



DC SCARPELLI

dcscarpelli@gmail.com

510.712.0292

PRIMARY WORK EXPERIENCE

Associate Director, School of Interaction & UI/UX Design (IxD)

2006–2022

previously Visual Design Lead, previously Instructor

ACADEMY OF ART UNIVERSITY, SAN FRANCISCO, CALIFORNIA

- ▶ Wrote, built, and taught classes in visual design and typography, type design, branding, and experiential design
- ▶ Developed and coordinated the school's visual design curriculum—BFA, MA, and MFA
- ▶ Mentored hundreds of students and guided a high percentage of them into rewarding design roles in the industry
- ▶ Co-founded AAU's first DEI Committee, implementing a culture of inclusive design practices and reaching out specifically to BIPOC and LGBTQIA+ students
- ▶ Aligned strategy with mission and vision to create a new brand identity for IxD, resulting in a 10% increase in retention and a 14% increase in enrollment within two months
- ▶ Planned and managed design and industry public relations initiatives, events and designs for AAU and partners
- ▶ Curated and designed all IxD environmental graphics, infographics, and gallery displays
- ▶ Received consistently superlative ratings from both students and administration for sixteen years

Resident Graphic Designer; Member, Board of Directors

2016–2021

42ND STREET MOON, SAN FRANCISCO, CALIFORNIA

- ▶ Designed all season key art and graphics, as well as all public-facing collateral, signage, and publications
- ▶ Created and implemented company's brand identity and visual design system
- ▶ Founded the company's DEI Committee

Senior Designer, Web Design Lead

2003–2011

DIABLO PUBLICATIONS, WALNUT CREEK, CALIFORNIA

- ▶ Designed retail publications [magazines, books, websites] for numerous and varied clients, including *Napa/Sonoma Magazine*, the American Cancer Society, Catholic Healthcare West, UC Hastings School of Law, Chevron, Frito Lay, the Oakland A's, and the San Francisco Giants
- ▶ Created countless photocomposite illustrations and infographics

Web Design, Research Assistant

2003–2004

SFMOMA, SAN FRANCISCO, CALIFORNIA

- ▶ Built pages for and maintained the museum's public website
- ▶ Assisted the public with research queries through SFMOMA's Research Library

ADDITIONAL WORK EXPERIENCE

Proprietor, Type Designer

2003–PRESENT

THE AMPERSAND FOREST, OAKLAND CALIFORNIA

- ▶ Design and publish display typefaces and text type systems: Roman, Cyrillic, Greek, IPA

Designer: Graphics, Branding Systems, Key Art

1995–PRESENT

NUMEROUS ARTS ORGANIZATIONS—SELECT LISTING BELOW

- ▶ Silicon Valley Shakespeare, San Jose [Season Key Art, 2017–present]
- ▶ The Other Other Theatre Company, Antioch [Brand, Season Key Art, 2018–present]
- ▶ East Bay International Jewish Film Festival, Walnut Creek [Brand, Publications, 2010–present]
- ▶ Bay Area Musicals, San Francisco [Brand, Season Key Art, All Publications, 2014–2021]

EDUCATION

- 2003 BFA, ACADEMY OF ART UNIVERSITY, SAN FRANCISCO, CA
- 1995 BA WITH DISTINCTION, YALE UNIVERSITY, NEW HAVEN, CT

DESIGN PORTFOLIO

DCSCARPELLI.COM