strategize, build, and activate comprehensive annual marketing budgets that identify potential expenses in overall marketing operations, paid advertising, vendors, technology, travel, professional development, affiliate partnerships, etc.
- Administration, analysis, reporting, and strategic planning of marketing and admissions analytics.
- Develop optimized marketing analytics frameworks that inform and enhance internal communications efforts and external admissions campaigns.
- Met and exceeded enrollment quota for the first class of the Executive Doctor of Business Administration exclusively through Google paid search and display advertising campaigns.
- Lead the development and expansion of Pitt Business' digital presence through paid and earned media.
- Conceptual development, graphic design, and execution of over twenty admissions campaigns for the graduate degree programs in Pitt Business.
- Lead marketing consultation with senior administrators in Pitt Business and the centralized marketing office.
- Consult with Dietrich School of Arts & Sciences and School of Health & Rehabilitative Sciences on digital marketing strategies for their graduate degree programs.
- Producer and webmaster of Business.Pitt.Edu, a nationally award-winning website, and CBA.Pitt.Edu, for both Katz Graduate School of Business and College of Business Administration.
- Negotiated and formalized several affiliate partnership marketing campaigns with local professional organizations.

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## UNIVERSITY OF PITTSBURGH, COLLEGE OF BUSINESS ADMINISTRATION AND KATZ GRADUATE SCHOOL OF BUSINESS

*Associate Director of Student Engagement, August 2019 to August 2021*

- Primary responsibilities include leading strategic marketing efforts and producing creative, engaging, and effective marketing deliverables across content marketing, digital advertising, social media engagement, website design and management, video-based media, and graphic design outputs.
- Completed research, design, development, and launch of the unified Pitt Business website.
- Producer of Pitt Business Backstory, a two-time nationally award-winning recruitment campaign.
- Negotiated and formalized several affiliate partnership marketing campaigns with local professional organizations.
- Provide effective professional mentorship to the Pitt Business marketing team, relevant staff, and interns.
- Utilize Salesforce and Pardot to create multi-layered and geo-targeted e-mail journeys utilizing the Pitt Business Backstory storytelling and recruitment initiative.

## PLUS PUBLIC LLC

*Co-Principal and Creative Strategist, December 2017 to Present*

Plus Public creates transformative stories of the revitalization of people and places by designing scalable and sustainable communication solutions for economically challenged communities in revival.

- As Principal, responsible for daily operations, staff and contractor management, client acquisition, customer relations, and creative direction of work product.
- Lead multi-point Design Thinking research and author strategic communications reports for municipalities.

## CONTENT GARDEN LLC

*Creative Director, June 2016 - November 2017*

- Client acquisition, contract negotiation, budgeting, and project management.
- Produce, manage, and mentor the quality of work completed by design staff to exceed client expectations.

## SHIFT COLLABORATIVE, LLC

*Co-Principal and Creative Director, September 2012 – September 2013*

- As Principal, responsible for daily operations including management of staff, work products, client contracts, freelance staff, and sales generation.
- As Creative Director, produce high-quality design work that meets or exceeds personal standards and client expectations through hands-on mentorship with design staff.

## UPTO KNOW GOOD, LLC

*Principal, Business Strategy & Development, March 2011 - September 2013*

- Led client acquisition, consultation, and project management.
- Drafted and designed organizational operations frameworks and business plans.

## ZOLA DESIGN, LLC

*Principal and Creative Director, August 2008 – August 2012*

- As Principal, responsible for day-to-day operations– including budgeting, employees and freelancers, client, and vendor contracts.
- As Creative Director, oversee the quality of work completed by staff and freelance contractors and guide their work to meet or exceed client expectations.

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## **PRISMA, INC. / H.J. HEINZ COMPANY**

*Graphic Designer*, October 2007 - July 2009

- In-house designer for Heinz responsible for creating marketing materials for brands such as T.G.I. Fridays, Jack Daniels, Boston Market, Bagel Bites, and the Heinz stable of products.
- Specialized in product branding and advertising for military commissaries across the world.

## **PENNSYLVANIA EDUCATIONAL PUBLISHING ASSOCIATION**

*Graphic Designer*, June 2007 - October 2007

- Design, layout, production, writing, proofing, editing, and interviewing for Y-PA Magazine.
- Coordinated with printing companies for magazine manufacturing and distribution.

## **CALIFORNIA UNIVERSITY OF PENNSYLVANIA**

*Graphic Designer*, January 2005 - October 2007

- Design and maintenance of promotional materials across multiple academic departments.

## **DYMUN + COMPANY**

*Graphic Design Intern*, December 2006 - May 2007

- On-Site designer for California University of Pennsylvania account.
- Specialized in internal communications and event promotion.

## **BLAIR CORPORATION**

*Freelance Graphic Designer*, August 2005 - January 2007

- Page layout designer for product catalogs.

## **Selected Leadership and Volunteer Service**

- **Founding Chair, Bellevue Forward; August 2024 - Present**
- **Vice Chair, National Advisory; National Institute for Social Media; August 2023 - Present**
- **President Emeritus, American Marketing Association, Pittsburgh Chapter; June 2023 - Present**
- **Program Director, American Institute of Graphic Artists (AIGA), Pittsburgh Chapter; Aug 2023 - Present**
- **President, American Marketing Association, Pittsburgh Chapter; June 2022 – June 2023**
- Advisory Board Member, National Institute for Social Media; 2021 - 2023
- President-Elect, American Marketing Association, Pittsburgh Chapter; December 2020 – June 2022
- American Marketing Association – National, DEI Committee; 2021 - 2022
- MarComms by HigherEdSocial, Group Manager; 2021 - Present
- Higher Ed Social, Chair, Competitions Committee; 2020 - Present
- Bellevue Mural Arts Program, Founder; 2019 - Present
- Bona Fide Bellevue CDC, Board Member, Chair of Marketing Committee; 2018 – 2021
- National Endowment for the Arts, “Our Town” grant reviewer; 2019
- Ohio Arts Council, “Arts Sustainability” grant reviewer; 2018
- Pittsburgh East Rotary Club, Vice President; 2011 – 2012
- Volunteer, Get Involved! Baker Leadership; 2010 - 2015
- AIGA - American Institute of Graphic Artists, Board Member; 2007 – 2010

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## Certifications and Continuing Education

- **Certified Digital Marketing Professional, Digital Marketing Institute; 2022 - Present**
- **Certified Social Media Strategist, National Institute for Social Media; 2021 - Present**
- **Clifton Strengths Certified Coach; 2021 - Present**
- Interaction Design Association, continuing education; 2020 – Present
- Sustainability Professional Certificate, Pitt Office of Sustainability; 2022
- K-6 Emergency Substitute Certification, Northgate School District; 2022
- Google Paid Ads Certification, 2022
- Digital Marketing Institute Certification, *scholarship award*; 2021
- Diversity and Inclusion Certificate, University of Pittsburgh; 2021
- Equity, Diversity, and Inclusion Certificate, University of Pittsburgh, Pitt Business; 2021

## Awards, Scholarships, Publications

- GDUSA Magazine, 2024 American In-House Design award, "The Oath campaign"
- GDUSA Magazine, 2024 Digital Design award, "The Explorers"
- GDUSA Magazine, 2023 Health + Wellness Design award, "Pitt Med Magazine Summer 2023"
- GDUSA Magazine, 2023 American Graphic Design award, "What I Needed To Discover campaign"
- GDUSA Magazine, 2023 Health + Wellness Design award, "Pitt Med Magazine Summer 2023"
- GDUSA Magazine, 2021 Best of Web Design award, "Business.Pitt.Edu"
- GDUSA Magazine, 2020 Best of Web Design award, "Pitt Business Backstory"
- University and College Designers Association, 2021 Annual Design Competition, Honorable Mention for "Master Your Move Forward"
- University and College Designers Association, 2020 Annual Design Competition, Honorable Mention for "Pitt Business Backstory"
- Phi Kappa Phi, Love of Learning Scholarship; 2021
- National Institute of Social Media; 2020 Scholarship Recipient
- Awardee of Ohio Governor's Award in the Arts, Community Development; 2019
- The John F. Kennedy Center Citizen Artist Fellows Award - Finalist (Top 30); 2019
- University of Pennsylvania Executive Program in Art & Culture Strategies Scholarship; 2019
- Phi Kappa Phi, Love of Learning Scholarship; 2018
- Ohio Economic Development Initiative, Best in Marketing, Winner, "City of You"; 2017
- Youngstown State University Special Recognition in Research, "City of You"; 2017
- Awardee of Ohio Governor's Award in the Arts, Community Development 2019
- The John F. Kennedy Center Citizen Artist Fellows Award - Finalist (Top 30) 2019
- National Arts Strategies & University of Pennsylvania Executive Program in Art & Culture Strategies Scholarship 2019
- Youngstown State University Special Recognition in Research, "City of You, 2017"
- Ohio Economic Development Initiative, Best in Economic Development: Marketing, Winner, "City of You," 2017
- California University of Pennsylvania Alumni Assoc. Under 40 Inaugural Class 2019
- Higher Learning Commission Annual Conference 2017, Finalist
- Higher Learning Commission Annual Conference 2016, Winner
- Mahoning Valley Young Professionals 25 under 35 Honoree, 2015
- CCAC Dean's Award for Innovation, 2014
- YSU-OEA Service Award, 2014
- Rotary International Paul K. Harris Award Fellow, 2012
- Logo Lounge, Logo Lounge Volume 7, 2011, 2012 - "Flavor Spark," "Route 19 Bowl & Lounge," "H.J. Heinz Global Health & Wellness Logo," "Foster Cat"
- City of Pittsburgh, Mayor Luke Ravenstahl's Citizen Service Award, 2011

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- Get Involved! Baker Leadership Service Summit, 2011
- 2011 Western Pennsylvania Rising Star
- GDUSA / Logo Lounge, Logo Trend Report, "H.J. Heinz Global Health & Wellness Logo," 2011
- Logo Lounge Master Library: Animals and Mythology, "Hillview Tavern Logo," 2010
- AIGA Context, Design Excellence Award, "Thompson Design Methodology," 2009
- GDUSA Magazine, Best of In-House Graphic Design, "Underground Cafe: Two Work Studies Short of a Clue, CD," 2006
- Warren Art League, 2005
  - First place awards, Category: Graphic Arts, Illustration, and Photography
  - "Doctor Octopus," "Ainao the Amazing," "Secretina"

## Selected Grant Awards & Fundraising

- Co-Author & Investigator, "INPLACE," Our Town grant. \$150,000 award from the National Endowment for the Arts; 2016
- Primary Investigator and Financial Manager, "City of You Rebranding" \$103,000 award; 2016
- Year of Creativity, the University of Pittsburgh, Seriously Creative: The Business of LEGO, \$2,000; 2019
- Bellevue Mural Arts Program 2019, ArtPlace America & IOBY, \$5,000; 2019
- YSU University Research Council, "Digital-Interactive Branded Environments," \$5,000; 2018

## Professional Memberships

### **AMERICAN MARKETING ASSOCIATION - PITTSBURGH [2020 - PRESENT]**

- President Emeritus 2023 - Present
- President 2022-2023
- President-Elect 2021-2022
- VP of Partnerships 2020-2021
- Academic Member
- Webmaster, Communications Committee

### **NATIONAL INSTITUTE OF SOCIAL MEDIA [2021-PRESENT]**

- Certified Social Media Strategist
- Nominated to National Advisory Board 2021-2022
- Vice Chair 2023 - Present

### **HIGH ED WEB [2021 - PRESENT]**

- Academic Member
- Member, Volunteer Committee

### **AMERICANS FOR THE ARTS [2018 - PRESENT]**

- Inducted as an honorary member of the National Arts Marketing Project

### **PHI KAPPA PHI [2017 - PRESENT]**

- Inducted as an honorary member of Chapter 143, Youngstown State University

### **UNIVERSITY & COLLEGE DESIGNERS ASSOCIATION [2018-2023]**

- Academic Member
- Communications Committee
- Considered for nomination to National Board 2021-2022

### **NATIONAL CONSORTIUM FOR CREATIVE PLACEMAKING [2018 - 2021]**

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- Academic Member

### **SOUTHEASTERN COLLEGE ART CONFERENCE [2017-2018]**

- Academic Member

### **BOARD MEMBER, AMERICAN INSTITUTE OF GRAPHIC ARTISTS, PITTSBURGH**

[BOARD MEMBER: JULY 2007 - JULY 2010; GENERAL MEMBER - PRESENT; BOARD MEMBER 2023 - PRESENT]

- Director of annual Designer Dialogues speaking series
- Member, Young Professional & Student Development com.
- Bridge the gap between student designers and industry professionals
- Student Chapter Leadership
- Membership Drives
- Program Management
- Reputation of design in Pittsburgh

MAHONING VALLEY YOUNG PROFESSIONALS [2015 - 2016]

VICE PRESIDENT, PITTSBURGH EAST ROTARY CLUB [2010 - 2011] MEMBER [2010 - 2013]

MEMBER, PITTSBURGH HUMAN RIGHTS NETWORK [2011 - 2012]

MEMBER, PITTSBURGH YOUNG PROFESSIONALS [2011 - 2012]

MEMBER, PITTSBURGH ADVERTISING FEDERATION [2010 - 2011]

MEMBER, NORTH SIDE NORTH SHORE CHAMBER OF COMMERCE [2010 - 2011]

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## Selected Peer-Reviewed Conference Presentations

### **PITT DIVERSITY FORUM [JULY 2022]**

Topic: Operationalizing Social Equity Consciousness in Business School Education

### **SOCIAL FRESH [JUNE 2022]**

Topic: Paid Social Storytelling

### **"MOMENTUM" AMERICAN MARKETING ASSOCIATION - PITTSBURGH [JUNE 2022]**

Topic: Creative Problem-Solving Methodology

### **FUTURE OF HIGHER EDUCATION - AUSTRALIA [2021]**

Topic: University Branding

### **GRAPHIC COMMUNICATIONS EDUCATION ASSOCIATION ANNUAL CONFERENCE 2020 [JULY 2020]**

Topic: Talks with Thompson Podcast: Conversations about Career Development during COVID-19

### **SOCIAL FRESH X [JUNE 2020]**

Topic: Pitt Business Backstory

### **SOCIAL MEDIA STRATEGIES SUMMIT: HIGHER ED 2020 [JUNE 2020]**

Topic: Pitt Business Backstory

### **HIRAM COLLEGE TECH & TREK CONFERENCE 2020 [JUNE 2020]**

Topic: Talks with Thompson Podcast: Conversations about Career Development during COVID-19

### **DOYO LIVE DIGITAL MARKETING CONFERENCE 2019**

Webinar Topic: Community Branding & Storytelling Strategies (March 2019)

DOYO Live 2019: Community Branding & Storytelling Strategies (October 2019)

### **COMMUNITY CENTERED CONFERENCE [OCTOBER 2019]**

Topic: Community Branding & Storytelling Strategies

### **UNIVERSITY & COLLEGE DESIGNERS ASSOCIATION 2017 DESIGN EDUCATORS SUMMIT [SUMMER 2019]**

Topic: Catalytic Communications & Connectivity Plan for Communities-In-Revival

Topic: The Youngstown Social Cause Poster Project

Topic: Designed To Vote Cross-University Collaborative Exhibition

Panel: Maximizing Value and Minimizing Chaos in Creative Collaborations

### **DESIGN ACROSS DIVIDES CONFERENCE AT WEST VIRGINIA UNIVERSITY [SPRING 2019]**

Topic: Bellevue Believes: Branding Bellevue, Pennsylvania

Topic: Community Branding Workshop

### **NATIONAL ARTS MARKETING PROJECT CONFERENCE [FALL 2018]**

Topic: Community Arts Center of Cambria County

### **2018 A2RU ALLIANCE FOR THE ARTS IN RESEARCH UNIVERSITIES NATL. CONFERENCE [FALL 2018]**

Topic: INPLACE: Innovative Plan for Leveraging Arts Through Community Engagement



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## **2018 SECAC CONFERENCE [FALL 2018]**

Topic: Plus Public: A Startup Social Enterprise Transforming Communities via Design

## **UNIVERSITY & COLLEGE DESIGNERS ASSOCIATION 2017 DESIGN EDUCATORS SUMMIT YOUNGSTOWN STATE UNIVERSITY [SUMMER 2018]**

Topic: Plus Public: A Startup Social Enterprise Transforming Communities via Design

## **2018 THE NATIONAL CONSORTIUM FOR CREATIVE PLACEMAKING TWO SESSIONS: NORTHEASTERN CORRIDOR, NEW JERSEY, MAY 3 & 3, 2018, DC/CAPITAL REGION, OCTOBER 2018**

Workshop Instructor

Topic: INPLACE: Innovative Plan for Leveraging Arts Through Community Engagement

## **2018 GRAPHIC COMMUNICATIONS EDUCATION ASSOCIATION "THE SOCIAL SHIFT" SPRING 2018 PITTSBURGH STATE UNIVERSITY, PITTSBURGH, KS**

Keynote Speaker, topic Rebranding Communities-in-Revival

## **2017 SECAC CONFERENCE [FALL 2017]**

Session Director, "Graphic Design Beyond"

Topic: OS Project

## **UNIVERSITY & COLLEGE DESIGNERS ASSOCIATION 2017 DESIGN EDUCATORS SUMMIT KUTZTOWN UNIVERSITY OF PENNSYLVANIA [SUMMER 2017]**

Topic: Operating System Design Project: The Successful Integration of Interactive Design & 3D Printing

Topic: Developing Creative Programming, Recruitment, and Retention High School & University Partnerships

Topic: The Cross-Pollinated Graphic Design Curriculum: extending singular projects throughout multiple courses

## **DESIGN PRINCIPLES & PRACTICES 2017 CONFERENCE (TORONTO, CANADA) [SPRING 2017]**

Topic: Rebranding Youngstown, Ohio: A City in Revival

## **DESIGN INCUBATION COLLOQUIUM KENT STATE UNIVERSITY [SPRING 2017]**

Topic: Rebranding Youngstown, Ohio: A City in Revival

## **2016 SECAC CONFERENCE [FALL 2016]**

Session: The Beauty of the Mark: Logo & Symbol Design

Topic: City of You: Rebranding Youngstown, Ohio

## **IEEE PROFESSIONAL COMMUNICATION SOCIETY (PROCOMM) [FALL 2016]**

Topic: Remote Usability Testing For Cross-Functional Teams

## **SPECIAL INTEREST GROUP FOR DESIGN OF COMMUNICATION (SIGDOC) [FALL 2016]**

Topic: Content strategy service-learning partnerships with nonprofit organizations: A guiding heuristic and overview of deliverables

## **AIGA NUTS & BOLTS [SUMMER 2016]**

Topic: STUDY: Customized Online Learning Management System

## **UNITED STATES DISTANCE LEARNING ASSOCIATION 2016 CONFERENCE (ST. LOUIS, MO)**

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Topic: Designing Mobile Apps for Education  
**UNIVERSITY & COLLEGE DESIGNERS ASSOCIATION 2016 DESIGN EDUCATORS SUMMIT**  
**(KEAN UNIVERSITY, UNION, NEW JERSEY) [SUMMER 2016]**

Topic: Rebranding Youngstown, Ohio: A City in Revival  
Panel: Interactive Design Technologies for the Classroom  
**INTERSECTIONS: YSU BIENNIAL FACULTY SHOW [SPRING 2016]**

Discussion on the City of Youngstown branding & advertising campaign  
**TRYMYUI WEBINAR [FALL 2015]**

Topic: Designing Mobile Apps for Education

**HIRAM COLLEGE [FALL 2015]**

Topic: Creative Services Entrepreneurship

**UNITED STATES DISTANCE LEARNING ASSOCIATION 2015 CONFERENCE (ST. LOUIS, MO)**

Topic: STUDY: customizable analytics-driven learning management system

**UNIVERSITY & COLLEGE DESIGNERS ASSOCIATION 2015 DESIGN EDUCATORS SUMMIT**  
**(UNIVERSITY OF SOUTH DAKOTA, BROOKINGS, SD)**

Topic: Youngstown Design Works: Pop-Up Student-Run Design Shops Drive  
Business and Economic Development

Topic: Youngstown Design Works: Community Rebranding

Topic: STUDY: customizable analytics-driven learning management system

**DESIGN PRINCIPLES & PRACTICES 2015 CONFERENCE (CHICAGO, IL)**

Topic: Youngstown Design Works: Pop-Up Student-Run Design Shops Drive  
Business and Economic Development

**YOUNGSTOWN BUSINESS INCUBATOR START SMART SERIES [SUMMER 2015]**

Topic: Designing Your Business: 3 part series

**CITY OF YOUNGSTOWN [SUMMER 2015]**

Topic: City of You

**POWER OF THE ARTS [SUMMER 2014]**

Topic: Copyright and Trademarks in Design

**YSU FACULTY DEVELOPMENT [SPRING 2014]**

Topic: Gamification

**UNCHARTED: YSU BIENNIAL FACULTY SHOW [SPRING 2014]**

Retrospective discussion on selected portfolio works

**ART INSTITUTE OF PITTSBURGH [NOVEMBER 2012]**

Topic: Design Entrepreneurship & Portfolio Review for Associate Degrees  
**ART INSTITUTE ONLINE [OCTOBER 2012]**

Topic: Design Entrepreneurship & Portfolio Review  
**BAKER LEADERSHIP ON TV: GET INVOLVED! PITTSBURGH [OCTOBER 2012]**

**2012 GET INVOLVED! BAKER LEADERSHIP SERVICE SUMMIT [APRIL 2012]**

**ART INSTITUTE ONLINE [OCTOBER 2011]**

Topic: Design Entrepreneurship & Portfolio Review

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**GET INVOLVED! BAKER LEADERSHIP MORNING MIX [SEPTEMBER 2011]**

**PODCAMP PITTSBURGH [OCTOBER 2010]**

Topic: Kullu Valley Bike Project

**R.I. LAMPUS COMPANY DISTRIBUTOR CONFERENCE [JANUARY 2011]**

Topic: How to utilize social media marketing to increase business and sales

## Course Portfolio

### UNIVERSITY OF PITTSBURGH

- Intro to Marketing
- Brand Management
- Advertising and Sales Promotion (Undergraduate and Graduate)

### WEST VIRGINIA UNIVERSITY

- Emerging Media & AI (Graduate)
- Data Storytelling (Graduate)
- Visual Information Design (Graduate)

### POINT PARK UNIVERSITY

- Interactive Design 1
- Interactive Design 2
- Intro to Marketing

### COMMUNITY COLLEGE OF ALLEGHENY COUNTY

- Publication Design
- Intro to Web Design

### YOUNGSTOWN STATE UNIVERSITY

- Graphic Design Practicum
- Senior Projects
- Intro to Interactive Design
- Intermediate Interactive Design
- Advanced Interactive Design
- Motion for Interactive Design
- History & Theory of Graphic Design
- Intro to Typography
- Intermediate Graphic Design
- Interactive App Design

### CARNEGIE MELLON UNIVERSITY

- Intro to Web Design
- Web Portfolio

### LA ROCHE UNIVERSITY

- Advanced Web Design
- Multimedia One: Web Design
- Digital Fine Art
- Graphic Design Methodologies

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## **PENNWEST UNIVERSITY - EDINBORO**

- Intro to New Media
- Intro to Graphic Design
- Graphic Design One

## **Curriculum & Program Development**

### **YOUNGSTOWN STATE UNIVERSITY**

- Graphic Design Practicum (aka Youngstown Design Works)
- Intro to Interactive Design
- Intermediate Interactive Design
- Intermediate Graphic Design
- Advanced Interactive Design
- Motion for Interactive Design
- History & Theory of Graphic Design
- Intro to Typography
- Special Topics: Interactive Application Design
- Summer Honors Institute: City of You
- Senior Projects
- Junior Portfolio Review
- Graphic Design Studio Problems

### **EDINBORO UNIVERSITY OF PENNSYLVANIA**

- Intro to Web Design
- Intermediate & Advanced Web Design (not implemented)

### **LA ROCHE COLLEGE**

- Multimedia One: Web Design
- Design Methodologies
- Online Special Topics: Corporate Identity (not implemented)
- Special Topics: Graphic Design Studio
- Graphic & Communication Design Web Design Minor

### **POINT PARK UNIVERSITY**

- Interactive Design One
  - SME, Course Author, Inaugural Instructor
- Interactive Design Two
  - SME, Course Author, Inaugural Instructor

### **COMMUNITY COLLEGE OF ALLEGHENY COUNTY**

- Design curriculum consultant

### **UNIVERSITY OF PITTSBURGH**

- Brand Management
- Advertising and Sales

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## **Committee Appointments**

### **COMMUNITY COLLEGE OF ALLEGHENY COUNTY**

Member, AI Committee [2024-present]

### **YOUNGSTOWN STATE UNIVERSITY**

- Member, Digital Humanities Center Ad-Hoc Committee [2018-2019]
- Member, Chair's Advisory Committee [2018-2019]
- Chair, Dept. of Art Lecture Series [2018-2019]
- Chair, Assessment Committee [2018-2019]
- Member, Distinguished Professorships College Committee [2017 - 2018]
- Chair, Recruitment & Retention Committee [2017 - 2018]
- Advisor, Student Art Association [2017 - 2018]
- Member, Dept. of Art Lecture Series [2017 - 2018]
- Member, McDonough Advisory Committee [2017 - 2018]
- Chair, Curriculum Committee [2016 - 2017]
- Member, Assessment Committee [2016 - 2018]
- Chair, Elections Committee, YSU-OEA [2016 - 2019]
- Chair, Planning & Research Committee, YSU-OEA [2016 - 2018]
- College Advocate, CCAC [2015 - 2017]
- Ohio Youth Entrepreneurship Program [2016]
- Adjunct Interactive Design Faculty Search Committee [2016 - 2017]
- Chair, Recruitment & Retention [2015 - 2016]
- Chair, Creative Industries Collaborative [2015 - 2016]
- Chair, Teaching with Technology Committee [2015 - 2016]
- Chair, McDonough Advisory [2014 - 2015]
- Chair, Elections Committee, YSU-OEA [2015 - 2019]
- Member, Academic Vice President of Research Search Committee [2015 - 2016]
- Member, Digital Media Faculty Search Committee [2015 - 2016]
- Library Liaison [2013 - 2015]
- Dept. Senator [2014 - 2016]
- Member, ITAC [2015 - 2016]
- Member, Launch Lab [2014 - 2019]
- Member, Creative Industries Collaborative [2014 - 2016], Chair '15 - '16
- Committee Member, YSU-OEA, Web Development [2014 - 2015]
- Member, McDonough Advisory [2013 - 2014]
- Member, CCAC Assessment [2012 - 2013]
- Member, Marketing Committee [2012 - 2013]
- Member, Recruitment Materials [2013 - 2014]
- Member, Recruitment & Retention [2014 - 2015]
- Member, Governance Committee [2014 - 2015]
- Dept. of Art Representative, Associate Degree & Tech Prep Committee [2014 - 2015]

### **EDINBORO UNIVERSITY OF PENNSYLVANIA**

- NASAD Committee [2012]
- Web Committee [2011- 2012]

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## **LA ROCHE COLLEGE**

- Faculty Development Committee [2009 - 2011]
- Graphic Design Web Minor Committee [2010 - 2011]

## **Student Organization Administrative Experience**

### **UNIVERSITY OF PITTSBURGH**

- Faculty Advisor, Corporate Connections at Pitt Business [2023-present]

### **YOUNGSTOWN STATE UNIVERSITY**

- Founder, Interaction Design Association [IXDA] Youngstown [2014 - 2019]
- Co-Advisor, Student Art Association [2018 - 2019]
- Advisor, Student Art Association [2017 - 2018]
- Co-Advisor, AIGA Student Chapter [2012 - 2014]

### **LA ROCHE COLLEGE**

- Faculty Advisor, "Praxis" student design organization [2009 - 2011]
- Studio Director, La Roche College Graphic Design Studio [2009 - 2011]

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## Grant Awards

### AWARDED

- Investigator and Co-Author, National Endowment for the Arts "Our Town" 2016, "INPLACE", value \$100,00 with ~\$75,000 matching, additional support on National Endowment for the Arts "Our Town Technical Assistance Grant"
- Primary Investigator, Financial Manager, and Author, City of Youngstown, "City of You Rebranding Campaign", value \$103,000, 2016 to present.
- Year of Creativity, University of Pittsburgh, \$2,000, "Seriously Creative: The Business of LEGO"
- Bellevue Mural Arts Program 2019, Artplace America Matching Grant via IOBY.org, total amount raised: \$5,000
- Greater Pittsburgh Arts Council 2022, Catalyst Grant, \$2,000
- Ohio Education Association, "School of YOU Podcast" - \$500
- Investigator and Author, Community Foundation of the Mahoning Valley, "Social Cause Posters", \$1,000
- Investigator and Author, Community Foundation of the Mahoning Valley, "Women's History Month: Gaby Berglund Cardenas Exhibition", \$500
- Investigator and Author, Community Foundation of the Mahoning Valley, "Black History Month: Malcolm Mobutu Smith Exhibition", \$500
- Investigator and Author, Puffin West Foundation, "Social Cause Posters", \$500 w/ \$1500 matching from CCAC and YSU Dept. of Art.
- Investigator and Author, YSU University Research Council, "Digital-Interactive Wayfinding Interface Display System in Site-Specific Branded Environments," valued at \$5,000.
- Investigator and Author, YSU Assessment Mini-Grant 2017, "Cross-Pollinated Design Curriculum," value \$1,000.
- Investigator and Author, Dean's Summer Faculty Improvement Grant, "Shared Open Device Lab," value \$3,000.
- Investigator and Author, YSU Assessment 2016, Best Practices in Assessment Poster, "Youngstown Design Works: Assessment of Students and Clients," value \$500.
- Investigator and Author, YSU Assessment Mini-Grant 2014, "Customizable Analytics-Driven Learning Management System," value \$1,000.

### SUBMITTED PAST PROPOSALS

- Rebranding Warren, Ohio - Fund for Warren's Future (2019)
- Arizona State University Practice for Change Fellowship (2019)
- Center for Community Progress, Community Revitalization Fellowship (2019)
- Welcoming America Creative Placemaking Fellowship Program (2019)
- CCCAC Summer Faculty Improvement Grant (2019)
- Fund for Warren's Future, "Branding Downtown Warren, Ohio", \$15,000 value.
- National Endowment for the Arts, Art Works grant, "Art & Design Johnstown", \$50,000 request
- National Endowment for the Arts, Challenge America grant, "SMARTS - Students Motivated by the Arts", \$10,000
- Obama Foundation Fellowship, Applicant
- A Blade of Grass Fellowship 2018, "The Artwork Network"
- Creative Community Fellows 2017, "Arts Opportunity Initiative"
- National Endowment of the Humanities 2016, "City of You Storytelling"



## RJ Thompson, MFA, SMS, CDMP

- ARTPLACE 2016, "Arts Opportunity Initiative"
- Creativity Connects 2016, "Arts Opportunity Initiative"
- Community Foundation of the Mahoning Valley 2016, "Arts Opportunity Initiative"
- National Storytellers Network 2017, "City of YOUth Storytelling Program"
- Best Buy Community Grant 2017, "The City of YOUth: Youngstown City Schools Social Entrepreneurship + Storytelling Initiative"
- AIGA Design Educators Community Research Grant 2015, "STUDY Custom-Built Learning Management System"

## Grant Reviewing

- Grant Reviewer, 2019 "Our Town" Grant, National Endowment for the Arts
- Grant Reviewer, 2018 "Sustainability" Grant, Ohio Arts Council

## Exhibitions

- The Borough of Bellevue in Brick Form LEGO Exhibition [upcoming Fall 22]
- So Much More Than Home: Youngstown, Ohio [upcoming Summer 2018]
  - Featured in the McDonough Museum of Art during the University & College Designers Association Design Education Summit at Youngstown State U.
- Immersions: YSU Biennial Faculty Show [Spring 2018]
  - Selected works from professional design portfolio
- INPLACE Exhibition: Changing Views II [Summer 2017]
  - City of You posters, advertisements, conceptual work
- City of You: Visual Stories of Youngstown [Summer 2016]
  - M Gallery, Youngstown, Ohio
- Soap Gallery [Summer 2016]
  - City of You posters
- Intersections: YSU Biennial Faculty Show [Spring 2016]
  - Selected works from professional design portfolio
- Uncharted: YSU Faculty Show [Spring 2014]
  - Selected works from professional design portfolio
- YSU Assessment Presentations
  - Topic: Youngstown Design Works: Assessment of Students and Clients, Winner, Best Design [Spring 2016]
  - Topic: STUDY: customizable analytics-driven LMS [Spring 2015]
  - Topic: History & Theory of Graphic Design Quiz App [Spring 2014]
- AIGA Pittsburgh, Context, Entry: "25 Book Covers" [2010]
- AIGA Pittsburgh, Ho Ho No Logo, Entry: "Gallery Espresso" [2010]
- AIGA Pittsburgh, Context, Entry: "Thompson Design Methodology", Winner [2009]
- AIGA Pittsburgh, Ho Ho No Logo, Entry: 52 for 51 logos [2009]
- California University of Pennsylvania, "The Intercollegiate" [2005 - 2007]
- California University of Pennsylvania, Vulcan Student Gallery, Vector Show [2007]
- Jozart Studios, "Idea-Mechanics", solo show [2006]
- Warren Public Library, Works of RJ Thompson and Maria Papalia [August 2005]

# **RJ Thompson, MFA, SMS, CDMF**

## **Exhibition Juror**

- 2019 American Advertising Federation, Joplin, Missouri chapter. Annual Competition
- 2017 & 2018 Next Best Art Holiday Exhibition
- 2016 Regional Governor's Youth Art Exhibition
- 2014 Boardman High School Art Show
- 2014 InteractYO YSU Interactive Design Exhibition
- 2014 Regional Governor's Youth Art Exhibition
- 2013 Boardman High School Art Show

## **Union Memberships**

- Pitt Staff Union, United Steelworkers [2024 - present]
- The Newspaper Guild of Pittsburgh, CWA Local 38061, Point Park University [2019]
- OEA: Ohio Education Association [2012 - 2019]
- APSCUF: Association of Pennsylvania State College & University Faculties [2011 - 2012]

## **Podcasts**

## **Awards, Scholarships, Publications**

- GDUSA Magazine, 2021 Best of Web Design, Awardee, "Business.Pitt.Edu"
- GDUSA Magazine, 2021 Best of Web Design, Awardee, "Business.Pitt.Edu"
- GDUSA Magazine, 2021 Best of Web Design, Awardee, "Business.Pitt.Edu"
- GDUSA Magazine, 2021 Best of Web Design, Awardee, "Business.Pitt.Edu"
- GDUSA Magazine, 2021 Best of Web Design, Awardee, "Business.Pitt.Edu"
- GDUSA Magazine, 2021 Best of Web Design, Awardee, "Business.Pitt.Edu"
- Phi Kappa Phi, Love of Learning, 2021 Scholarship Recipient
- National Institute of Social Media, 2020 Scholarship Recipient
- GDUSA Magazine, 2020 Best of Web Design, Awardee, "Pitt Business Backstory"
- University and College Designers Association, 2020 Annual Design Competition, Honorable Mention for "Pitt Business Backstory"
- Awardee of Ohio Governor's Award in the Arts, Community Development 2019
- The John F. Kennedy Center Citizen Artist Fellows Award - Finalist (Top 30) 2019
- National Arts Strategies & University of Pennsylvania Executive Program in Art & Culture Strategies Scholarship 2019
- Youngstown State University Special Recognition in Research, "City of You, 2017"
- Ohio Economic Development Initiative, Best in Economic Development: Marketing, Winner, "City of You," 2017
- California University of Pennsylvania Alumni Assoc. Under 40 Inaugural Class 2019
- Phi Kappa Phi, "Love of Learning" Scholarship 2018
- Higher Learning Commission Annual Conference 2017, Finalist
- Higher Learning Commission Annual Conference 2016, Winner
- Mahoning Valley Young Professionals 25 under 35 Honoree, 2015

## RJ Thompson, MFA, SMS, CDMP

- CCAC Dean's Award for Innovation, 2014
- YSU-OEA Service Award, 2014
- Rotary International Paul K. Harris Award Fellow, 2012
- Logo Lounge, 2011, 2012
  - Logo Lounge Volume 7
    - "Flavor Spark"
    - "Route 19 Bowl & Lounge"
    - "H.J. Heinz Global Health & Wellness Logo"
    - "Foster Cat"
- City of Pittsburgh, 2011
  - Mayor Luke Ravenstahl's Citizen Service Award
- Get Involved! Baker Leadership Service Summit, 2011
- 2011 Western Pennsylvania Rising Star
- GDUSA / Logo Lounge, 2011
  - Logo Trend Report, 2011
    - "H.J. Heinz Global Health & Wellness Logo"
- Logo Lounge, 2010
  - Logo Lounge Master Library: Animals and Mythology
    - "Hillview Tavern Logo"
- AIGA Context, 2009
  - Design Excellence Award, "Thompson Design Methodology"
- GDUSA Magazine | 2006
  - Best of In-House Graphic Design  
Publication Date: July 2006  
"Underground Cafe: Two Work Studies Short of a Clue, CD"
- Warren Art League | 2005
  - Three "1st Place Awards", Category: Graphic Arts and Photography
  - "Doctor Octopus", "Ainao the Amazing", "Secretina"

# RJ Thompson, MFA, SMS, CDMP

## Peer-Reviewed Presentations and Public Speaking

### **PITT DIVERSITY FORUM [JULY 2022]**

Topic: Operationalizing Social Equity Consciousness in Business School Education

### **SOCIAL FRESH [JUNE 2022]**

Topic: Paid Social Storytelling

### **"MOMENTUM" AMERICAN MARKETING ASSOCIATION - PITTSBURGH [JUNE 2022]**

Topic: Creative Problem-Solving Methodology

### **GRAPHIC COMMUNICATIONS EDUCATION ASSOCIATION ANNUAL CONFERENCE 2020 [JULY 2020]**

Topic: Talks with Thompson Podcast: Conversations about Career Development during COVID-19

### **SOCIAL FRESH X [JUNE 2020]**

Topic: Pitt Business Backstory

### **SOCIAL MEDIA STRATEGIES SUMMIT: HIGHER ED 2020 [JUNE 2020]**

Topic: Pitt Business Backstory

### **HIRAM COLLEGE TECH & TREK CONFERENCE 2020 [JUNE 2020]**

Topic: Talks with Thompson Podcast: Conversations about Career Development during COVID-19

### **DOYO LIVE DIGITAL MARKETING CONFERENCE 2019**

Webinar Topic: Community Branding & Storytelling Strategies (March 2019)

DOYO Live 2019: Community Branding & Storytelling Strategies (October 2019)

### **COMMUNITY CENTERED CONFERENCE [OCTOBER 2019]**

Topic: Community Branding & Storytelling Strategies

### **UNIVERSITY & COLLEGE DESIGNERS ASSOCIATION 2017 DESIGN EDUCATORS SUMMIT [SUMMER 2019]**

Topic: Catalytic Communications & Connectivity Plan for Communities-In-Revival

Topic: The Youngstown Social Cause Poster Project

Topic: Designed To Vote Cross-University Collaborative Exhibition

Panel: Maximizing Value and Minimizing Chaos in Creative Collaborations

### **DESIGN ACROSS DIVIDES CONFERENCE AT WEST VIRGINIA UNIVERSITY [SPRING 2019]**

Topic: Bellevue Believes: Branding Bellevue, Pennsylvania

Topic: Community Branding Workshop

### **NATIONAL ARTS MARKETING PROJECT CONFERENCE [FALL 2018]**

Topic: Community Arts Center of Cambria County

### **2018 A2RU ALLIANCE FOR THE ARTS IN RESEARCH UNIVERSITIES NATL. CONFERENCE [FALL 2018]**

Topic: INPLACE: Innovative Plan for Leveraging Arts Through Community Engagement

### **2018 SECAC CONFERENCE [FALL 2018]**

Topic: Plus Public: A Startup Social Enterprise Transforming Communities via Design

# RJ Thompson, MFA, SMS, CDMP

## **UNIVERSITY & COLLEGE DESIGNERS ASSOCIATION 2017 DESIGN EDUCATORS SUMMIT YOUNGSTOWN STATE UNIVERSITY [SUMMER 2018]**

Topic: Plus Public: A Startup Social Enterprise Transforming  
Communities via Design

## **2018 THE NATIONAL CONSORTIUM FOR CREATIVE PLACEMAKING TWO SESSIONS: NORTHEASTERN CORRIDOR, NEW JERSEY, MAY 3 & 3, 2018, DC/CAPITAL REGION, OCTOBER 2018**

Workshop Instructor  
Topic: INPLACE: Innovative Plan for Leveraging Arts Through Community  
Engagement

## **2018 GRAPHIC COMMUNICATIONS EDUCATION ASSOCIATION "THE SOCIAL SHIFT" SPRING 2018 PITTSBURGH STATE UNIVERSITY, PITTSBURG, KS**

Keynote Speaker, topic Rebranding Communities-in-Revival

## **2017 SECAC CONFERENCE [FALL 2017]**

Session Director, "Graphic Design Beyond"  
Topic: OS Project

## **UNIVERSITY & COLLEGE DESIGNERS ASSOCIATION 2017 DESIGN EDUCATORS SUMMIT KUTZTOWN UNIVERSITY OF PENNSYLVANIA [SUMMER 2017]**

Topic: Operating System Design Project: The Successful Integration of Interactive  
Design & 3D Printing  
Topic: Developing Creative Programming, Recruitment, and Retention High  
School & University Partnerships  
Topic: The Cross-Pollinated Graphic Design Curriculum: extending singular  
projects throughout multiple courses

## **DESIGN PRINCIPLES & PRACTICES 2017 CONFERENCE (TORONTO, CANADA) [SPRING 2017]**

Topic: Rebranding Youngstown, Ohio: A City in Revival

## **DESIGN INCUBATION COLLOQUIUM KENT STATE UNIVERSITY [SPRING 2017]**

Topic: Rebranding Youngstown, Ohio: A City in Revival

## **2016 SECAC CONFERENCE [FALL 2016]**

Session: The Beauty of the Mark: Logo & Symbol Design  
Topic: City of You: Rebranding Youngstown, Ohio

## **IEEE PROFESSIONAL COMMUNICATION SOCIETY (PROCOMM) [FALL 2016]**

Topic: Remote Usability Testing For Cross-Functional Teams

## **SPECIAL INTEREST GROUP FOR DESIGN OF COMMUNICATION (SIGDOC) [FALL 2016]**

Topic: Content strategy service-learning partnerships with nonprofit organizations:  
A guiding heuristic and overview of deliverables

## **AIGA NUTS & BOLTS [SUMMER 2016]**

Topic: STUDY: Customized Online Learning Management System  
**UNITED STATES DISTANCE LEARNING ASSOCIATION 2016 CONFERENCE (ST. LOUIS, MO)**

Topic: Designing Mobile Apps for Education  
**UNIVERSITY & COLLEGE DESIGNERS ASSOCIATION 2016 DESIGN EDUCATORS SUMMIT  
(KEAN UNIVERSITY, UNION, NEW JERSEY) [SUMMER 2016]**

Topic: Rebranding Youngstown, Ohio: A City in Revival

# RJ Thompson, MFA, SMS, CDMP

Panel: Interactive Design Technologies for the Classroom  
Topic: Intermediate Interactive Design: Operating System Project

## **INTERSECTIONS: YSU BIENNIAL FACULTY SHOW [SPRING 2016]**

Discussion on the City of Youngstown branding & advertising campaign

## **TRYMYUI WEBINAR [FALL 2015]**

Topic: Designing Mobile Apps for Education

## **HIRAM COLLEGE [FALL 2015]**

Topic: Creative Services Entrepreneurship

## **UNITED STATES DISTANCE LEARNING ASSOCIATION 2015 CONFERENCE (ST. LOUIS, MO)**

Topic: STUDY: customizable analytics-driven learning management system

## **UNIVERSITY & COLLEGE DESIGNERS ASSOCIATION 2015 DESIGN EDUCATORS SUMMIT (UNIVERSITY OF SOUTH DAKOTA, BROOKINGS, SD)**

Topic: Youngstown Design Works: Pop-Up Student-Run Design Shops Drive  
Business and Economic Development

Topic: Youngstown Design Works: Community Rebranding

Topic: STUDY: customizable analytics-driven learning management system

## **DESIGN PRINCIPLES & PRACTICES 2015 CONFERENCE (CHICAGO, IL)**

Topic: Youngstown Design Works: Pop-Up Student-Run Design Shops Drive  
Business and Economic Development

## **YOUNGSTOWN BUSINESS INCUBATOR START SMART SERIES [SUMMER 2015]**

Topic: Designing Your Business: 3 part series

## **CITY OF YOUNGSTOWN [SUMMER 2015]**

Topic: City of You

## **POWER OF THE ARTS [SUMMER 2014]**

Topic: Copyright and Trademarks in Design

## **YSU FACULTY DEVELOPMENT [SPRING 2014]**

Topic: Gamification

## **UNCHARTED: YSU BIENNIAL FACULTY SHOW [SPRING 2014]**

Retrospective discussion on selected portfolio works

## **ART INSTITUTE OF PITTSBURGH [NOVEMBER 2012]**

Topic: Design Entrepreneurship & Portfolio Review for Associate Degrees

## **ART INSTITUTE ONLINE [OCTOBER 2012]**

Topic: Design Entrepreneurship & Portfolio Review

## **BAKER LEADERSHIP ON TV: GET INVOLVED! PITTSBURGH [OCTOBER 2012]**

## **2012 GET INVOLVED! BAKER LEADERSHIP SERVICE SUMMIT [APRIL 2012]**

## **ART INSTITUTE ONLINE [OCTOBER 2011]**

Topic: Design Entrepreneurship & Portfolio Review

# **RJ Thompson, MFA, SMS, CDMP**

**GET INVOLVED! BAKER LEADERSHIP MORNING MIX [SEPTEMBER 2011]**

**PODCAMP PITTSBURGH [OCTOBER 2010]**

Topic: Kullu Valley Bike Project

**R.I. LAMPUS COMPANY DISTRIBUTOR CONFERENCE [JANUARY 2011]**

Topic: How to utilize social media marketing to increase business and sales

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## Service

- **Bellevue Forward, Founding Chair [2024 - present]**
- **American Marketing Association, Pittsburgh, President Emeritus [2023 - present]**
- **American Institute of Graphic Artists, Pittsburgh, Program Director [2023 - present]**
- **University of Pittsburgh Staff Council, Chair of Pitt Day of Giving and Mentor Awards [2023 - present]**
- **American Marketing Association, Pittsburgh, President [2022-2023]**
- American Marketing Association, Pittsburgh, President-Elect [2021-2022]
- HigherEd Social, Chair, Competitions Committee [2020-2022]
- American Marketing Association, Pittsburgh, Webmaster [2020-present]
- Board Member, Bonafide Bellevue CDC [2018-2021]
- Grant Reviewer, 2019 "Our Town" Grant, National Endowment for the Arts
- Grant Reviewer, 2018 "Sustainability" Grant, Ohio Arts Council
- Board Member, Next Best Art [2018-2020]
- Pitt Business Social and Service Committee [2019 -present]
- Director and Founder, Awesome Foundation Youngstown [2017 - 2019]
- Director, Interaction Design Association (IXDA) Youngstown [2014 - 2019]
- Advisor, Mahoning County Career & Technical Center [2015 - 2019]
- Advisor, Columbiana County Career & Technical Center [2015 - 2019]
- Advisor, Trumbull County Technical Center [2017 - 2019]
- Board Member, The Legal Creative [2014 - 2018]
- Advisor, YSU Student Art Association [2017 - 2018]
- Volunteer, Cystic Fibrosis Foundation [June 2007 - present]
- Volunteer, Special Olympics District of Columbia [2015]
- Board President, New Sun Rising [2012 - 2013]
- Mentor, Career Connections Charter High School [2011 - 2013]
- Vice President, Pittsburgh East Rotary Club [2011 - 2012]
- Founding Member, Pittsburgh Hostel Project [2012 - 2013]
- Marketing Chair, Coalition to Affirm Real-Estate Management [2010 - 2012]
- Volunteer, Pittsburgh Cares [2012 - 2012]
- Volunteer, Special Olympics of Western Pennsylvania [2010]
- Volunteer, United Way of Allegheny County [2011 - 2012]
- Volunteer, Get Involved! Baker Leadership [2010 - 2015]
- Volunteer, Pittsburgh Public Schools [Aug 2011 - August 2013]
- Volunteer, East End Cooperative Ministry Shelter Meals [2011 - 2013]
- Co-Founder, Kullu Valley Bike Project [July 2010 - Sep 2011]



# **RJ Thompson, MFA, SMS, CDMP**

## **Software**

- Adobe Creative Suite
- Microsoft Office Suite
- Canva
- ChatGPT
- CoPilot
- PittGPT
- Custom GPT Development
- Mac OSX [all versions]
- Microsoft Windows [all versions]
- iBooks Author Digital Publishing
- iTunes Producer
- Cloud Based Technology & Remote Desktop Applications

## **Programming**

- HTML
- XHTML
- HTML 5
- CSS 3
- PHP
- JAVA

## **Content Management Systems**

- WordPress (all versions)
- Drupal (all versions)
- Cascade
- Joomla
- Shopify
- Wix

# RJ Thompson, MFA, SMS, CDMP

## Clients

### GRAPHIC DESIGN & PRINT CONSULTATION

Applications2U	Jamsonic	Star of India/Yuva India
BASIC	Jaxson's Jog Charity Walk	TLC Wash & Vac
Bailey Chiropractic	Kaplan Career Institute	The Affective Computing Company
Baker Leadership	Keystone Public Affairs	The Gathering Place at Darlington Lake
Bishop Leonard Saint Mary of the Mount Academy	Mike's Melanoma Militia Charity Walk	Three Rivers Underground Brewers
Broudy Printing	Moringa Living LLC	University of Pittsburgh Men's Study
CMMI/ClearModels, SEPG Conference	Mr. Magic Car Wash	Youngstown State University
California University of Pennsylvania	North Hills Grille	Zimmer Kunz
Children's Hospital Research at UPMC	Orange Arrow	The Barnes Group
Colebrook Management	Passavant Hospital Foundation	Community Art Center of Cambria County
Cystic Fibrosis Foundation	Peppers USA	Revival on Lincoln
DeRose Disaster Pro	Pittsburgh Parking Day	Lincoln Avenue Brewery
Edge Associates	Providence Heights Alpha School	Crown Exteriors
ExperiLearn LLC	RenewU	Unified Forecast System
Friends Specialty Coffees	Scalient LLC	National Oceanic & Atmospheric Association
Haitian Families First	Special Olympics Pennsylvania	The Barnes Group
JC Dick Geographic Services	Special Olympics District of Columbia	YSU Digital Humanities Center

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## WEBSITE DESIGN & DEVELOPMENT

AIDS Cure Research Collaborative	New Sun Rising
Airheads Balloon Art	Orange Arrow
Allegheny Imaging	PERSAD Center
Applications2U	Penn Forest Cemetery
Bishop Leonard Saint Mary of the Mount Academy	Pittsburgh Cares
Blind Association of Butler & Armstrong Counties	Pittsburgh Youth Leadership
Braddock Redux	Program for Offenders
CMMI/ClearModels, SEPG Conference	Rock Mulch & More
DeRose Disaster Pro	SCORE Youngstown
Dept. of Art, Youngstown State University	Special Olympics District of Columbia
Echo Strategies	TeamX Communications
Edge Associates	The Gathering Place at Darlington Lake
Elliott & Davis, PC	The Rich Center for Autism, Youngstown State University
ExperiLearn LLC	Three Rivers Association for Professionals in Infection Control
Friedman & Friedman, PC	Three Rivers Community Foundation
Friends Specialty	Three Rivers Waterkeeper
HP Technologies	United Way of Allegheny County
Jamsonic	Warren County Chamber of Business & Industry
Jefferson Behavioral Health Systems	WordFabric LLC
Keystone Public Affairs	Youngstown Area Jewish Federation
Madacsi	Youngstown State University Dept. of Art
Mr. Magic Car Wash	Youngstown State University Ohio Educators Association

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## Supporting Materials

### **Talks With Thompson Podcast**

<https://talkswiththompson.transistor.fm/>

### **RJ Thompson: Living life to the fullest**

<https://pittnews.com/article/157211/silhouettes-2020/rj-thompson-living-life-to-the-fullest/>

### **How to boost the Bellevue economy? Paint murals.**

<https://www.nextpittsburgh.com/city-design/how-to-boost-the-bellevue-economy-paint-murals>

### **Bellevue mural project hopes to add art to business district**

<https://thecitizen.us/news/4105/bellevue-mural-project-hopes-to-add-art-to-business-district/>

### **Cal U's 40 under 40 Inaugural Class**

<http://caliunivofpenn.imodules.com/s/1854/interior.aspx?sid=1854&gid=2&pgid=766>

### **The Mind Behind "The City of You"**

<https://www.wkbn.com/news/local-news/the-mind-behind-the-city-of-you-marketing-strategy/1755154357>

### **Announcing the 2019 Governor's Award in the Arts winners**

<https://oac.ohio.gov/governorsawards>

### **Professor earns Governor's Award for City of You**

<https://ysu.edu/news/prof-earns-governors-award-city-you>

### **YSU Professor earns Governor's Award for "The City of You"**

<http://www.wfmj.com/story/39855692/ysu-professor-earns-governors-award-for-city-of-you>

### **YSU Professor wins Governor's Award**

<https://www.thejambar.com/ysu-professor-wins-governors-award/>

### **OEDA 2017 Annual Summit - Economic Marketing Medium Community**

<https://www.youtube.com/watch?v=5MTO1p8Ei6s>

### **University Research Council Grant for Digital Signage in Branded Environments, Technology Tests 1 & 2**

<https://www.youtube.com/watch?v=-raam2x7q1c&t=3s>

<https://youtu.be/EyaGvaFnXYy>

### **Design Edu Today Podcast, 2-Part Episodes**

<https://designedu.today/episodes/e051-01-building-an-interactive-design-curriculum-with-real-world-projects-funded-by-grants-with-rj-thompson-part-1-copy.html>

<https://designedu.today/episodes/e051-02-building-an-interactive-design-curriculum-with-real-world-projects-funded-by-grants-with-rj-thompson-part-2.html>

### **RJ Thompson & Melissa Hackett on Recruitment and Retention**

<https://youtu.be/eqQ2g6iZ2Uc>

# RJ Thompson, MFA, SMS, CDMF

## **RJ Thompson on INPLACE at Design Incubation Colloquium - Kent State University**

<https://youtu.be/tDFCr9h0gio>

## **The City of You - Branding & Marketing the City of Youngstown**

<http://www.doyolive.com/content-marketing/the-city-of-you-branding-marketing-the-city-of-youngstown/>

## **"City of You" campaign proposed for Youngstown**

<http://www.wfmj.com/story/30092988/city-of-you-campaign-proposed-for-youngstown>

## **The City of YOU**

<http://www.thejambar.com/the-city-of-youngstown/>

## **Branding to put 'YOU' in Youngstown**

<http://iamrjthompson.com/image/126508164966>

## **City of YOU presentation**

<https://vimeo.com/134720456>

## **"The City of You" at UCDA Design Education Summit 2016**

<https://www.youtube.com/watch?v=6OvCc5jzvsc&index=12&list=PLal1MF1Dn02OfaKBmkq7NaTMCFiNKrZer>

## **Tell it to Neil podcast: The myth of a package deal:**

### **When tenure and promotion go sideways**

<https://telltoneil.com/rj-thompson/>

## **Get Involved - [cityofyou.org](http://cityofyou.org)**

<http://cityofyou.org/get-involved/>

## **City of You: Rebranding Youngstown, Ohio by RJ Thompson**

<https://youtu.be/W-3l-LM5ZU8>

<http://iamrjthompson.com/post/140688251711/city-of-youngstown-podcast-episode-5-rj-thompson>

## **City of YOU presentation at Design Incubation Colloquium**

[https://www.dropbox.com/s/ja6s0q0w6yn9kxh/thompson\\_dic\\_cityofyou.pdf?dl=0](https://www.dropbox.com/s/ja6s0q0w6yn9kxh/thompson_dic_cityofyou.pdf?dl=0)

<http://designincubation.com/publications/abstracts/the-city-of-you/>

## **City of YOU presentation at SECAC 2016**

[https://www.dropbox.com/s/452a1y8kv01fm27/secac\\_thompson\\_coy.pdf?dl=0](https://www.dropbox.com/s/452a1y8kv01fm27/secac_thompson_coy.pdf?dl=0)

## **The City of YOU Podcast (150+ episodes)**

<https://soundcloud.com/cityofyou>

<https://itunes.apple.com/us/podcast/city-of-you-podcasts/id1092349422?mt=2>

<https://play.google.com/music/listen?u=0#/ps/ltepqrd5vjgi3tky5u3aydgbqqa>

## **YSU Summer Honors Institute: "City of You"**

<http://cityofyou.org/uncategorized/ysu-summer-honors-institute-city-of-you/>

## **"Youngstown Public Arts Opportunity Initiative"**

<https://www.youtube.com/watch?v=EdALrslUzKg&index=17&list=PLal1MF1Dn02OfaKBmkq7NaTMCFiNKrZer>

## **RJ Thompson, MFA, SMS, CDMP**

### **YSU Hits 'Home Run' with \$100,000 NEA Grant**

<http://businessjournaldaily.com/ysu-hits-home-run-with-100k-nea-grant/>

### **YSU Awards Grants for Five Art Installations**

<http://businessjournaldaily.com/ysu-awards-grants-for-five-art-installations/>

### **INPLACE selects projects under NEA grant**

<http://www.ysu.edu/news/inplace-selects-projects-under-nea-grant>

### **Youngstown Economic Action Group - City of You**

<http://www.eagyo.org/portfolio/projects/>

### **Class Blogs and Videos**

<http://ysuaid.tumblr.com/>

<https://osprojects.tumblr.com/>

<http://ysuiid.tumblr.com/>

<https://ysuimgd.tumblr.com/>

<https://ysuitt.tumblr.com/>