

Lianne Wappett

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EDUCATION

- Master of Fine Arts** College of Art + Architecture, University of Idaho, Moscow, ID
Emphasis: Experiential Art + Design
Thesis: Bright Spots
- Bachelor of Arts** College of Communications, Brigham Young University, Provo, UT
Emphasis: Advertising
International Study through the Kennedy Center in Paris, France
Minor: Marketing, Marriott School of Business

EXPERIENCE

Teaching, Extension and Research Appointments

- Lecturer, Utah State University, Huntsman School of Business, 2018-present
Adjunct Faculty, Utah State University, Huntsman School of Business, Spring 2018
Lecturer, University of Idaho, School of Journalism and Mass Media, 2015-2017
Adjunct Faculty, University of Idaho, Art + Design, Moscow, Idaho, 2014-2016
Instructor, University of Idaho, School of Journalism and Mass Media, 2006-2013

Non-Academic Employment

- Brand Manager, University of Alaska Anchorage, College of Education,
Anchorage, AK, 2004-2005
- Interaction Design Strategist, HAVAS Interaction,
Salt Lake City, UT + Chicago, IL, 2000-2002
- Senior Strategist, EURO RSCG Interaction, Salt Lake City, UT, 1999-2000
- Account Supervisor, EURO RSCG DSW Partners, Salt Lake City, UT, 1997-1999
- Account Manager, Dahlin Smith White Advertising, Salt Lake City, UT, 1995-1997
- Art Director, Gannett Outdoor, New York, NY, 1995

Fellowships

- 2017 Idaho Commission on the Arts (7 State-wide recipients chosen every 3 years)

2016 Contemporary Communications in China; Art + Design
Confucius Institute. Beijing, China

Freelance

Maintain a limited freelance advertising/strategy/design practice working for regional and national businesses, services and nonprofit organizations, 2001–present.

TEACHING

Areas of Specialization

Visual Communications, Digital Marketing, Creative Concepting, Graphic Design, Experiential Design, Public Relations, Advertising

Courses Taught and Developed

Digital Tools	University of Idaho, ART 216. Developed foundational course teaching professional design, development, and production workflows. Demos and lectures covered various industry standard design software including the Adobe Suite.
UX Design	University of Idaho, ART 271. Developed and taught introductory course teaching mind mapping, frames & flowcharts, layout design, usability testing, and technical development. Basic HTML, Java, and CSS were taught.
Graphic Design	University of Idaho, ART 321. Advanced design course emphasizing individual development and contemporary design issues. Course explored 3D design, product design, and event design.
Adv Interaction	University of Idaho, ART 370. Developed and taught advanced interaction and experiential design course that included modeling, advanced programming, installation, and exhibition based on student driven cause or regional client.
Digital Imaging	University of Idaho, ART 380. Expanded course teaching to include advanced visual problem solving and storytelling using Adobe Photoshop, After Effects, and XD.
PR Writing/Pro	University of Idaho, JAMM350. Developed and taught course focusing on effective writing for various audiences, media pitches, and positions. Taught the design process for print, broadcast, and online media. Emphasis placed on integrated messaging.
Creativity	University of Idaho, JAMM361. Developed and taught creative concepting course to marketing, advertising, and PR students. Emphasis was placed on process and techniques that encourage creativity as well as creative executions that demonstrated craft and high sense of connections between target audiences and message.
Design Media	University of Idaho, JAMM365. Developed and taught social media management and strategies to impact digital audiences. Course examined history, theory, and current technologies while providing students hands-on, client-based exercises.
Strategy	University of Idaho, JAMM404. Developed and taught capstone class creating turnkey strategies and campaigns for regional businesses and competition.
Ad Team	University of Idaho, JAMM469. Directed and mentored select students in research, development and strategy to participate in the American Advertising Federation (AAF) National Student Competition.

Digital Mktg Utah State University, MGT 4545. Developed and taught both online (CANVAS) and in-person course. Addressing key topics such as search, website optimization, UX design, new retail, social and mobile, video, co-creation, and ROI tools. Students apply learning through a series of digital challenges that encourage creativity, testing, and optimization.

Non-credit Classes, Workshops, Seminars, Invited Lectures, etc.

“Amalgamation in the Middle Kingdom: Chinese Contemporary Art & Design.” China on the Palouse, University of Idaho Confucius Institute, Moscow, ID, 2017.

“Beyond Culture: The Spaces We Share.” Lecture and Critique, 798 Art Zone, Beijing, China, 2016.

“ArtAbility Workshop.” Hands-on workshop, University of Idaho Center for Disabilities, Moscow, ID, 2014, 2016.

“Children’s Workshop Series.” Hands-on workshop, Prichard Art Gallery, Moscow, ID, 2015.

“Technology and the Artist: Endless Possibilities.” Art + Design, ART 410, Professional Practices, University of Idaho, Moscow, ID, 2015.

“Affective Space in Art Making.” Art + Design, ART 100, University of Idaho, Moscow, Idaho, 2014.

“Sales Overnight and Brands Overtime.” JAMM 468, School of Journalism and Mass Media, University of Idaho, Moscow, ID, 2012.

SCHOLARSHIP

Research Interests

Affective atmospheres within culturally constructed spaces (both online + offline).

Accessible experiential art and design for diverse populations including people with disabilities.

East meets West: Asian influence in visual communications and art.

Selected Advertising, Branding, and Graphic Design Commissions

“Fugue Journal.” Poetry and short stories. Cover Design, Issue 49, Moscow, ID 2016.

“Design Futures.” Design identity system, collateral and promotional materials for regional conference. University of Idaho, Moscow, Idaho, 2016.

“Nishiki Sugawara-Beda: Kotodama Converse.” Lecture series identity design, University of Idaho, 2015.

“Fetal Alcohol Spectrum Disorder National Curriculum.” Design and digital implementation, University of Alaska Anchorage. 152pages, 2005.

“University of Alaska Center for Human Development.” Developed and produced series of eight brochures for programs and translated to micro websites, posters, branding. Anchorage, Juneau, Alaska, 2004–2005.

“Children’s Miracle Network.” Development of corporate outreach campaign creating micro websites and direct mail. Salt Lake City, Utah. 2000–2003.

- “OSI Financial Institution.” Corporate Identity and Business System including multi-page booklets, annual report, FAQ sheets, customized press kits. Chicago, Illinois, 2002.
- “Wilson Sporting Goods.” Develop and design UX digital brand experience. Chicago, Illinois, 2000–2003.
- “Walgreens Drugstore.” Strategies, develop, and design micro brand sites, splash pages and digital advertising, 2002–2003.
- “Intel Corporation.” Design, development, and research for digital corporate and co-op branding on consumer and trade. 2000–2003.
- “StorageTek.” Strategy, design, research for national broadcast, print, radio, web, direct mail, branding and channel marketing campaigns, Boulder, Colorado, 1997–2000.
- “AskJeeves.” Strategy, design, research for national print, radio, web, trade, PR events, direct mail campaigns, 1997–2000.
- “Intel Create & Share.” New product launch strategy and design across broadcast, print, and online in US, Asia, Europe and South America, 1997.
- “Iomega Zip.” Ingredient branding national campaigns for storage devices (Zip, Jaz, Ditto), tradeshow branding for Comdex and CES, 1995–1999.
- “Netscape.” National print campaigns for first commercial web browser, development and design for banner advertising and micro sites, 1995.

Juried Art + Design

- “DesignArts Utah ‘17.” Rio Grande Gallery, Juror: Brook Hodge, Salt Lake City, Utah, 2017.
- “Idaho 2017 Triennial.” Boise Art Museum, Juror John Spiak, Boise, Idaho, 2017.
- “Wake the Town and Tell the People.” MANA Contemporary Chicago, Selected Pieces Tour Curated by Ysabel Pinyol, Chicago, IL, 2016-2017.
- “Wake the Town and Tell the People.” MANA Contemporary New Jersey, Curated by Ysabel Pinyol, Jersey City, New Jersey, 2016.
- “Synesthetica.” National Juried Exhibition, Manifest Art + Design Center, Cincinnati, OH, 2016.
- “Hello.” International Sculpture Center, Grounds for Sculpture, Hamilton, New Jersey, 2015. Jurors: Chakaia Booker; Maki Hajikano; Kelly Kivland
- “Fall.” *Creativity 40*. New York: Hearst Books International, 2015.
- “Perfect Grain,” Regional Juried, Public Art, Moscow, Idaho, 2014.
- “Reinterpreting Reality,” Regional Juried, Washington State University, Pullman, WA, 2013.

Solo Art Exhibitions

- 2015 “Thing Power,” Reflections Art Gallery, Moscow, Idaho.
- 2012 “DO NOT,” Turnstone Gallery, Moscow, Idaho.

Selected Art Exhibitions

- 2015 “UI Faculty Exhibition,” Prichard Art Gallery, Moscow, Idaho.
- 2015 “Circuitous,” MFA Thesis, Prichard Art Gallery, Moscow, Idaho.

- 2014 "Burst," Museum of Art, Washington State University, Pullman, WA.
2013 "Gathering," Ridenbaugh Gallery, University of Idaho, Moscow, ID.

Peer Reviewed Publications

- Wappett, Lianne. "Interplay Between People and Art." *Communication + Place Journal*, 2015.
Wappett, Lianne. "Thing Power: The Affect of Art." *Common Grounds Journal*, University of Idaho, Moscow, ID. Spring 2014.

Reviewed Conference Presentations

- Wappett, Lianne. "Consumable Art in the Digital Age." Invited speaker for NW Sustainability Conference, Kenworthy Arts, Moscow, ID. 2017.
Wappett, Lianne. "DO NOT Say Hello: Art + People + Objects." SEGD (Society for Experiential Graphic Design) Education Conference Presentation, Chicago, IL. 2015.
Wappett, Lianne. "Thing Power: The Affect of Art." Common Grounds Conference, University of Idaho, Moscow, ID. 2014.

Grants Awarded

- 2014 Art Grant, University of Idaho, \$3,000.
2014 Graduate Travel Grant, University of Idaho, \$600.
2011 Grow your School Garden Grant, Moscow Charter School, State of Idaho, \$2,000.
2010 Technology Grant, Moscow Charter School, Albertson Foundation, \$5,000.

SERVICE

Outreach Service

- Women in Business, USU Advisor, 2018-present
Logan High Community Council, 2017-present
University of Idaho Reflections Gallery Curator, 2014 –15
Selected exhibits: "Ekphrasis" (poetry + visual art)
"Elevated Design" (architecture + virtual technology)
"ArtAbility" (art done by adults with disabilities)
ArtAbility Workshop Instructor, Moscow, Idaho, 2014, 2016.
Rendezvous for Kids Art Instructor, Moscow, Idaho, 2014, 2015, 2016
Unit Commissioner / Art Merit Badge Counselor, Inland NW Boy Scouts, current
Moscow Charter School Parent Association President, Moscow, Idaho, 2006-09
Moscow Charter School Parent Association Treasurer, Moscow, Idaho, 2009-12
Jazz Festival Site Volunteer + Coordinator, University of Idaho, 2009-11
Teddy Bear Picnic Coordinator, Eagle River, Alaska, 2002-03

Professional and Scholarly Organizations

SEGD (Society for Experiential Graphic Design)
International Sculpture Association
Adobe Education Exchange Member

PROFESSIONAL DEVELOPMENT

Administration/Management

University of Idaho Women's Leadership Conference, Moscow, Idaho,
March 2015, 2016, 2017

Scholarship:

SEGD (Society for Experiential Graphic Design) Conference, Chicago, Illinois,
2015, 2016

Adobe MAX Creativity Conference, Ongoing

Educational:

Digital Storytelling, Adobe Education Exchange, Online, June 2016

UX Experience Teaching Course, Adobe Education Exchange, Online, May 2016

Adobe MUSE + Edge Animate Advanced Training, SEG D Conference, Chicago, Illinois, 2015

Adobe Education InDesign Teacher Training, Los Angeles, California, October 2014

Pattern-making Advanced Course, Adobe Training, Los Angeles, October 2014

Hand drawn type and calligraphy, Los Angeles, California, October 2014

HONORS AND AWARDS

2015 International Sculpture Center Outstanding Student Achievement
Jurors: Chakaia Booker; Maki Jajikano; Kelly Kivland
(Nominated and selected. 10 Recipients worldwide. Over 400 applications.)

2015 Innovation Showcase, 3rd place
University of Idaho

2014 Teaching Award for Excellence
University of Idaho

2013 Outstanding Graduate Service Award
University of Idaho

1995 Outstanding Advertising Senior Award, Brigham Young University

1995 Communications Student Scholarship, Brigham Young University

1994 Communications Student Scholarship, Brigham Young University

PRESS COVERAGE

- 2017 Utah DesignArts
Fall 2017 Design Catalog
- 2016 Sculpture Magazine
July/August 2016. Vol35 No. 6; pg. 80
- 2015 Sculpture Magazine
October 2015. Vol.34 No.8; pg. 1, 58
- 2015 Creative Quarterly, Issue 40
“fall”
- 2015 “Sculpting a Name for Herself.” *Moscow Daily News; Lewiston Tribune*
July 14, 2015 edition
- 2015 “Moscow Woman Turns Heads with Award-Winning Art Piece.” *Moscow-Pullman Daily News*. July Art Insert. 2015.
- 2012 “A Whole New Element.” *Moscow-Pullman Daily News*. Jan 8, 2012.

CERTIFICATIONS

Adobe Illustrator CC Certification
Adobe Photoshop CC 2015 Certification
Adobe InDesign CC Certification

Technical Skills: Adobe XD, Adobe Premiere Pro, Adobe After Effects, Adobe MUSE, Adobe Dreamweaver, Edge Animate, Microsoft 365° Suite, HTML, CSS, Java, Google Analytics, UsabilityHub, CNC Machines, Laser Cutters, MIG/Oxyacetylene Welding