

Douglas Davis

Professor of Design, BFA in Communication Design
New York City College of Technology | School of Technology and Design

PHILOSOPHY

Working, teaching and learning are inseparable in a profession that keeps changing.

EDUCATION

- 2010 Master of Science in Integrated Marketing
New York University
- 2000 Master of Science in Communications Design
Pratt Institute
- 1998 Bachelor of Science in Graphic Design
Hampton University

ACADEMIC EXPERIENCE

City University of New York: New York City College of Technology,
2007-present

- Professor of Design 2019
 - Elected Chair, Communication Design Department 2018 - 2021
 - 650+ Advertising, Design, Illustration, Web and Motion Media students
 - Guided department's reorganization and digital transformation
 - Advised Interim Dean on Forecasting, Operations, and New Systems needed for successful short-term digital launch and long-term competitive positioning as part of our Covid response
 - Redesigned and implemented integrated course scheduling, advisement and registration systems due to online migration
 - Developed and managed Internal Covid crisis communications strategy
 - Developed new device loaning system by repurposing existing equipment
 - Evolved tech support systems to support 124 remote sections
 - Secured airtime for recruitment on WNET/THIRTEEN, BRIC TV & CUNY TV before and during pandemic for our documentary, [Imported From Brooklyn](#)
 - Launched accredited BFA and AAS with Imported From Brooklyn [theme](#) 2018
 - P.R. strategy for BFA launch included events showcasing our most famous alumnus, Tony DiSpigna's donation of his [50-year archive to create our permanent collection](#)
 - Positioned program offering from my research on closer alignment of business, education and the creative industry
 - Institutionalized methodology from my book for program differentiation: Give design students a business problem as context to teach them strategy
 - Brokered student access through partnerships with Google Recruiting Events, Developed CUNY/Google UX/UI Pilot program, [Interdepartmental 2-Day Microsoft Coding Research](#) Lunch discussions, Workshops, Focus Groups and series of 45 min sessions where [Microsoft conducted usability interviews with students of color](#) aimed at understanding if their tool made coding less inclusive
 - Invited Industry, Clients and local schools to City Tech for one day [Direct Effect Innovation Challenge hackathon](#), Clients: Microsoft, HP, USPS, Outer Spaces, and The Village of Ocean City, Schools: Parsons/The New School, SVA, Farmingdale State University, and University of Kentucky
 - Managed transition to a smaller program footprint for operational efficiencies
 - Created internal vision aligned with learning outcomes for the new Pearl facility and recruitment narrative based on our heritage of developing diverse talent
 - Wrote new mission statement to change department culture
 - Developed a strategic plan with internal and external communications
 - Developed and launched pilot #COMD365 giving campaign 2018 - 2021 and raised \$44K in department gifts of increments and multiples of \$365
 - Developed the advertising track outcomes and assessment plan
 - Developed our BFA program's first articulation agreement with an MPS graduate program in Branding and Integrated Communications (BIC)
- 2002-2007 Adjunct Professor of Design

City University of New York: City College

- 2014-2017 Adjunct Associate Professor, Non-Profit Capstone Facilitator, M.P.S. Branding & Integrated Communications (BIC) program
- Founding faculty member
 - Developed course from previous NYU experience
 - Managed three to four teams of P.R., Creative and Management majors
 - Developed “you paid for the questions, not the answers” philosophy to teach students how to work through ambiguity when serving clients
 - Emphasis on client service, multi-channel campaign development and integrated communications planning
 - Clients include: Columbia University Children’s Health, The Colin Powell School, UJA-Federation of New York, The Grove School of Engineering

New York University

- 2010-2012 Adjunct Professor, M.S. in Integrated Marketing program
- Campaign I: Strategy and Execution expert
- Invited to join faculty while still in cap and gown in Yankee Stadium
 - Taught Brand Management, Analytics and Digital Marketing majors to see from the creative’s perspective
 - Differentiated my section through a collection of essays, articles, cases and book chapters on advertising design and creativity
 - Worked with Campaign II: Planning and Analysis faculty to coordinate multi-channel creative and strategy
 - Clients include: Tiffany & Co., DirecTV, Puma and Cisco

Pratt Institute

- Spring 2017 Visiting Professor, A.O.S. 2-Year Career Track program
- Comprised of New York’s top industry professionals
 - Wrote publication design course for behavior shift toward screens
 - Organized onsite studio visit and invited professional guest

PRESENTATIONS, RESIDENCIES & CAPSTONE WORKSHOPS

- 2022 RGD:Webinar
- My presentation focused on 11 Questions a Creative Brief should answer
- 2022 RGD:Design Thinkers Vancouver Conference
- My presentation focused on systems thinking and creativity
- 2022 Maryland Institute College of Art, MPS Residency
- Masters of Professional Studies in Business of Art and Design
- (Virtual) Invited 3-day Residency Facilitator
- Masters Business of Design cohort focused on entrepreneurship, creative strategy and business
- My presentation focused on systems thinking and creativity
- 2021 The American University in Kuwait
- Bachelor of Arts in Design
- (Virtual) Invited Expert
- 50 design students and faculty
- My presentation focused on systems thinking and creativity
- 2021 Maryland Institute College of Art, MPS Residency
- Masters of Professional Studies in Business of Art and Design
- Invited 3-day Residency Facilitator
- 40 Masters Business of Design cohort focused on entrepreneurship, creative strategy and business
- My role as facilitator focused on systems thinking and creativity
- 2021 New York City College of Technology, Brooklyn, NY
- (Virtual) [How to Build Brands using Strategy – A case study for Designers](#)
- Lead conversation on the meaning of Strategy, Strategist and Strategic in the context of career transitions within the timeline of a creative career.
- 2021 School of Visual Arts, New York, NY
- (Virtual) Guest presenter M.F.A. Design

- Invited expert in Steven Heller's Designer as entrepreneur program
Lead 40 student cohort on [aligning strategic context and creative content.](#)
- 2020 York University, Design at York
(Virtual) [Systems Thinking & Creative Strategy](#)
- 2020 RGD:Design Thinkers Conference
(Virtual) **Brand Strategy for Designers**
- 2020 Maryland Institute College of Art, MPS Residency
Masters of Professional Studies in Business of Art and Design
(Virtual) Invited Keynote Speaker presenting to Ellen Lupton's 40
Masters Business of Design cohort focused on entrepreneurship,
creative strategy and business
My presentation will focus on systems thinking and creativity
- 2020 Pinnacle+, A virtual Marketing Conference
(Virtual) Invited Strategist: Systems Thinking and Creative Strategy
- 2020 One Club for Creativity Educator's Summit
(Virtual) Invited panelist: Teaching for our Changing Industry
My presentation addressed the layer above what we all do in the
classroom and how the pandemic has placed an emphasis on
decentralized decision making, operations, forecasting, and new
systems design to provide the same value.
- 2020 Maryland Institute College of Art, MPS Residency
Masters of Professional Studies in Business of Art and Design
(Virtual) Invited Keynote Speaker presenting to Ellen Lupton's 15
Masters Business of Design cohort focused on entrepreneurship,
creative strategy and business
My presentation will focus on operations, forecasting, and the new
systems design needed to provide value in a pandemic
- 2019 Verizon AdFellows, New York, NY
Invited to McCann New York to share my origin story, and inspire 60 fellows
entering the industry in various agencies or client side roles
- 2019 School of Visual Arts, New York, NY
Guest presenter M.F.A. Design
Invited expert in Steven Heller's Designer as entrepreneur program
Lead 20 student cohort on [recognizing opportunity and innovation](#)
- 2019 University of Oregon, Eugene, OR
School of Journalism and Communications,
Ward Executive in Residence
Invited to lecture in the Advertising Undergrad and Masters
in Advertising and Brand Responsibility programs
Participated in workshops, faculty discussions and
one on one student mentoring
Designed a series of exercises to apply Creative Strategy Framework
culminating in a Google lead rapid prototyping exercise
- 2019 Beijing Normal University, Beijing, China
Visiting Professor and Author
Invited to teach 30 graduate students the Business Model Course
from my Creative Strategy Framework methodology culminating in
a pitch to our client partner Lenovo
Partnered with UX faculty to translate my book into Mandarin
- 2019 School of Visual Arts, New York, NY
Guest presenter M.F.A. Design
Invited expert in Steven Heller's Designer as entrepreneur program
Lead 20 student cohort on [questioning the answers to find opportunity](#)
- 2019 Adobe Creative Jam Live Boston, MA
(Virtual) Creative Teams Kickoff Speaker
Invited to speak on Diversity and Inclusion in creative problem solving
- 2018 Design for Inclusivity Summit St. Louis, MO
Speaker for invitation only conversation on equity, inclusion and partnership
- 2018 Refresh Conference, Charleston, SC
Invited talk on, The Strategy Behind the Execution
- 2018 California State University at Northridge, Los Angeles, CA

2018	Invited Creative Bootcamp Keynote Speaker & workshop facilitator AIGA: The Professional Association for Design, Leadership Retreat, Baltimore, MD Lead 300-chapter presidents and D&I reps in understanding what members are seeking from the lens of asking: Do I belong?
2018	University of Missouri St. Louis, MO Midwestern Digital Marketing Conference Invited talk on What They Say vs What We Hear: Translating Client Requests
2018	College of Charleston School of Business Admissions, Charleston, SC Invited presenter, Planning for a Successful Future
2017	D&AD New Blood Shift program, New York, NY Invited presenter: Overcoming Obstacles in Pursuing your Career in Advertising
2017	RGD: Webinar (Virtual) Strategic Thinking for Designers
2017	RGD: Design Thinkers Conference, Toronto, Canada From Insights to Executions: Creative Strategy and the Business of Design
2017	One Club Educator's Summit Panel Moderator, New York, NY Learning the Wrong lessons: Design Education in the Age of Disruption
2017	University of Missouri Midwestern Digital Marketing Conference, St. Louis, MO Invited talk on Think How They Think to Do What We Do focused on harnessing the chaos of the creative process
2016	The City College, New York, NY Presented Think How They Think at the City College Lecture Series
2016	Revolve Conference, Charleston, SC Presented From Insights to Executions turning business objectives, marketing strategy and creativity into creative business solutions
2016	HOW Design Live Conference, Atlanta, GA Invited expert, presented From Insights to Executions
2016	The Creative Circus/AIGA Atlanta, Atlanta, GA Invited expert, presented Creative Strategy and the Business of Design
2015	HOW Design Live Conference, Atlanta, GA Invited expert, presented Providing Value Through Creative Business Solutions
2015	Art and Branding Conference, St. Petersburg, Russia Invited panelist and presenter Providing Value Through Creative Business Solutions
2014	HOW Design Live, Boston, MA Invited Presenter in the Creative Business program, Creative Strategy and the Business of Design
2013	ONE Club Advertising Bootcamp, New York, NY Invited kickoff presenter
2011	IRTS Multicultural Career Workshop, New York, NY Invited Moderator: Working in Digital Media
2010	IRTS Multicultural Career Workshop, New York, NY Invited Panelist
2009	IRTS Multicultural Career Workshop, New York, NY Invited Panelist
2009, 2010	New York University's New Marketer's Bootcamp, New York, NY Invited Presenter The Advertising Overview

COURSES & CURRICULUM

- Created Design Strategy for Creative Professionals, (Domestika)
- Lead initiative to focus on our five accredited core areas of Advertising, Graphic Design, Illustration, Web Design and Motion Media by pruning 27 legacy courses and deregistering two-degree programs focused on traditional printing in alignment with industry trends
- Increased Communication Design B.F.A. Strategy course offering
- Worked between departments to remove overlap by moving courses to clarify the lanes for resource allocation and student recruitment messaging
- Integrated, my Creative Strategy Framework, approach within Communication Design courses in the Foundation A.A.S. and B.F.A. programs
- Course leader, author or collaborated on the following courses since 2007:
Communication Design I, Communication Design II, Campaign Development I, Advertising Portfolio Development, Interactive Art Direction, Copywriting for Creatives,

- The Design Team, The Portfolio, The Senior Project, Brand Strategy for Creatives
- Created Non-Profit Graduate Capstone Course, BIC Founding Faculty, (CUNY)
- Differentiated my Campaign I section, Integrated Marketing Graduate Course, (NYU)

PUBLICATIONS & PRESS

AUDIOBOOK

- 2022 Creative Strategy and the Business of Design
HOW Books/Simon and Schuster

BOOKS

- 2020 Creative Strategy and the Business of Design ([Simplified Chinese Edition](#))
Beijing Normal University/Simon and Schuster
- 2016 Creative Strategy and the Business of Design
HOW Books/Simon and Schuster

BOOK SECTIONS

- 2021 "Hike the Wall in Their Shoes" & "I don't know the "right" answer but I know design can fix it."
By Douglas Davis included in Brave Work in the Age of Climate Change, a creative's guide to
advertising + brand messages in complicated times Morrison, Deborah.
- 2018 "Leading the Client: Providing value through Creative Business Solutions" by Douglas Davis
included in Leadership in the Creative Industries: Principles and Practice Mallia, Karen.

TRADE ARTICLES, PUBLICATIONS & QUOTES

- 2022 Why businesses need creatives who know strategy and how you can help
By [ReadyMag](#), November 29th
- 2022 Way Forward in Design Education: Fostering Friction, Frustration & Failure
By [Diana Varma](#), November 23rd
- 2022 Passing down knowledge and increasing relevance: Douglas Davis on Ed Benguiat's
impact on creative field
By [ReadyMag](#), September 28th
- 2021 [QUOTE](#): Post-Pandemic Design Education (Part 1) Where do we go from Here?
By Steven Heller, February 15th
- 2020 [QUOTE](#): What is the Role of Diversity & Inclusion In a Post COVID-19 World?
By Angela K. Chitkara & Michael V. Marinello, April 17th
- 2019 [QUOTES](#): Agencies and Designers Aren't Thrilled With New York's Redesigned
License Plate Options By AdWeek, Minda Smiley, August 23rd
- 2019 [QUOTES](#): These Recently Unearthed Designs from 1973 Show What McDonald's
Almost Looked Like By AdWeek, Doug Zanger, April 11th
- 2019 [QUOTES](#): Design Experts Weigh In on DDB's and Joan's New Visual Identities
By AdWeek, Lindsay Rittenhouse, March 29th
- 2019 [QUOTES](#): Bridging the Diversity Disconnect: Charting a more inclusive path
to growth by The Advertising Educational Foundation, February
- 2017 Learning the Wrong Lessons: Design Education in the Age of Disruption
[Print Magazine](#), May 8th
- 2017 Think Like They Think To Do What We Do: The Creative Strategy Framework,
The European Business Review, January/February issue
- 2016 Creative Strategy and the Business of Design The European Business Review,
September/October issue
- 2016 [Look inside the Target's Head: Seeking Inspiration Within Brands & Products](#), (Print Magazine)
- 2016 Spice Up Your Pitch Life: Taking Your Scenario Analysis to the Next Level, (HOW Magazine)
- 2016 4 Key Professional Development Concepts for Designers, (HOW Magazine)

PODCAST, INTERVIEWS & PANELS

- 2023 [The Marketing Meeting](#)
With Itir Erasian, January 3rd
Featured Practitioner, May 26th
Brand Master Podcast
- 2021 [The Creative Strategy Framework](#)
Invited Expert, November 26th
- 2021 AIGA Connecticut Panel
Design as an Elastic Career

2021	Invited Educator, May 26 th Revision Path Podcast Creative Life in the Pandemic
2021	Invited Educator, May 3 rd Wildstory Decide to Learn Something New
2021	Featured Practitioner, July, 26 th Type Director's Club Member of the Month Interview
2020	Featured Practitioner, February 2 nd RGD Design Educator Webinar: What have we learned from COVID-19 about online learning?
2020	Invited Educator, May 22 nd On Branding The Creative Strategy Framework
2020	Invited Educator, September 30 th Just Branding The Future of Design Education & The Business of Design
2020	Invited Strategist, September 7 th Real Creative Leadership How to Find a Common Language for Creative Feedback
2020	Invited Educator, July 24 th Design Observer The Future of Design Ed
2020	Invited Strategist, April 22 nd The Disruptor Series Podcast Disrupting Design
2019	Invited Author/Filmmaker, March 17 th Hola Brief Community The Creative Brief
2019	Invited Author, June 24 th AIGA Emerging Leaders, September 21 Featured Leader in Education
2019	Invited Educator AIGA Eye on Design Let's Cut The Bullshit—Here's What it Really Means to Diversify your Workplace, August 13 th Interview
2019	Re:Vision NYC Podcast The Future of Design Invited Strategist, August 12 th
2019	Let's Talk Branding Podcast Creative Strategy and the Business of Design
2018	Invited Strategist, March 31 st Creative South Podcast Invited Author, August 9 th Creative Strategy and the Business of Design
2018	Logo Geek Podcast Creative Strategy and the Business of Design
2018	Invited Author, July 6 th Q&A Strategy Session with Douglas Davis in appliedartsmag.com
2018	Invited Author, March 19 th The Futur with Chris Do My Origin Story
2018	Invited Author, March 8 th Logo Geek Podcast Designer Interview The Logo Creative
2018	Invited Author, February 24 th Minorities in Design live stream: The Futur with Chris Do Co-host, February 19 th

2018	Revision Path Podcast Featured Designer
	Invited Author, January 30th
2018	Obsessed With Design Podcast Featured Designer
	Invited Author, January 24th
2018	Design Insight: Your Questions About Graphic Design, Answered by Real Designers
	Invited Author, January 22nd
2017	WoW Factor Business Podcast Featured Designer
	Invited Author, December 26th
2017	Appliedartsmag.com, Creative + Strategy = Success @ Design Thinkers
	Press from my Design Thinkers Presentation, November 7th
2017	LaRoche FM Podcast Creative Strategy and the Business of Design
	Invited Author, October 16th
2017	Format Magazine, The Best New Graphic Design Books of 2017 Featured Author(#39) , October 16th
2017	Aaron Pierson Podcast
	Invited Author, The Reason Behind the purchase (taken down) January 12th
2016	The Huffington Post, Podcast Interview (Part 1) The Future of The Creative Industry , December 27th
2016	The Language of Business and Design Decisions
	Invited Presenter Interview, October 15th
2016	The Busy Creator Podcast
	Creative Strategy and the Business of Design
	Invited Author, October 3rd
2016	Revision Path Podcast Featured Designer Interview
	Invited Author, September 5th
2016	Obsessed With Design Podcast Creative Strategy and the Business of Design
	Invited Author, September 3rd
2016	School For Startups Radio Entrepreneur Interview
	Invited Author, June 30th
2016	HOW Design Live, Creative Business Podcast
	Invited Author, May 6th
2014	Printmag.com Interview Successfully Balancing Creative and Business
	Featured Designer, April 23rd
2014	Creative Freelancer Business Conference Podcast
	Invited Speaker, March 4th

SERVICE

	New York City College of Technology
2023	College Chief Librarian search committee
2022	College Communications Manager search committee
2020	Invited to mentor department chairs at the College level
2020	College Reopening Committee
2020	School of Technology and Dean search committee
2019-20	6 th Year Reappointment Committee
2018-21	Department Chair: Communication Design
2018	Grace Gallery Committee
2017	Presenter City Tech Annual Research Conference
2016-18	Department Appointments Committee Communication Design
2015	Invited Guest Speaker "Black New York"
2015-18	Course Coordinator: Design Team
2012-15	College Council Curriculum Committee
2014	Department Curriculum Committee

2014	Emerging Scholars Program Advisor
2014	Honors Scholars Program Advisor
2014-17	Art Director's Club Advisor
2014-15	Industry Relations Committee
2014-15	NASAD Accreditation Self Study Committee
2014	Department Strategic Planning
2012-13	College Lecture Series Committee
2011-12	Gen Ed Assessment Committee
2011-12	Building & Grounds Committee
2009	College Assessment Committee
2007	Department Curriculum Committee
2007	Course Coordinator: Advertising

STUDENT MENTORING & COMPETITIONS

2002-Present	Under my influence our students consistently enter, place and win in various NYC creative competitions including: D&AD New Blood Shift, JWT Young Commodores, Multicultural Advertising Internship Program(MAIP), Marketing and Advertising Education Internship (ANA Educational Foundation), AIGANY Freshgrads, The annual ONEClub Bootcamp, The ONEClub's annual Here Are All The Black People (HAATBP) and various agency internship programs.
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INDUSTRY AWARDS & HONORS

2022	Association of Marketing and Communication Professionals Gold Hermes Creative Award Winner Strategic Marketing Campaign 5-minute Creative Mentor Video Series Adobe Creative Cloud for teams / The Stoke Group
2022	Type Director's Club, Board Member
2021	Poster House Museum, CMYK Advisory Board Member: Programming Committee
2021	Association of Marketing and Communication Professionals Platinum Hermes Creative Award Winner Strategic Programs Communication/Marketing: Imported from Brooklyn
2021	Association of Marketing and Communication Professionals Platinum Hermes Creative Award Winner Pro Bono Strategic Communications: Imported from Brooklyn
2021	Association of Marketing and Communication Professionals Gold Hermes Creative Award Winner Educational Video: Imported from Brooklyn
2021	Association of Marketing and Communication Professionals Gold Hermes Creative Award Winner Documentary: Imported from Brooklyn
2020	The National Academy of Television Arts & Sciences, New York Chapter Emmy Award Winner: Imported from Brooklyn
2020	The National Academy of Television Arts & Sciences, New York Chapter Official Nominee Craft Category Art Direction: Imported From Brooklyn
2020	Official selection Fine Arts Film Festival
2019	JUDGE The SHOW, AIGA Nebraska's statewide annual design competition
2019	University of Oregon, Masters in Advertising and Brand Responsibility, Board Member
2019	University of Oregon, School of Journalism and Communications Ward Executive in Residence
2019	Winner Aurora Award for Documentary
2019	Winner of two Telly Awards for Documentary & Education
2019	Official selection Helsinki Education Film Festival
2019	Official selection International Fine Arts Film Festival
2019	Official selection City University of New York Film Festival
2019	Winner of three Communicator Awards for Excellence & Distinction
2018	4A's Philosopher Award Winner: Excellence in Advertising Educators (first)
2018	JUDGE The Big One, AIGA Alaska's only annual design competition
2018	Named AIGA's National Diversity & Inclusion Taskforce Co-Chair
2018-2020	4A's Foundation, Board Member
2017	Branding and Integrated Communications Board Member, City College
2017	Revolve Conference Advisory, Board Member
2017	The One Club Education Steering Committee Member
2016	JUDGE HOW magazine's promotion and Marketing Design Awards

2015	JUDGE Best Brand Awards
2014	4A's Manhattan Early College School for Advertising Advisory, Board Member
2011	JUDGE JWT Live Art battle
2010-2018	High School for Innovation in Advertising and Media (IAM) Advisory, Board Member and curriculum author for the first high school devoted to advertising in the United States