



**DALE ADDY** Art Director/Designer/Educator

904 Pheasant Run Court South  
Brentwood, Tennessee 37027  
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**INDUSTRY EXPERIENCE** **DNA Creative Marketing, LLC** Brentwood, Tennessee

2003 – Present

Partner, Creative Director

**Clients**

Belmont University | Ebonite International | HealthStream | LifePoint Healthcare | Nashville Convention & Visitors Bureau | Permobil, Inc. | Ruby Tuesday, Inc. | Toshiba America

**Overview**

- Developed global marketing and advertising creative for Permobil, Inc.
- Developed marketing and point-of-purchase graphics for Toshiba America
- Created custom lettering and illustrations for Ruby Tuesday menus implemented across all restaurants
- Developed, designed and produced *Nissan News*, a quarterly employee engagement magazine
- Concepted and produced advertising and collateral campaigns for Belmont University across all media channels

**Dye, Van Mol & Lawrence** Nashville, Tennessee

1995 – 2003

Vice President, Associate Creative Director (2001 – 2003)

Vice President, Senior Art Director (1999 – 2001)

Art Director (1995 – 1999)

**Clients**

Country Music Hall of Fame and Museum | Goodwill Industries  
Jack Daniel's Tennessee Whiskey | Johnston & Murphy Footwear | NHL Nashville Predators

**Overview**

- Day-to-day management and creative oversight of the 10-person department
- Lead designer for the launch of Jack Daniel's Tennessee Whiskey Single Barrel product
- Concepted and developed the GM Saturn welcome center in Spring Hill, Tennessee
- Lead designer/art director for the Johnston & Murphy 150-year anniversary celebration
- Created advertising and collateral materials for the launch of the National Hockey League Nashville Predators franchise
- Designed and art directed Jack Daniel's Tennessee Squires calendars

**Ericson Marketing Communications** Nashville, Tennessee

1993 – 1995

Graphic Designer

**Clients**

Gaylord Entertainment Company | Grand Ole Opry Group | Seaborne Conservation Corps  
Third National Bank | United Way of Middle Tennessee

**Overview**

- Designed collateral for a variety of clients and products/services

**Altoon + Porter Architects** Los Angeles, California

1991

Environmental Graphic Designer

**Clients**

Kaahumanu Center, Maui, HI | Spring Hill Mall, West Dundee, IL

Triangle Square, Newport Beach, CA

**Overview**

- Developed signage and wayfinding systems for large-scale retail centers
- Created icon system for Triangle Square shopping center

**TEACHING EXPERIENCE**

**Belmont University** Nashville, Tennessee

2014 – Present

Instructor

**Courses Taught**

Design Administration | Design Systems | Narrative & Advocacy Design

**O'More College of Design** Franklin, Tennessee

2007 – 2014

Instructor

**Courses Taught**

Introduction to Graphic Design | Digital Imaging

Advertising Design I | Advertising Design II

**EDUCATION**

**Savannah College of Art and Design** Savannah, Georgia

Graphic Design | Master of Fine Arts, 2015

**California Polytechnic State University** San Luis Obispo, California

Applied Art & Design/Graphic Design | Bachelor of Science, 1993

**INDUSTRY ACCOLADES**

AIGA TennShow, Best of Show, 2010

American Advertising Federation, Local & Regional ADDY Awards, 1995-2015

National Gold ADDY Awards, 1999, 2003, 2007

Appleton Coated U B The Judge, Southeastern Division, Best of Show, 2004

London International Advertising Awards, 1999

New York Film Festival, International TV Advertising, Silver Medal, 1998

One Show, Best Pharmaceutical Advertising Exhibition, 2004

*Print Regional Design Annual*, 1998

Telly Awards, 2005, 2006, 2009-2015

**TEACHING ACCOLADES**

Distinguished Faculty Award, O'More College of Design, 2014

**RELATED**

American Advertising Federation, Sanctioned Local/Regional ADDY Competition Judge