



SESSIONS + SPEAKERS

DESIGN HUDDLE:

TACKLING 4 DESIGN TOPICS PERTINENT TO OUR TEAMS AND WORKFLOW THIS YEAR

This session is designed to be very interactive / participatory. Will discuss topics that hit on important opportunities, questions, challenges and themes for 2022. Final topics TBD, but several under consideration: Post pandemic reboot for design teams / Adobe postscript font issue action steps / Model for internships / Effective design briefs etc.

KRISTEN ANDREWS has over 15 years of experience in design and art direction, including her current role as Creative Director for Hachette Nashville, and previous publishing experience as an Art Director for HarperCollins Christian Publishing. Her book cover designs have won awards from the American Advertising Federation and ECPA, garnered bestseller status, and been featured in international media. She holds a bachelor's degree from the University of Southern California, and studied graphic design at OTIS College of Art + Design. Originally from Chicago, Kristen lived in Los Angeles for 12 years before moving to Nashville in 2011. She enjoys running and being outdoors, listening to classic rock, and spending time with her husband, 2-year-old & 7-month-old daughters, and rescue dog Charley. **HACHETTE NASHVILLE**

TORREY SHARP is the owner and principal of Faceout Studio a market-leading firm specializing in book design. The studio designs hundreds of books each year, working with the world's top media companies, as well as mid-size publishers, university presses, and independent authors. Over the years, Faceout Studio's design work has been recognized by Communication Arts, the AIGA, the AAUP, ECPA, the IBPA, Print magazine, Eye magazine, the New York Book Show, Graphis, and the American Advertising Federation. Faceout's work has been showcased in a variety of trade and academic books on the topic of design, including Rockport, HarperCollins and Springer. Torrey earned his economics degree from Wheaton College, IL after spending most of his growing up years in Brazil. He has been in the publishing industry since 1996 and co-owns a branding firm, Molt Brands. **FACEOUT STUDIO + MOLT BRANDS**

BOOKS AS BRANDS

What is branding? How should book designers view "packaging design" within a broader branding framework? This session will help you form necessary context around author and book brands within your publishing house and collaborate effectively with your publisher, authors and other team members about important brand building initiatives.

MATT LEHMAN is a designer and illustrator who helps brands both large and small transform complex ideas into beautifully simple visuals. He began his career in 2001 at a small but mighty firm in Nashville by the name of Anderson Design Group. In 2007, he joined CMT / MTV Networks focusing on show identities and the network rebrand in 2009. In 2010 he formed Matt Lehman Studio working for brands such as ESPN, Nike, Delta, PepsiCo, Esquire, GQ, Nickelodeon and NASA to name a few. His work primarily involves branding, illustration, icon development, and the occasional book cover. **MATT LEHMAN STUDIO**

PERFECTLY PITCHED

Even for successful designers, pitching graphic design ideas can be stressful. How do you talk about design work? How do you develop your design vocabulary? How can you use words & storytelling to fill the mental gaps of imagination? Sometimes design doesn't always speak for itself, even though we think it should. We will dive in and explore ways to develop the skills to walk into a client meeting with confidence and demonstrate the value of your work.

VICTOR SAMUEL HUCKABEE is a multi-disciplined Creative Director with deep experience in graphic design and a unique style of illustration. Currently residing in Nashville, Tennessee, Victor spent his formative years studying digital communications in Switzerland. Since kickstarting his professional career in Nashville, he has worked with a wide variety of artists & organizations and has become a respected leader in the field of graphic design. From creatively raising funds for access to HIV/AIDS treatments and clean water wells in Africa to working with an international travel guide brand, to inspiring a world of characters for Dreamworks Animation, Victor currently works as Creative Director for 5by5 Agency and has devoted his life to creativity and doing good in the world. **5BY5 AGENCY**

ASHLEY SPEAR is a Nashville native who has always had a love for the arts. After studying journalism in college, she began her career as a graphic designer in the music industry. Now, with more than a decade of experience, her expertise lies in a breadth of disciplines including branding, print design, illustration, and creative team leadership and collaboration. In her current role as Associate Creative Director at 5by5 Agency, Ashley leads the design team by fostering creativity and keeping client goals top-of-mind. When Ashley isn't working or spending time with her family, she loves exploring new cities, trying out different restaurants and sour beers, and indulging her passion for mid century modern design. **5BY5 AGENCY**

RIGHT MIND AT WORK:

FINDING COMMON GROUND ACROSS GENERATIONAL GAPS

If you're an industry leader and find yourself angry, frustrated, hurt, confused, shocked, and exhausted at relating, communicating, mentoring, leading, building trust, and understanding with younger talent, then this session is for you! If you're young and find yourself frustrated, tired of not being seen, heard, valued, given more responsibility, then this session is for you!

Regardless of which generation we belong to, it's easy to rely on our entrenched methodologies that led to any current success and apply those techniques to others only to fail to achieve our desired results. To become more compassionate, empathetic, transparent, vulnerable, and adaptable requires an incredible amount of energy and time which is often at odds with traditional structures.

In our research of asking executives, managers, senior creatives and young designers, we continue to hear that managers and team members feel lost and confused with each other, which contributes to younger creatives moving on in hopes that that will solve what they're after. We also believe this is contributing to our cultural discontent, and worse, our disillusionment around life purpose and mission, creating even deeper divides between generations. We can do better!

JOSÉ REYES was born in Puerto Rico and raised in Turkey, New Mexico, Utah and Florida, he is a Savannah College of Art and Design alumnus and the Founder and Executive Creative Director of Metaleap Creative, where for 20 years, he has led award-winning brand launches, magazine redesigns and digital efforts on behalf of Metaleap's clients. He is a current board member for the Society of Publication Designers, a New York non-profit serving the design community, and also served as a co-chair for its 2020 Publication Design Awards. He has spoken at the SCAD Commencement Ceremony (alongside Oprah Winfrey), the City and Regional Magazine Association Conference, HOW Design Live, the Evangelical Press Association Annual Convention, The University of Florida Ligature Design Symposium, Auburn University, and other venues about design, creativity, mentoring and the art of cultivating deep relationships. He's obsessed with Jazz from 1959, negroni's, the NYT's Spelling Bee puzzle, troublemakers, and true stories that involve disastrous failures. **METALEAP CREATIVE**

NIKOLLE REYES is the lead in her own overcoming-the-odds sports movie—without the sports. She's the no-nonsense best friend you wish you had on speed-dial. She's the get-it-done managing director any company would die to have on their roster. She earned her Master's in molecular biology from the Georgia Institute of Technology and an M.B.A. from Goizueta Business School at Emory University. She worked in equity derivatives on Wall Street. (We still don't know what "equity derivatives" means.) Now, managing the "business of the business" at Metaleap, she also proudly serves on the board of Plywood People, an Atlanta non-profit leading a community of start-ups doing good. **METALEAP CREATIVE**

TYPOGRAPHY:

EXPLORE WHAT MAKES TYPE-DRIVEN DESIGNS EFFECTIVE

In this session we will take an in-depth look at the world of typography and how it pushes the boundaries of visual communication.

CHANDLER SAUNDERS is a part of the Passion Creative Team, helping cast vision for Passion City Church, Passion Conferences, Passion Publishing, and six-stepsrecords. He studied Graphic Design at Savannah College of Art and Design. Since then, Chandler has worked in the design space just shy of a decade. He lives in Atlanta with his wife Jessica, and loves getting to build the church alongside some amazing people. **PASSION CITY CHURCH**

PRACTICAL CREATIVITY (AND OTHER OXYMORONS)

Art and business. Inspiration and deadlines. Passion and criticism. Caffeine and hygiene. Designers face such paradoxes every day. Then we are shown amazing portfolios and told to do likewise. But how? I don't know, but I'll tell you what I've learned so far. Yogi Berra once said, "when you come to a fork in the road, take it!". I say when life gives you a dilemma, make dilemmanade. In this session I will give practical advice on how to design killer book covers, and why I still love it after 18 years on the job.

TIM GREEN graduated from Northern Arizona University in 2002, and he has been designing books and brands ever since. His work has been recognized by the AIGA 50 Books | 50 Covers, Print Magazine, the National Advertising Federation, New York Book Show, Graphis and Chuck Norris (true story). Tim is the creative director at Faceout Studio, where he enjoys daily inspiration from his peers and the variety of work coming from publishers large and small. He is also the co-owner and creative director of Molt Brands, a newly minted design business specializing in brand identity. When he is not at his desk designing, he is most likely to be found at home, with his lovely wife and 3 children. **FACEOUT STUDIO + MOLT BRANDS**

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DESIGN FORWARD

NASHVILLE TENNESSEE LIPSCOMB UNIVERSITY

Design Forward is a place where you can meet other like minded creatives. Come prepared to share new ideas, ask questions and push each other forward. See you there!

ECPA