



EAST TEXAS A&M
UNIVERSITY

Curriculum Vitae
January 2024

Instructor: Lisa Goin, Adjunct Professor
Academic Department: Art

University Address: Texas A&M University-Commerce
PO Box 3011
Commerce, TX 75429-3011

Office Phone: N/A

University Email Address: lisa.goin@tamuc.edu

Faculty Web Page Address: N/A

EDUCATION

University

BFA, Kansas City Art Institute, *Kansas City, MO, Fall 1990*

AA, Parkland College, *Champaign-Urbana, IL, Fall 1988*

Professional Training

Omnicom University, *Advanced Management Program, 2009*

Art Center Design Conference, *Serious Play, Pasadena, CA, 2008*

HOW Design Conference, *Las Vegas, NV, 2006*

Student Experience and Internships

Creative Director for Call for Entries Poster, Kansas City Art Directors Club, 1990

Campus Tour Guide, Kansas City Art Institute, Spring 1989 – Fall 1990

Design Intern, Joss Design Group, Chicago, IL Summer 1988 and 1989

Design Intern, Walker Art and Design, Kansas City, MO, Fall 1989

Design Intern, April Greiman, Inc., Los Angeles, CA, Summer 1990

Michael Vanderbyl, Distinguished Hall Chair, Kansas City Art Institute, three week group project on History of Design

April Greiman, Distinguished Hall Chair, Kansas City Art Institute, selected for one week individual project on

Transition

Moire: A history of Communication and Typographic design a one-day Installation

Performance Art Live on stage featuring 8 students under direction of Tony Allard

Department of Art

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TEACHING EXPERIENCE

Adjunct Professor, *Creative Thinking*, Texas A&M University-Commerce, Dallas, TX, Spring + Fall 2019 — Fall 2025

Adjunct Instructor, *Design & Typography*, UCLA Extension, Westwood, CA, 1996 – 2004

UCLA Extension is a continuing education institution headquartered in Westwood, on the campus of the University of California, Los Angeles. Currently, UCLA Extension offers more than 5,000 courses and more than 100 certificate programs.

Hired by Scott Hutchinson, the Program Director of the Visual Arts at UCLA Extension.

Taught beginning and intermediate graphic design, as well as beginning typography courses.

I began with a plan to teach just one single class. Eight years later, I was still teaching approximately two classes per quarter. Each class was a 4-hour lecture course one night a week for 12 weeks. This gave me the opportunity to work with many students. I learned as much from them as I am sure they learned from me. My experience there made a huge impact on my career as I was able to work with managing a large group of people and learned best how to communicate with different people at different levels of design competencies.

In 2002, I had the great honor of accepting the Outstanding Instructor Award, UCLA Extension Department of the Arts, Computer Graphics & Graphic Design.

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PUBLICATIONS

Publication involvement:

Book Design Director for *Why Bad Ads Happen to Good Causes (and how to ensure they won't happen to yours)*. A guide for creating more effective public interest print advertising featuring new data from an unprecedented 10-year study by Roper ASW. Cause Communications 2002

Book Design Director for *Why Bad Presentations Happen to Good Causes (and how to ensure they won't happen to yours)*. Cause Communications 2002

Book Design Director for *Watching Wanda The Migration of a Gray Whale*, Seascript Publications 1996

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