



bortond@gmail.com
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TEACHING EXPERIENCE

Assistant Professor (2022-Present)

The University of Olivet - Olivet, MI

- Instruct traditional, hybrid and online Art and Design courses within the Visual Arts program area while providing ongoing advising, mentoring and portfolio reviews for a diverse student population.
- Courses instructed include both Art and Design major core courses such as Introduction to Art, Art History, Design Principles, and Graphic Design as well general education courses for non-majors
- Engage in numerous scholarly and service activities in support of the college and its mission
- Curriculum development scope of work includes creating engaging online course templates, training modules, content and project development, rubric design and blended solutions for different learning styles utilizing Universal Design for learning principles.
- Work with college administration, regional high schools, career centers and two year colleges on dual enrollment and articulation agreements.

Art Instructor/Marketing Coordinator - Part Time Volunteer (2019-Present)

Brushes with Benefits - Grand Rapids, MI

- Lead art instructor for fundraising social painting events for numerous charities including Pink Arrow Pride, Purple Community, Meals on Wheels, Habitat for Humanity and the Humane Society.
- Develop charity specific theme paintings with step by step instructions for each events.
- Developed marketing outreach process utilizing campaign tools including Event Brite, Mail Chimp, Canva, Google Analytics and multiple social media platforms.
- Provided creative and entertaining experience for a variety of customers attending.

Arts and Communications Faculty (2019-2022)

Lansing Community College - Lansing, MI

- Developed and instructed online Graphic Design courses within Arts and Communications program area.
- Courses instructed include Intro to Graphic Design, Photoshop, Illustrator and Web Design.
- Provided a comprehensive update to Graphic and Web Design academic program, degree, curriculum and assessment methodologies while collaborating with faculty in the Arts & Communication program to develop cross-disciplinary opportunities for student engagement.
- Instructional design scope of work included creating engaging LMS course templates, training modules, content and project development, rubric design and blended solutions for different learning styles utilizing Universal Design for learning principles.

Freelance Artist (2010-Present)

- Create original art pieces, accepting on-demand projects based on clients' specifications.
- Submit regularly to local, regional and online art competitions and juried shows while exploring new forms of artistic expression.
- Continually explore various artistic techniques through oil paintings and drawings to create visually captivating pieces that conveyed complex emotions and themes.

RELEVANT PROFESSIONAL EXPERIENCE

Graphic/Web Designer - Contract (2018-2019)

Sparrow Health System- Lansing, MI

- Led creative strategy and execution for organization marketing and branding for multiple audiences to support the organizational culture and core messaging.
- Scope of work included graphic and web design, storyboarding, digital ad unit and social media design, landing pages, consumer persona development, research, branding, core messaging, merchandise design, video direction and editing, presentations, and marketing layout materials including postcards, flyers and sales material.
- Required highly efficient utilization of InDesign, Photoshop, Illustrator, Dreamweaver, HTML, CSS and PowerPoint.

Graphic Designer (2016-2018)

Kellogg Company - Battle Creek, MI

- Collaborated with executive leadership teams to plan content and strategy to support overall corporate branding And culture in-line with presentations.
- Managed project workflows with multiple teams and channels throughout design process with ability to be agile while coordinating revisions and updates.
- Required highly efficient utilization of Adobe Creative Suite, PowerPoint, Articulate, Keynote and Excel.

Graphic Designer (2016-2018)

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Creative Director (2012-2016)

Comlink/Everstream - Grand Rapids, MI

- Led creative strategy and execution for multiple brands with a focus on brand position and differentiation related to trends and patterns in the given industries.
- Presided over all aspects of department workflow for graphic design, social media, web development, SEO, digital marketing, application development, public relations, photography, video, and outreach.
- Managed creative team while providing framework for progressive culture that promotes innovation and teamwork.

PROFESSIONAL SKILLS

Interpersonal: Delivery and presentation; ability to strategize big picture; mentorship and training; adept at leading group dynamics and discussions; client management and relationship building; outgoing personality and great work ethic; highly organized, honest, and knack for multitasking; self-motivated with ability to motivate others.

Occupational: Creative & Art Direction, Graphic Design, Web Design, Usability and User Experience, Illustration, Animation, Photography, Digital & Traditional Marketing, Advertising, Business Development.

Computer/Software: MAC OS, Windows, Microsoft Office Suite, Adobe Premiere Pro, Dreamweaver, Photoshop, Illustrator, InDesign, Keynote, HTML, CSS, Drupal, Wordpress, FTP, QuarkXpress, Client/Server Development, SEO & Social Media Marketing, Content and Learning Management Systems such as D2L, Blackboard, Moodle and Canvas.

EDUCATION

Master of Arts in Communications (2001)

Western Michigan University - Kalamazoo, MI

Bachelor of Fine Art (1993)

Kendall College of Art & Design - Grand Rapids, MI

RECENT COURSES & TRAINING COMPLETED

- "Transformative Learning Through Teaching" (2024)
- "Diversity & Inclusion Training" (2024)
- "Chosen Name and Chosen Pronoun Initiative" (2023)
- "Unconscious Bias" (2023)
- "Accessibility Training" (2023)
- "Online Teaching Certificate" (2022)

PUBLICATIONS

- Dreamweaver CS5 Owner's Manual: A Comprehensive Guide Featuring Reading and Project Based Learning, Two Moon Press (2012) ISBN: 978-1-938110-66-5
- Borton, D. 2007. Scientific Journals International, Journal of Creative Work, Volume 1, Issue 1
- Macromedia Freehand 9: Digital Illustration, Prentice Hall (2000) ISBN: 0-13-032524-4
- Artwork featured in The Art of Teaching Art: A Guide for Teaching and Learning the Foundations of Drawing Based Art (2000) ISBN: 0-19-513079-0

REFERENCES

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