

eric d. jackson

ASSISTANT
PROFESSOR +
BRANDING
SPECIALIST

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Murfreesboro, TN
(Address available upon request)

positioning statement

I am a dedicated educator and designer who prioritizes critical thinking with innovation in the classroom and beyond.

As an Assistant Professor of Graphic Design, I strive to create a learning environment where students feel empowered to explore their unique voices while mastering both traditional and digital design tools while viewing themselves as aesthetically compelling problem solvers.

degrees earned

Bachelor of Fine Arts in Graphic Design

Minor: Illustration

Middle Tennessee State University
Murfreesboro, TN

Master of Fine Arts in Media Design

Full Sail University
Winterpark, FL
Graduated: cum laude

additional education

UX/UI Design Certification

UX Academy – Design Lab
www.designlab.com

affiliations

AIGA American Institute for Graphic Arts
(Nashville Chapter) Member of the Board of
Directors (Secretary)

Kappa Pi International Art Honor Society

CAA - College Art Association

Alpha Phi Alpha Fraternity, Inc.

100 Black Men of Middle Tennessee

academic experience

Tennessee State University (2022 - Present)

Assistant Professor of Graphic Design

As a Design Professor, I create & instruct undergraduate design courses from introductory to advanced levels with a 4/4 teaching load.

Tennessee State University (2020 - 2022)

Instructor, Undergraduate Level - Graphic Design

As an Instructor, I created & instructed undergraduate design courses from introductory to intermediate levels.

Board Advisory Committee Member

Tennessee College of Applied Technology (2021 - Present)

TCAT chooses individuals who are considered experts in the graphic design industry to meet with the program instructor to share information regarding industry standards.

Lecturer, Undergraduate Level - Graphic Design

Middle Tennessee State University (2018 - 2019)

I completed a 4/4 teaching load, which included a wide-range of design courses ranging from foundational design software methods and traditional + digital drawing techniques to portfolio/capstone courses and being a part of the course committee.

Adjunct Professor of Graphic Design

Nossi College of Art (2016 - 2021)

I completed a 6/6 teaching loads. Courses at Nossi consisted of 4-hours (once per week).

There, I successfully taught & wrote curriculum for multiple, hands-on design courses including Business Marketing for Creatives, Social Media Design, Typography Design, Production Art, and various software courses.

Courses taught at Nossi were undergraduate level courses in both in-person and online environments.

courses instructed

- AI 140: Adobe Illustrator
- GD 115: Graphic Design Fundamentals
- GD 120: Graphic Design Processes
- TY 110: Typography I
- PA 205: Production Art
- GD 230: Graphic Design Advertising
- SBM 275: Small Business Management
- PH 325: Photography for Designers
 - Course creation and curriculum development
- GD 340: Graphic Design Media
- SM 380: Social Media Design
- GD 490: Environmental Graphic Design
- BM 375: Business for Creatives
- ART 2310: Graphic Design Technologies
- ART 2325: Typographic Design
- ART 3330: Portfolio I
- ART 3930: Interactive Design I
- ART 4280: Digital Illustration
- IxD 4410: Type in Motion
- ART 1010: Art Appreciation
- ART 2510: Typograohy I (Lettering & Layout)
- ART 3310: Graphic Design I
- ART 4120: Advanced Graphic Design

university service

- A&D Dept. Curriculum Committee (2020 - Present)
- Faculty Advisor of Kappa Pi International Art Honor Society (Theta Tau Chapter) (2020 - Present)
- Co-Organizer of the A&D Mentorship Program (2020 - 2021)
- Brand Developer, TSU CADENCE Program (2021)
- TSU Faculty Salary Committee (2023 - Present)
- A&D Dept. Student Academic Advisor – (2022 - Present)
- Rebranded the Research Forum for the Arts Program (2024)
- Presenter for A&D Immersion Week (2024)
- Commencement Marshall Committee (2022)
- Re-Developed the A&D computer lab (2024)
- Developed and structured a student/staff laptop checkout system (2024)
- Faculty Representative & Co-Author for the Frist Art Museum's Project Uplift Program (2024)
- TSU Graphic Design Student Coordinator with the Frist Art Museum (2024)
- Served as a committee member & competition judge for the Research Forum for the Arts Program (2024)

industry experience

Sr. Graphic Designer + UI/UX Design Lead Mt. Zion Baptist Church (2006 - 2018)

Developed a high-performing creative team to successfully execute design projects nationwide advertising campaigns. Develop and maintain branding standards, templates, and resources.

Key Achievements:

- Promoted to Lead Designer
- Implemented project management system
- Delivered high quality designs on tight deadlines
- Collaborated on visual design concepts with the Lead Video Editor
- Design & front-end web development
- Developed and managed all branding, promotions, and all online registration processes
- Develop and conduct user testing and user feedback sessions.
- Coordinated cross-application integration of projects.

Web Specialist

Middle Tennessee State University (2003 - 2006)

Maintained the University's web presence and Help Desk via the Department of Academic & Instructional Technology Services.

Key Achievements:

- Instructional Technology Conference speaker for 3 consecutive years
- Branded the MTSU web presence that catered to over 23K+ students and delegated creative development tasks to a 4 member team
- Created curriculum and taught 8 design workshop courses for staff, faculty, & students
- Developed marketing campaign that increased workshop participation from less than 10 to 40+ participants monthly
- Lead the design team on all projects that collaborated with the IT Specialist and Sr. Systems Analysts

Associate Graphic Designer

Mass Media, LLC - (March 2000 - January 2003)

Skillfully developed diverse collateral marketing materials, including over-sized POP materials, captivating brochures, and compelling advertising campaigns while attending press checks, coordinating photo shoots and client management meetings.

- Managed multi-faceted campaigns from the conception to completion

industry experience (continued)

- Developed relationships with print vendors as well as negotiated contracts to decrease fees for clients
- Developed project coordinating system to sync project information between the senior designer and associate designers

industry service

2023 Abstract Reviewer

AIGA Design Educators Community (DEC)

LENS Symposium

presentations

2021 Black Designers Ignite Conference

Topic: The “Art” of Code Switching – There is a time and there is a place

2024 Collegiate 100 Mental Health

Middle Tennessee State University

Topic: The MENTal: Young Black Men vs. Everybody - The Benefits of Art Therapy

2024 Art & Design Immersion Week

Tennessee State University

Topic: Mastering a Discipline: Branding & Identity Development

software proficiency

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Adobe After Effects

Dreamweaver

Adobe XD

Sketch

Adobe Premiere Rush

Adobe Lightroom

HTML

CSS

Content Management Systems

connect

Portfolio: www.ericjackson.design

Behance: behance.net/ericdjackson

LinkedIn: linkedin.com/in/thejacksondesignz