

CV - VANESSA B. JOYNER 2025

Associate Professor of Instruction, Department of Communication
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DEGREES

M.F.A. in Art

- Graphic Design, Marywood University, Scranton, Pennsylvania 2008
Thesis Publication: "Hidden Treasures"

B.A. in Studio Art

- Painting, University of Missouri - Kansas City, Missouri 1981

A.A. in Art

- Graphic Communication, Florissant, Missouri 1995

TEACHING EXPERIENCE

2009 – Present

University of Texas at Tyler, Sr. Lecturer, Department of Communication
Courses: Media Design and Production (Adobe CC apps), Visual Design, Publication Design, Brand Identity Design, Web Design, and Graduate Brand Identity Design.

2000 – 2005

University of Missouri – St. Louis, Adjunct, Department of Art & Art History,
Courses: ART 1220 Graphic Design II, ART 3310 Graphic Design III, ART 3311
Graphic Design IV, 3312 Advanced Topics in Graphic Design
I accompanied students to Dakar, Senegal, for the [TGD4](#) artist workshop founded by
[Ousmane Dia](#), Tambacounda—Geneva—Dakar / 4th edition. Students were to document the
workshop.

PROFESSIONAL WORK EXPERIENCE

Ending 2009

AT&T Communications (SWYPS), Graphic Designer, St. Louis, Missouri
Ad design, poster design, editorial layout, entertainment guides, logo design, production design,
creative services, campaign design, and more.

Freelance

Clients include:

[Oluboxhub.com](#) and products, F19-Spr20, [Indigo Awards](#) Winner 2022

KVUT, Certificate of Appreciation for, F21

Mwanda's Hair Studio, Child Evangelism Fellowship, Pulse Magazine, and various products for
Whitcomb Family Reunion (many years)

ACADEMIC ACCOMPLISHMENTS

- Spring 2024 - The class worked with the following:
 - Dominic Mazella of The Board Room Tyler to give the Brand Identity Design class insights into board games.

- Hannah Buchanan – Assisted the Publication Design class in writing stories for news publications.
 - April Moore, Art Director, Marketing and Communication
 - Valeriya Street, Ruben Alvarado
 - Provided a presentation to the class on brand identity design, portfolios, and what it takes to be a graphic designer.
- Fall 2023 - Present
 - Service Project – Client, Diana Barham, Piddlin’ Pottery
 - Ad design - The goal of this project was to work with a client to create a full-page advertisement in the Visual Design class.
- Spring 2023 – Created Certificates
 - Brand Identity Certificate (9 hours) Co-authored with Lorri Allen
 - Digital Production Certificate (9 hours) Co-authored with Lorri Allen
- Spring 2022 - Present
 - Winning placement in the [Indigo Design Awards](#). A worldwide competition that included entries in UI/UX, Graphic, Digital, Mobile Design, Design for Social Change, and Branding.
 - Entries are judged by a jury board and honorary members in the areas of “creativity, originality, and adherence to the topic.” The judges are from companies such as Google, Pinterest, IBM, IKEA, Soundcloud, Shillington, Sony Interactive Entertainment, and more.
 - We have all been given Winner’s Certificates, Ribbons, and Badges to download and print.
 - My winning works are in the Freelancer category, which will include Card Game Design, Package Design, and Logo Design.
 - Silver Winner in Integrated Design for Graphic Design
 - Silver Winner in Packaging Design for Graphic Design
 - Bronze Winner in Logos for Graphic Design
- Fall 2022
 - Department Social Event at Times Square Grand Slam, Tyler, Texas, F2022
- Fall 2019 – End Spring 2020
 - Serving as Advisor for the Design Club, F2021 is now up and running for the Department of Communication.
- Service Projects (Directed)
 - Fall 2018 – 2021: Ad Design, Nancy Wright Properties (NWP)
This client hired one of our students for a year and promoted her.
The client now plans to hire another student, Spr2022.
- Spring 2018, 2019
 - Nominated for Advisor of the Year for two years in a row. (last pages)
- Fall 2016 – Spring 2019
 - Served as UT Tyler Debate Team Advisor/ Interim Coach
 - Fall 2019 - Assisted in bringing in our new Full-time debate coach, Dr. Joseph Provencher
 - Spring 2019 - Directed and planned, with the assistance of Coach Lucci, a trip for the Debate World Tour. The trip included competitions against SMU, NYU, and World NPDA in Berlin, Germany.

- Spring 2019 - Directed and planned with the assistance of Coach Lucci, the first IPDA, Tournament of Roses at UT Tyler with over
 - Fall 2018 - Hosted iRwanda Debate at UT Tyler. This debate was UT Tyler vs the iRwanda team. The Debate was compliments of SMU, with their coach Dr. Ben Voth.
 - Served as judge for many IPDA debates.
- Summer 2017
 - Created a new course for Independent Study: Digital Art – The study of digital art professionals, methods, and creations for graphic design products.
- Fall 2017
 - Created a new course for Independent Study: Infographic Design – The study of creating infographic design for news communication and display.
- Fall 2017
 - Honors Contract: Sabrah Beason and Karaline Harrell to research Media Ecology and present in the spring with the assistance of Dr. Dennis Cali. They presented a Research Poster for the Lyceum event.
 - Honors Contract: Caleb Youngblood studied Adobe After Effects and created a commercial and did a class demonstration on how Adobe After Effects works.
- Summer 2016
 - [London Travel Study](#): Four students – BBC Broadcasting, Pentagram, Windsor, and more. The focus of the study was to allow the students to view, write, video, blog, and publish stories. We were joined on this study by three additional colleges and universities.
- Fall 2016
 - Honors Contract: Sabrah Beason and Karaline Harrell to re-brand the Communication Department, F2016, S2017 Created brochure, poster, t-shirts, koozie update, PowerPoint for presentation
 - Fall 2017 – Logo for John Wait, President of Sirius Golf Advisors LLC
 - Fall 2019 – Flyer and Ad Design Nancy Wright Properties (NWP)
 - Fall 2014 – Brochure for Next Steps, Lauren Barnes of Next Steps a program, that heightened the awareness of the dangers of alcohol and drug abuse
- Fall 2016
 - Proposal: That led to the MCOM 3380 Brand Identity Design becoming a course.
- Fall 2014
 - Proposal: Responsible for writing a proposal that successfully lead to the first Graphic Design Minor at the University of Texas at Tyler (F2014)
- Design Adviser: for the first Department of Communication Art Publication called “Our Art”
http://issuu.com/ourart/docs/our_art_design_magazine_ut_tyler

EXHIBITIONS & PRESENTATIONS

- Presentation TCEA, Suit Up for Learning, Card and Board Games in Education (F 2025)
- Presentation Brave Spaces, UT Tyler Student Health and Wellness, Texas (S 2017)
- Presentation Creative Processes, UT Tyler Symposium on Research and Creativity, Texas, (2015)
- Hunger for Peace Visual Art Exhibition, Tyler Museum of Art, Tyler, Texas (F 2014)
 The Tyler Museum of Art chose my artwork to advertise artist reception.
- Certificate of Achievement by UT Tyler Robert R. Muntz Library 2015

- Women Squared Sponsored by: Habitat for Humanity of St. Louis, Missouri (2010)

UNIVERSITY SERVICE

- BAAS Program Faculty and BAAS Advisory Council, F23 – End F24
- QEP Faculty Fellow Cohort, Workshops, Certificate, F23 – End F24
- CAS Workgroup for Diversity, Equity, and Inclusion – End F24
- CAS Governance Committee, End April 2024
- Career Success, Faculty Moderator, F18, F19, F21, F22, F23, F24
- Faculty Graduate Committee, F2021 – Present
- College of Arts & Sciences New Dean Search Committee, 2018
- Department Representative, Student Media Advisory Board, January 2016 - 2018
- Member, Commencement Committee, 2015-2016

DEPARTMENT SERVICE

- Search Committee, for Communication Studies Faculty, F22-S23
- Search Committee, for Communication Department Chair, S22
- Advisor for the newly created Design Club! F2021 – S2022
- Graduate Advisory Committee, F2021 – Present
- Interim Coach – Debate Team S2017, F2017, S2018, S2019
- Chair, Retention and Recruiting Committee, January 2016
- Managing the PC lab software and hardware upgrades. 2016 – Present
- Design Adviser for the first Department of Communication Art Publication called “Our Art” - http://issuu.com/ourart/docs/our_art_design_magazine_ut_tyler
- Major Adviser, Mass Communication
- Department Webmaster, Department website maintenance
- Department Coordinator, Preview Day for Transfer Fairs, Orientations, and Showcases

TRAINING

- Lunch and Learn: Unleashing Creativity with Canva: Transforming Your Classroom, 4/21/2025
- Canva Create online Webinar, 04/10/2025
- East Texas Research Conference, 4/12/2024
- Center for Excellence in Teaching and Learning 03/28/2024 Workshop taken: Neurodiversity: Harnessing Potential and Supporting Challenges In Education workshop with Dr. Samantha Hiew.
- Center for Excellence in Teaching and Learning 02/21/2024 Learning Cohort on Service-Learning with Camry Tharp today, February 21, at @12 pm
- Center for Excellence in Teaching and Learning 02/08/2024 More than Words: Equity-Centered Student Success workshop with Dr. Bethany Miller.
- Center for Excellence in Teaching and Learning 11/7/2023 Learning Cohort: Service-Learning Center for Excellence in Teaching and Learning
- Learning Cohort on Artificial Intelligence, East Texas Research Conference (ETRC)—Held April 12, 2024, at The University of Texas at Tyler Main Campus. This was an excellent conference, but much of it centered around the medical professions.

- Free Code Camp –
 - Learn HTML By Building A Cat Photo App – F23
 - Learn Basic CSS by Building a Cafe Menu – F23
- Teach Creatively with Adobe and Khan Academy, Certificate and Badge, Summer 2023
- Shaw Academy – Graphic Design Sum2020
- PrintOberfest 2020
- Disability Training, F2021
- Pro Card and Travel Card Training
- Student Organization Advisor Orientation, F18 – 19
- CSA Campus Security Authority, S19
- Designing Portfolio Website with Muse, March 2015
- Muse Essential Training, February 2015
- Writing for the Web, February 2015
- HTML Essential Training, April 2015
- Foundations in Online Learning, Instruction and Outcomes – FOLIO, May 2014
- 2014 OU Campus v 10 Intermediate Training Workshop

CONFERENCES

- TCEA Texas Computer Education Association, Conference – Austin, TX February 2025
- East Texas Research Conference (ETRC), April 2024
- TCEA Conference – Dallas, TX, February 2022, and will be taking a Teaching Assistant
- TCEA Conference – Digital, February 2021
- TCEA Conference, Austin, TX, February 2020
- COMMNext Conference, LSUS at Shreveport, Louisiana, October 2019
- UX Design, Chicago, Illinois, November 2018.
- AIGA MAKE Conference, A conference for achieving better design results. June 2018
- PRSA Public Relations Society of America, International Conference, 2016
- AIGA Nut's & Bolt's Conference – Held in Toledo Ohio. This conference was primarily for educators in the field of graphic design. It addressed the many issues we are encountering and keeping student skills and learning relevant.
- TeamUp Technology Conference, Las Vegas, Nevada, 2015

WORKSHOPS

- Neurodiversity: Harnessing Potential and Supporting Challenges in Education Workshop, Samantha Hiew, March 2024
- Learning Cohort on Service-Learning, Camry Tharp, February 2024
- More than Words: Equity-Centered Student Success Workshop, Dr. Bethany Miller, February 2024
- Learning Cohort on Artificial Intelligence
- Stop The Bleed, April 2021
- Fierce Leaders in Higher Ed, December 2021
- Organizational Culture, Cal Cohen, November 2019
- Characteristics of UT Tyler Students, October 2019

- Classroom Disruption Workshop, David Hill, Lynette Sutter, 1 hr. October 2019
- Assignments with Impact, 1.5 hr. October 2019
- Academic Innovation FLC meeting, 1 hr. September 2019
- Reinventing the 21st Century Professor, 1.5 hrs. September 2019
- Netnet, Mount Pleasant, Texas. Technology training on a variety of applications to enhance learning, 2018
- Why Won't They Talk? Using Discussion to Facilitate Learning with Dr. Jay Howard (2 hour) September 2018
- Global Awareness & Diversity (1hour) September 2018
- Ditch Your Textbook with Dr. Kyle Gullings and Terra Gullings (1.5hrs) October 2018
- AIGA DFW & DSVC Presentation, James Victore, Dick Patrick Studios. Creativity.
- Microsoft Innovative Educator (MIE) Teacher Academy Microsoft Education - Certificate of Learning, August 2016
- The Dallas Society of Visual Communications – Guest Speaker: Erin Sarofsky who is the creator of the title art for Captain America, January 2016, also Steven Heller, Tommy Perez, and DSVC Dallas Shows, 2016 – 2017
- The UTT Center for Teaching Excellence and Innovation, Informal Writing Assignments, September 2015
- Designing Significant Learning with DeeFink PHD, April, 2015
- Best Teaching Practices in the Future of Service Learning – Dr. Jean Strait, Hamline University
- Writing Assignment Design – By the Department of Literature and Languages
- Certificate – Foundations in Online Learning, Instruction and Outcomes – FOLIO, May 2014
- Best Practices to Deliver Online Exams and Quizzes

PROFESSIONAL ORGANIZATION

- Epsilon Pi Tau Honor Society
- TCEA
- American Institute of Graphic Arts (AIGA) - Ended

COMMUNITY

- CASA Commercial, Featured as a volunteer, Spring 2025
- Volunteer Deputy Registrar VDR, April 22 - Present
- Precinct Chair 76, Tyler, TX, April 2022 – January 2023
- Advocate CASA (Court Appointed Special Advocate), F2011 – Present
- Usher – Cowan Performing Arts Center