



Curriculum Vita Month Year

Instructor: Jeff Barfoot, Adjunct Professor

Academic Department: Art (Communication arts)

University Address: (Giving office address – adjunct with no campus office)
Jeff Barfoot
Trace Element
8147 San Leandro Drive
Dallas, Texas, 75218

Office Phone: 214.914.2786 (Mobile – adjunct with no campus office)

University Email Address: Jeff.Barfoot@etamu.edu

(Please always cc jeff.barfoot@traceelement.com)

Faculty Web Page Address: <http://www.traceelement.com>

EDUCATION

BFA – Design, University of Arizona, 1999

BFA – Illustration, University of Arizona, 1999

TEACHING EXPERIENCE

2019 – 2020, Adjunct Professor, University of North Texas

2025 – Present, Adjunct Professor, East Texas A&M University

PUBLICATIONS AND AWARDS

Jeff's work has been recognized and highlighted by most major design industry publications and award shows. A partial list:

American Advertising Federation

American Institute of Graphic Arts (AIGA)

The AR100 (Annual Reports Competition)

Communication Arts Design Annual

Communication Arts Illustration Annual

Communication Arts Typography Annual

Dallas Society of Visual Communications (DSVC)

Graphis Stationary Annual

Graphis Poster Annual

Graphis Design Annual

Graphis Annual Reports
New York Art Directors Club
New York Type Directors
Print Magazine
The Neenah Paper Show
The Mohawk Paper Show
The One Show

PUBLICATIONS AND AWARDS

Jeff has been asked to speak and show his work, and in some cases judge student competitions at the following universities:

Arizona State University
Dallas College Brookhaven
Oklahoma Christian University
Montana State University
University of Arizona
University of North Texas
University of Oklahoma
University of Texas A&M – Commerce
University of Southern Mississippi

PUBLICATIONS AND AWARDS

In addition to several student competitions, Jeff has been asked to judge several professional design competitions:

Communication Arts Design
Neenah Paper Show
Mohawk Paper Show
RGD Awards (the Canadian equivalent of the AIGA
(American Institute for Graphic Arts))

EXPERIENCE

2021 – Present, Partner, Co-CEO, and Chief Creative Officer, Trace Element

<http://www.traceelement.com>

After leading the team at RBMM/The Richards Group for 10 years, Jeff struck out on his own in January of 2021 along with his business partner, Lindsey Phaup, founding brand design agency *Trace Element. *Trace Element specializes primarily in brand identity (“branding”) and packaging design, but has and can execute on a plethora of other types of design projects, including animation, annual reports, brand standards,

campaigns, digital content, environmental design, event activations, experiential design, icon system design, illustration, mural design and installation, photography art direction, point of purchase and store kit design, print collateral, social media asset design, trade show design, website design. Jeff serves as Co-CEO and Chief Creative Officer, leading the creative workforce and managing the studio's creative product and output. Jeff also helps manage the team of account directors and strategists and helps to lead the agency's brand strategy efforts, essential to the success of both the agency and its work product. He is proud to have collected an impressive stable of clients, including Central Market/HEB, Pizza Hut, Shiner Beer, Coca-Cola Southwest Beverages, Newrez, Lavazza Coffee, the Amon Carter Museum of American Art, The Crow Museum of Asian Art, Crystal Bridges Museum of American Art, Nickelodeon, and The Perot Museum of Nature and Science.

2010-2020, Managing Principal, RBMM (Brand Design Arm of The Richards Group, now called TRG)

<http://www.trg.agency>

In 2010, Jeff sold his independent practice, BarfootWorldwide, and joined RBMM, brand design arm of the nation's largest independent ad agency (at the time), The Richards Group (now TRG), as a principal. In 2012, Jeff was named managing principal of the firm, overseeing five fellow principals each with their own clients along with staff. As managing principal, Jeff was responsible for all aspects of the business – staffing, profitability, etc., in addition to managing the firm's collective creative staff and output. As an affiliate of The Richards Group, Jeff worked with clients directly through RBMM, but also worked with the larger agency for Fortune-500-level clients on national initiatives, including Chick-fil-A, The Home Depot, and AT&T, to name a few.

2008-2010, Design Director, CommerceHouse

<http://www.commercehouse.com>

2005-2008, Creative Director, TractorBeam

<http://www.tractorbeam.com>

2005-2010, Founder and Principal, BarfootWorldwide

<http://www.barfootworldwide.com>

2005-2020, Founder and Principal, Bee Things

<http://www.bee-things.com>

2004-2005, Senior Designer, then Associate Creative Director, Sibley Petet Design
Dallas

1999-2004, Designer, then Senior Designer, then Associate Creative Director,
Eisenberg & Associates

<http://www.eisenberginc.com>

BIO

Jeff is a founding partner, Co-CEO, and the Chief Creative Officer at brand design agency *Trace Element. He holds degrees in graphic design, illustration, and almost ecology from the University of Arizona. His design and illustration work has been recognized by most major design competitions and publications, including Communication Arts, the Art Directors Club of New York, Graphis, Print magazine, the AR100 (for annual report design), the American Institute of Graphic Arts (AIGA), The One Show, the American Advertising Federation, and the Dallas Society of Visual Communications (DSVC) where he is one of the most decorated designers in the club's 69-year history.

Jeff is a past president of the Dallas Society of Visual Communications and served on its board of directors for twelve years. He is past editor-in-chief of Rough magazine, the monthly publication of the DSVC.

Jeff has also served on the board of directors of the Dallas/Fort Worth chapter of the AIGA. He has been asked to show his work and address several professional groups and university programs, and is honored to have judged several design competitions, among them the prestigious Communication Arts Design Annual.

He is extremely proud to be the founder of the National Student Show & Conference, the nation's largest creative competition and conference for visual arts students. Each year, the event attracts over 700 students and educators from across the United States and doles out over \$20,000 in scholarships and show prizes. Just celebrating its 20th year, the event has awarded over \$350,000 dollars in prizes and scholarships.

Over the course of his career, he has done brand identity, retail branding, product design, and investor communications projects for 7-Eleven, the American Heart Association, the Amon Carter Museum of Modern Art, AT&T, Baylor Scott & White Health, Blockbuster, Chick-fil-A, Coca-Cola Southwest Beverages, Central Market/HEB, Crate & Barrel, Crystal Bridges Museum of Modern Art, the Dallas Museum of Art, the

Dallas Theater Center, Fossil, Hallmark, Hasbro, IBM, Lavazza Coffee, Neenah Paper, Neiman Marcus, Newrez, Nickelodeon, PepsiCo, the Perot Museum of Nature and Science, Pizza Hut, Sappi Fine Paper, Shiner, Sony, and Wyndham Hotels and Resorts.

Jeff has two moppy-haired sons and three miniature wiener dogs, all five of which eat his food. If you haven't guessed by now, his marine ecology training is not very useful to him at this time, but he hopes that someday a world-class aquarium will need a new identity and will know who to call.

CLIENT LIST

Over the course of his career, Jeff has done design and illustration work for clients big and small. Among them:

7-Eleven
AARP
The American Heart Association
American Institute of Graphic Arts (AIGA)
The Amon Carter Museum of Modern Art
AT&T
Baylor Scott & White Health
Bellagio Hotel and Casino
Bell Helicopter
Billingsley Company
Blitz Moped
Blockbuster
Blue Marble Brands
BNSF Railway
Central Market
Charles Schwab
Cheerios Crate & Barrel
Chick-fil-A
Chuck E. Cheese's
The City of Memphis
Clampitt Paper
C.O. Bigelow
Coca-Cola Southwest Beverages
Collins Aerospace
Cooper Aerobics Center
Crate & Barrel

The Crow Museum of Asian Art
Crystal Bridges Museum of Modern Art
Current Energy
Dallas Center for the Performing Arts
Dallas Child Magazine
The Dallas Museum of Art
Dallas Society of Visual Communications (DSVC)
The Dallas Theater Center
The Dallas Zoo
DDB
Discovery Channel
Etsy
Fossil
Goldhouse Animation Studios
Haggar Clothing
Hallmark
Harcourt Books
Hasbro
HEB
The Home Depot
Hyperactive Magazine
IBM
Jasper Group
KEXP Seattle
La Duni
La Quinta
Lavazza Coffee
Mary Kay
Mountain Dew
Mystic Tan
The National Student Show & Conference
Naturesweet
Neenah Paper
Neiman Marcus
New Page
Newrez
The New York Times
Nickelodeon
Omni Hotels & Resorts

On the Border
Overstock
Papyrus
Parragon Publishing
PepsiCo
The Perot Museum of Nature and Science
Pizza Hut
Publix
Sally Beauty Supply
Sappi Fine Paper
Shiner
Shockwave
Sony
Southwest Airlines
SPCA of Dallas
Studio Movie Grill
Sub-Zero Wolf
The Tallest Man on Earth
Target
Texas Instruments
Tribal DDB
The Tucson Zoological Society
TXU
Uclick
The United States Navy
Van's Kitchen
W Hotels
Williamson Printing
Wyndham Hotels and Resorts
Yum!
Zeus Jones