

Joe Blair *Designer*

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EDUCATION

Massachusetts College of Art & Design (2016—2018)

MDES Master of Design Innovation

Massachusetts College of Art & Design (2006—11)

BFA Art & Design

PROFESSIONAL AFFILIATIONS

SEGD Society For Experiential Graphic Designers (2013—CURRENT)

EMPLOYMENT

Massachusetts College of Art & Design, Boston MA (2016—CURRENT)

TEACHING GRAPHIC DESIGN

New Balance, Brighton MA (2016—2017)

GRAPHIC DESIGNER

Draper Laboratory, Cambridge MA (2015—2016)

GRAPHIC DESIGNER

Sasaki Associates, Watertown MA (2013—15)

EXPERIENTIAL GRAPHIC DESIGNER

Design Communications Ltd, Boston MA (2011—13)

GRAPHICS LEAD

Collective Brands: Performance & Lifestyle Group, Lexington MA (2010)

WEB & SOCIAL MEDIA DESIGNER

PUBLICATIONS

An Economic Case For Wayfinding Vis-à-vis Return-On-Investment (2016) *Medium.com*

The Big Beer Label Book (2016) *Self Published. Digital*

Arogundade (2010) Othello Poster featured in *The 13 Best Othello Book Cover & Poster Designs*

Boston Magazine (Sept. 2009) Work featured in *Concept Home At FP3*

EXHIBITIONS

2016—EXHIBITING ARTIST MDes 1 The Inaugural Show From The New Master of Design Innovation Graduate Program *Boston, MA*

2014—EXHIBITING ARTIST CRLS Alumni Photography Show: Cambridge Arts Council *Cambridge, MA*

2009—CURATOR Type Show: MassArt *Boston, MA*

2006—EXHIBITING ARTIST AP Portfolio Class Exhibit: University Lutheran Church *Cambridge, MA*

FREELANCE

No Boston Olympics, Logo design

Grolier Poetry, Signage

Team GP Racing, Website

Sotheby's Boston, Identity design

Tufts Convergence Conference, Brochure