

Kevin G. Rau
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1520 East Nevada Avenue • Oshkosh, WI 54901

Education

University of Wisconsin Madison

Master of Fine Art in graphic design, with additional emphasis in design history

Thesis exhibition and website—

Unimark International: A History of the World's Largest Design and
Marketing Firm, 1964–77

www.unimark-international.com

Degree conferred August 2004

University of Wisconsin Madison

Bachelor of Science in Art with a graphic design emphasis

As a member of the Madison Design Student Network, I helped organize activities, meetings and was on the editorial board of the group newsletter. I had original illustrations admitted into two separate juried University Art Shows.

My Grade Point Average was 3.7 on a 4.0 scale, placing me on the Dean's List seven times in three years. I graduated with distinction in the Top 20% of the School of Education.

Degree conferred August 1992

Teaching Experience

Lecturer, University of Wisconsin Oshkosh Art & Journalism Departments

Visual Media Design (Journalism 331), Fall 2005–2007, Fall 2008

Strategic Campaigns in Advertising (Journalism 424), Spring 2006, Spring 2007

Introduction to Digital Art (Art 142), Fall 2008

Design III (Art 438), Spring 2008

Corporate Identity (Art 437), Fall 2004, Spring 2007

Two-Dimensional Design (Art 112), Spring 2007

Design I (Art 238), Fall 2006, Spring 2007

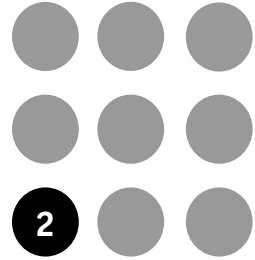
Studio Problems in Typography (Art 342), Fall 2006

Design Fundamentals (Art 239), Fall 2005

University of Wisconsin Madison Art Department

Lecturer, Typography and Communication Design (Art 346), Fall 2007

Instructor of Record, Lettering and Typography (Art 246), Fall 2001–Spring 2002



Professional Experience

Rauhaus

Sole proprietor of graphic design studio. Design and production of assorted single- to multi-color print material including brochures, newsletters, manuals, magazines, catalogs, packaging and books. Design of logos and implementation of graphic standards programs. Production of illustrations and graphic elements utilizing traditional and contemporary methods. Other duties include project management, computer maintenance, hardware/software upgrades, and vendor contact.

Customer services include computer hardware/software consultation, and individual/classroom software instruction. Thorough knowledge of Macintosh operating system and standard graphics software.

Clients include Sony Electronics, Shelcore Toys, Fairleigh Dickinson University, Seton Hall University, Pennsylvania Athletic Conference, Wisconsin Bankers Association, Culver's Restaurants, Oriel Inc., Make-A-Wish Foundation of New Jersey.

August 1989 – present

Fairleigh Dickinson University

Director of Design. Responsible for design and production of approximately 300 University publications annually, including newsletters, brochures, booklets, posters and alumni magazine. Redesigned University logo, instituted graphic standards program. Created logos for Division I and Division III sports teams. Assisted in design of University World Wide Web site.

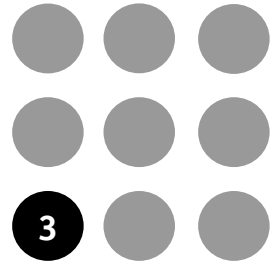
Responsible for Publications Department computer maintenance and hardware/software purchases and upgrades.

January 1994 – June 1997, Madison, New Jersey

Port-to-Print

Design/production position at Postscript service bureau/design studio. Design and production of printed materials, creation of illustrations and graphic elements. Other responsibilities included: downloading Postscript files to high-resolution print devices, job scheduling, system trouble-shooting, customer service, consultation, classroom and one-on-one software/hardware training.

September 1987 – August 1989, Madison, Wisconsin



Pro Bono

SOAR

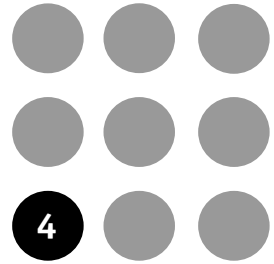
Special Opportunities for Artist Residencies is a local organization concerned with bringing established authors, musicians, and artists to Oshkosh Public Schools. In my continuing role on the board as parent representative and volunteer graphic designer, I attend meetings, redesigned the organization's logo, created a full-color development brochure, and helped plan, coordinate, and publicize a fund-raising event.

UWO SHRM

University of Wisconsin Oshkosh Society for Human Resource Management Student Chapter. Ongoing donations include the design of the organization's logo and letterhead, and assistance in the design and maintenance of their website.

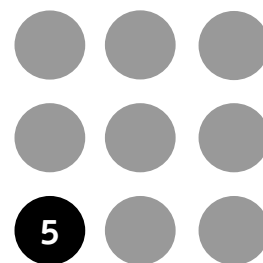
Emmeline Cook Elementary School

Ongoing donations include the design of the school's logo, stationery, a 3-color brochure, student directory, and a permanent large-format display installed in the school lobby.



Awards and Honors

- Graphis: The International Journal of Visual Communications, Gold Award
“Helvetica: The Essential Design Element” poster, 2008
- Logo included in Rockport Publishers book, “Really Good Logos, Explained”
Oliver’s boutique food store, 2008
- Printing Industries of Wisconsin, Award of Excellence
University of Wisconsin Oshkosh College of Business
40th Anniversary booklet, 2006
- Communicator Awards, Honorable Mention
Fairleigh Dickinson University Alumni Magazine Cover Design, 2005
- Communicator Awards, Crystal Award of Excellence
Fairleigh Dickinson University Alumni Magazine, 2004
- Communications Concepts, Grand Award
Fairleigh Dickinson University Magazine Online, 2004
- Communications Concepts, Award for Publication Excellence (APEX)
Fairleigh Dickinson University Alumni Magazine
2004, 2002, 2001, 2000, 1996
- Communicator Awards, Award of Distinction
Fairleigh Dickinson University Alumni Magazine, 2003
- Communications Concepts, Award for Publication Excellence (APEX)
St. John’s University “Traditions” booklet, 2001
- Admissions Marketing Board, Merit Award
Fairleigh Dickinson University Capital Campaign Annual Report, 1998
Fairleigh Dickinson University Donor Honor Roll, 1996



Exhibitions

Unimark International 1964-77:

A History of the World's Largest Design and Marketing Firm

University of Wisconsin Oshkosh
Arts & Communications Building
Annex Gallery
January 29 - February 9, 2007

Institute of Design
Illinois Institute of Technology
Chicago, Illinois
November 4, 2004 - February 11, 2005

Northern Illinois University Downtown Gallery
Sponsored by the Society of Typographic Arts
Chicago, Illinois
October 29 - November 4, 2004

University of Wisconsin Madison
George L. Mosse Humanities Building
7th Floor Gallery
September 10 - 17, 2004

University of Wisconsin Madison
Grainger Hall Atrium
MFA exhibition
June 25 - July 2, 2004