

# Careertrack

environmental design (ENV) • graphic design (GD) • interaction design & art (IXDA)

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## Some companies who have hired MICA designers for jobs or internships:

Adobe	Donna Karan	Little, Brown & Co.	Perkins-Eastman Architects PC
Anthropologie	Embeddedin.LA	Manifold Design	PUMA International
Apple Computer	expandtheroom.com	Microsoft	Rolex
CBS	Fastspot	Mission Media	Saatchi & Saatchi
Clark Design Group, Architects & Planners	Fila USA	MTV Networks	TIG Global
Cooper-Hewitt National Design Museum	Hasbro	Museum of Modern Art (New York)	<i>Teen Vogue</i>
Design Army	Hearst Corporation	Neon Gray	Tsang Seymour Design
Digital Kitchen	HBO	<i>O, The Oprah Magazine</i>	Under Armour
Discovery Communications	Kate Spade	Ogilvy & Mather	Weber Shandwick
	Kennedy Center for Performing Arts	Pentagram	WETA Digital
			Wolff Olins

## Success in Design Professions

Faculty who are leaders in design regionally, nationally, and internationally help MICA design students connect with outstanding opportunities for internships, freelance, and career-launching jobs.

### SPOTLIGHT ON: Jonnie Hallman '09

Inspired by world-renowned faculty and an innovative, project-based curriculum, MICA design graduates begin their professional careers while still undergraduates, and are demonstrating that design is relevant to every industry and can reshape the way we live, work, play. Here's just one example: Jonnie Hallman '09 customized his graphic design major

to focus on software development and code-based experimentation. While still a student, he created the acclaimed AIR application **Destroy Twitter**, which enables users to access Twitter through a mobile device. That kind of creative thinking captured the interest of companies like Google, and today, Jonnie is an **experience designer on the Adobe XDCE team**. He was

recently interviewed on *Design Chat*, a blog within the **Neenah Paper online design community** and maintains his own blog at <http://destroytoday.com> to share techniques and findings from his ongoing research. For more stories of thought leaders from MICA's programs in environmental, graphic, and interaction design, turn the page.

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# MICA designers land jobs at top firms internationally

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## Top Firms & Agencies

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Chris Beelitz (GD '02) is working for the **Australia subsidiary of Ogilvy & Mather**, one of the largest marketing communications networks in the world.

Lucas Badger (GD '08) and Charles Calixto (GD '08) are at **Design Army in Washington, D.C.**, where their work for the Washington Ballet was featured in The Washington Post.

Lily Smith-Kirkley (GD '03) started her career at **Tsang Seymour Design**, which focuses on campaigns for leading cultural institutions, then landed a job in the advertising department of **Bergdorf Goodman**. Today, she's **senior graphic designer at The Matchbox Studio in Dallas/Fort Worth**.

Jenn Julian (GD '08) is a **designer at Minigram Studio für Markendesign, a design/identity studio in Berlin, Germany**.

Drew Newman (ENV '08) is a **junior architect with Perkins-Eastman Architects PC**, the largest architectural firm in New York. Drew works in their international division on projects in China, Dubai, and around the world. As a student at MICA, Drew interned with the award-winning Baltimore firm Ziger/Snead Architects; and he won the Mark Stempel '90 Thesis Prize, an annual award for a senior in environmental design.

Chloe Bendistis (ENV '08) began working towards LEED certification as a MICA student. Today she is a **design and sustainability consultant with The Sheward Partnership**, a Philadelphia-based architecture firm.

Anna Ishii (ENV '08) is a **designer with Wallace Roberts & Todd, LLC, in Philadelphia**.

Jeanne Michele Vigna (ENV '06) is **marketing coordinator at SKB Architecture and Design in Washington, D.C.**, a job she landed after 2.5 years as a designer with American Ingenuity, a company that designs and markets unique consumer products.

Sarah Mandell (ENV '05) is an **interior designer with DNC Architects in Rockville, Md.**, where she develops and presents designs for commercial interiors—from concept to space planning through construction documents.

Jessica White (ENV/GD '10) has designed for **Jonathan Adler**, and is currently an **interior stylist/designer at Chicago-based Nate Berkus Associates**.

## Corporations & Nonprofits

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Caitlin Land (GD '03) is **art director for DuWop Cosmetics**, a Los Angeles-based company whose customers include Cindy Crawford, Gwyneth Paltrow, Jennifer Aniston, and Keri Russell.

Lauren Richel (GD '06) interned at **Kate Spade** as a MICA student, and that experience helped her land a job as **junior art director at Martha Stewart** immediately after graduation.

Liz Grotyahann (GD '02) is an **environmental designer at Liberty Science Center**, where she designed an exhibit that won a Merit Award from the Society of Environmental Graphic Designers.

Angela Kwak (ENV '09) is **graphic designer/marketing assistant at Segall Group**, a Washington, D.C.-based commercial real estate company.

Valentine Marziale (ENV '08) is a **draftsman/designer for the international furniture company Poliform**.

Sara Rossbach (ENV '08) is a **jewelry designer with San Francisco-based Gold & Citrus**.

Julie Diewald (GD '09) is a **designer at Hasbro**, working on package design for such brands as **Lite-Brite, Spirograph, and Play-Doh**.

## Editorial & Publishing

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Jessica Schwartz (GD '03) is **art director at O, The Oprah Magazine**, where she oversees the marketing art department.

Ben Bours (GD '09) is a **designer at GQ Magazine**.

Kirk von Rohr (GD '04) **runs his own San Francisco-based studio**. Previously, he was art director with Albertson Design, where he was founding art director for *Make* magazine and created the brand identity for the Alice Waters event, Slow Food Nation.

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Recent internships held by MICA designers: *O, The Oprah Magazine*, Goodwill Industries, FDR Library and Museum, MAC Cosmetics, Spotco, Baltimore Symphony Orchestra, Jonathan Adler, PUMA International, Jae Young Co. Ltd. (Korea), Clark Design Group PC Architects & Planners, Manifold Design, FILA USA, *Inside Lacrosse* magazine, NYLONmag.com, Spreenkler, Mission Media, Discovery Communications.

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## Motion Graphics, Entertainment, Web Design

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Heather Stickell (IxDA, video concentration '05) is a **New York-based web designer and art director** whose recent clients include Neutrogena. As multimedia and web designer for Net Theory, she designed www.gosmithsonian.com. As an intern at the San Francisco Museum of Modern Art, she worked with **Apple to design an audio virtual tour** of the museum. As assistant art director at Image Theory, she developed live special effects for a Heineken Light commercial.

Ko Fujimura (GD '01) is a **web designer at Hakuhodo** in Tokyo, the second largest advertising agency in Asia. He has worked on ads for Sony PlayStation, Nokia, Honda, and Kirin Beer, among others.

Colin Day (GD '02) is the **creative lead at Digital Kitchen in Seattle**, the firm that created the Emmy Award-winning introductory sequence to HBO's *Six Feet Under*. Colin directed the main title for the film, *Path to 9/11*, and an ad for the Sundance Film Festival.

Anthony Mattox (IxDA '11) topped the **Non-Browser Based Design category at the 2010 annual Adobe Design Achievement Awards** with his game Pulsus, a flash game in which players must solve puzzles by arranging blockers to direct particles into goal points.

Mike Milano (GD '09) is a **Key Rotoscope artist at Sassoon Film Design in Santa Monica**, where he worked on *Harry Potter 7*, *Green Hornet*, and *The Smurfs*, converting from 2D to 3D.

*Daydreaming*, a short film by Carlos Florez (GD '07) with the help of Mike Milano (GD '09) and other MICA grads, was selected for seven film festivals in 2010: **ACE Film Festival (in NYC)**, **Este Park Film Festival**, **AOF Film Festival**, **Black Hills Film Festival**, **SENE Film Festival**, **Foursite Film Festival**, and **Dance With Films**.

Daniel Hoerr (IxDA '07) was hired immediately after graduation as **creative director for the web design firm Covington Creations**. He is currently a new media designer at the National Museum of American History in Washington, D.C.

Ben Domanico (IxDA '07) is **partner in the multidisciplinary art/design cooperative Neon Gray**—with Samuel Ortiz-Payero (IxDA '07) and other artists/designers—and a web producer for IDfive in Baltimore, where he works with Jake Mauer (IxDA '07). He started his career immediately after graduation with the international ad agency Weber Shandwick, where he headed their interactive media unit.

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## And design their own unique paths to success

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### Entrepreneurs

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Jenna Zilincar (GD '02) is **creative director of M studio, in Asbury Park, N.J., a firm she co-founded**. Furniture she designed was featured in *ID Magazine's New and Notable* issue. Jenna also designs for the M studio venture MOBOS, which markets her unique modular storage solutions at ilovemobus.com and at high-end retail stores from New York to North Carolina to California.

Nolen Strals (GFA '01) and Bruce Willen (GD '02) **founded Post Typography**, an innovative typography and design shop that has gained national attention, with work featured in *The New York Times*, *Wired*, *Esquire*, and *Portfolio* magazines. Their *Lettering & Type* was published in the best-selling **Design Briefs series by Princeton Architectural Press**.

P.J. Richardson (GD '99) **founded the motion graphics firm, Laundry, in Los Angeles**. Recent projects have included the design for a new Mountain Dew bottle. Previously, he was a senior art director for Stardust Studios in Santa Monica, where clients included the band Incubus, Fine Living Network, MTV, Quiznos Subs, GM, Volvo, and Hasbro.

Mariana Reynolds (GD '03) is **co-owner of Studio A**, a Washington, D.C., based firm that designs books and collateral materials for clients like National Geographic, The Library of Congress, and the Folger Shakespeare Library.

Kat Feuerstein (GD '99) **founded Gilah Press + Design, a custom letterpress stationery company**, in 2003. In 2008, Gilah began marketing a unique line of postcards through the national retailer Anthropologie.

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## Top Grad Schools, Residencies & Honors

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Stephen Edmond (GD '11) was named a “**Top Student to Watch**” in *Graphic Design USA* magazine.

Michael Ciancio (GD '06), a **designer with Wolff Olins in New York**, where he develops branding concepts for such clients as Target, Live Earth, and Washington Mutual, received the highly competitive honor of being selected as a **grant holder at FABRICA, Benetton's communication research center based in Treviso, Italy**, which invites artists and designers from around the world to work on a range of personal and commercial projects.

Johanna Barthmaier (ENV '08) is completing her **master's in landscape architecture from the University of Pennsylvania** and is a designer for Brown & Keener Urban Design.

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**Some MICA 2009 grads who nailed down jobs before commencement - Jonnie Hallman (Adobe, San Francisco), Luke Williams (Leo Burnett Advertising, Chicago), Katie Evans (Kate Spade), Ben Plum (Fastspot), Krista Quick (Blackbook magazine), Joanna Marshall (Under Armour).**

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### Professional Experience: Interactive Exhibit Design

As part of a new curriculum track in interactive exhibit design, MICA IxDA students work closely with the professional staff of the Maryland Science Center in a class on interactive exhibit design. Students gain invaluable real-world experience: researching audience needs and exhibition content, developing interactive exhibits, prototyping the exhibits, testing and refining the prototypes, and then seeing their designs fabricated and installed. Student-designed exhibits were unveiled as part of a new permanent exhibition, *Cells: The Universe Inside Us*, at the Science Center. This long-term partnership and similar projects with Port Discovery Children's Museum and other institutions offer students interested in interactive exhibit design the ability to build extensive, real-world experience and professional connections as part of their undergraduate education.

### Professional Experience: Sustainable and Community-Based Design

The multidisciplinary class Climate Change and Sustainability was one of many at MICA and the Johns Hopkins University that Chloe Bendistis (ENV '08) used to build a personalized curriculum focused on environmentally friendly and community-focused design. She supplemented coursework with internships. A summer internship her junior year introduced her to Leadership in Energy and Environmental Design (LEED) certification, the national benchmark

Chat Travieso (GFA, ENV concentration '07) has just completed the **graduate program in architecture at Yale on a Jack Kent Cooke Scholarship**, which offers full tuition and a generous stipend. Chat was accepted to Yale, Harvard, and Columbia.

Sarena Ebelacker (ENV '07) completed an MFA in exhibition design at the Fashion Institute of Technology and is currently an **exhibition designer at the Department of Cultural Affairs in Santa Fe, New Mexico**, where she creates exhibitions for museums and monuments throughout the state. While a student at MICA, she worked in the production department of the Smithsonian's central exhibitions office, and the National Museum of the American Indian in Washington, D.C.

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for environmentally friendly projects. Her LEED experience at Streuver Brothers Eccles & Rouse prepared Chloe to test for accreditation as a professional with a thorough understanding of green building practices and principles. Her LEED Professional Accreditation was a major factor when she landed a job, immediately after graduation, with The Sheward Partnership, as design and sustainability consultant.

MICA's design curriculum offers a range of other opportunities for design students to gain community-focused and socially responsible professional experience. This is a key focus of MICA's Center for Design Practice whose recent projects have included a partnership with Biodiesel University at the University of Maryland to develop design strategies for promoting biodiesel energy through educational programs, and a project with the Maryland Energy Administration to research and develop communication strategies to improve energy efficiency and sustainable lifestyles state-wide.

Since 2001, MICA has partnered with Johns Hopkins Bloomberg School of Public Health in the MICA/JHU Design Coalition, which engages design students in finding ways to communicate important public health information generated by the School's researchers to communities in inner-city Baltimore. Students have created socially responsive and creative solutions that have enhanced awareness of lead paint poisoning, home safety, diabetes, and hypertension.

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**MICA was listed among the top 25 U.S. graphic design schools by *ID Magazine*, and *Print* magazine featured MICA in its issue on the top design programs in the U.S.**

Those MICA students and alumni who achieve the highest rate of career success are those who take full advantage of career services and of the education programs offered by MICA.