

PUBLICATIONS, PERFORMANCE, EXHIBITIONS & ARTWORKS

SAIC Design Show. Jurried Design Work
May 20th 2010, 37 South Wabash, Chicago, Illinois.

SAIC Graduate Thesis Exhibition
May 1-21, 2010, Sullivan Galleries, Chicago, Illinois.

Type Talks: AIGA Speaker
March 2010, SAIC/ AIGA noontime lectures, Chicago, Illinois.

Newspaper Hierarchy: CAA, Letterpress Exchange
February 2010, SAIC Cathie Ruggie-Saunders, Chicago, Illinois.

Verdana: AIGA Speaker / Matthew Carter Interview
November 2009, SAIC/ AIGA noontime lectures, Chicago, Illinois.
October 2009, SAIC newspaper article, *f-news*, Chicago, Illinois.

Korporate Media
Sept 10, 2009, Milwaukee Art Museum, Wisconsin.
December 1, 2007, Hide House, Milwaukee, Wisconsin. Collaborator and actor in office parody video series.

Type Exhibition: F|O|U|N|I|D|I|R|Y
May 16, 2008, Exhibition of my University of Wisconsin student's work in Experimental Typography, Spring 2008.

e's of water
June 2007, UWM Kenilworth Square, Milwaukee, Wisconsin.
Collegiate collaboration, Luc Vanier; installation, video, performance, environmental design, typography, and playbill.

China Daily
April 2007, UWM Golda Meir Library, Special Collections, Milwaukee, Wisconsin. Journal as a sculpture; photos, text & fabric on dress form.

Hyphenasian
July 27, 2006, UWM Main Stage, Milwaukee, Wisconsin
October 6-7, 2006, LIU Kumble Theater, Brooklyn, New York.
Dance and multimedia collaboration with Dana Hash & Ray Tadio.

Middle Air & Wo Bu Yao
June 2006, 798 Times Space Gallery, Beijing, China.
Middle Air: Collaboration with Professor William Andersen; postcards. Wo Bu Yao: Solo performance; fabric, ink, postcards.

Wall of Fame
February 2006, Milwaukee, Wisconsin, the Eisner American Museum of Advertising & Design. Invitation, Signage, & work on display.

life
July 2003, Blue Tree Gallery Pittsburgh, Pennsylvania
Solo art show, 34 works on display, acrylic and mixed media.

VOLUNTEER

The Deep Green by Miguel Rocha
2009–present Book Collaboration; Reforest Rainforest in Brazil.

Site Unseen Workplace by BJ Krivanek
2008 Chicago. Assisted with Autism awareness installation.

Kids Saving the Rain Forest
2007–2009 Global. Apparel line created to save the rainforest.

American Institute of Architecture Students
2006–2007 Milwaukee, Wisconsin. Forum 2007.

UWM Women's Resource Center
2005–2006 Milwaukee, Wisconsin.

WORK EXPERIENCE

Bethany Armstrong Principle *designer & lecturer*
2008–present, Chicago Illinois,
Global Client Markets; Education, Textiles, Venture Capital,
Entertainment, Lifestyle Companies, etc..

School of the Art Institute of Chicago (SAIC)
adjunct teacher
Fall 2009 Chicago Illinois
Visual Communication Design: Intro to VCD

SAIC teaching assistant
Fall 2008–Spring 2010, Chicago Illinois
Early College Program (ECP) with Mark Addison-Smith
Letterpress, summer program, with Cathie Ruggie-Saunders
Advanced Typography with Daniel Morgenthaler

UW–Milwaukee *adjunct teacher*
Fall 2007–Spring 2008, Milwaukee, Wisconsin
Dynamic Typography and Typography I: basic animation skills
focusing on typography in motion. Experimental Typography:
2D to 4D type design, critique class & exhibition.

Thiel Design *multimedia specialist*
Summer 2006–2008, Milwaukee, Wisconsin
Print, video, and multimedia designer, producer, editor, and art-director for client TV segments, photo shoots and DVD components.

The Abreon Group *associate level 1*
2002–2003, Pittsburgh Pennsylvania
Whirlpool project, Winner of the 2003 IBM Award for eLearning

Xceed Consulting *web graphics director*
2000–2002, Pittsburgh Pennsylvania

EDUCATION

School of the Art Institute of Chicago
2008–2010, Chicago, Illinois
studies: Visual Communication Design & Writing
Master of Fine Arts. Trustee Merit Scholarship

University of Wisconsin – Milwaukee
2005–2006 Milwaukee, Wisconsin
Summer 2006 study abroad, China
degree: Bachelors of Fine Arts (BFA)
Major Graphic Design, Minor Film Arts. 4.0 GPA

University of Wisconsin – Madison
2004 Madison, Wisconsin
studies: Communication Arts, Television & Film. High Honors

The Art Institute of Pittsburgh
1996–1999 Milwaukee, Wisconsin
degree: Associates Degree in Computer Science
Major Graphic Design, Minor Animation. 3.8 GPA

AWARDS

Winner, SAIC Trustee Merit Scholarship
Nomination, Excellence in Leadership at SAIC Award
Honorable Mention, Fred Hillbruner Artists Book Fellowship
Nomination, Edes Fellowship Award
Winner, Nippon Steel Annual Student Exhibition Brochure Design
Winner, AIAS Forum 2007 Logo Competition

AFFILIATIONS

AIGA, STA, ATypI, CBAA, Design 21

SKILLS & SOFTWARE

Lecturer on Typography & Current Design History. Art Direction for photography, video, logo, illustration, and type design. Project management & production; preparing mock-ups, presentation boards, pre-press, press checks. Letterpress. Bookmaking. HTML, CSS, Animation, FinalCutPro, AfterEffects, InDesign, Illustrator, Photoshop. MAC & PC proficient.

References

SCHOOL OF THE ART INSTITUTE OF CHICAGO

Stephen Farrell

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The School of the Art Institute of Chicago
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Daniel Morgenthaler

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Cathie Ruggie-Saunders

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THIEL DESIGN, STUDIO

Bill Zalenski

Senior Designer
THIEL Design
bill@thiel.com

BETHANY ARMSTRONG PRINCIPLE

Additional References Upon Request

ONLINE

LinkedIn

<http://www.linkedin.com/in/bethanyarmstrong>

Portfolio

<http://www.bethanyarmstrong.com>

References

UNIVERSITY OF WISCONSIN – MILWAUKEE

Mike Thompson, *Student, University of Wisconsin-Milwaukee*

“Having the opportunity to take a course taught by Bethany, I can confidently say that she was the one of the best teachers I’ve had for any class or subject. Not only did she provide an enormous wealth of contemporary design knowledge, coach rigorous critiques and nurture comprehensive concept creation, but she also took the time to be there and help every student that needed it. I or anyone else would be lucky to have a teacher with half as much knowledge, talent and compassion.”

Kathryn Kemmis, *Student, University of Wisconsin-Milwaukee*

“I had the privilege of being a student in Bethany Armstrong’s Typography III class at the University of Wisconsin Milwaukee. Approachable and intelligent, Bethany’s passion for design and ability to think outside of the box is thoroughly contagious. I give her my highest recommendation as an art Instructor.”

THIEL DESIGN, STUDIO

Bill Zalenski, *Senior Designer, THIEL Design*

“Bethany is an extremely creative talent with with a seemingly tireless work ethic. She’s a joy to work with and truly has a talent to inspire.”

Marcia Zalenski, *Office Manager, THIEL Design*

“It was enjoyable to work with Bethany. She has high standards, which is good for our clients as well as for THIEL. She is knowledgeable about software and current technology.”