



DALE ADDY DESIGNER/EDUCATOR



DALE ADDY

904 Pheasant Run Ct S | Brentwood, TN 37027

615.969.8118 | dale.addy@dnacreative.com

INDUSTRY EXPERIENCE

DNA Creative Marketing, LLC Brentwood, Tennessee

2003 – Present

Partner, Creative Director

Clients

Belmont University | Ebonite International | Nashville Convention & Visitors Corp.
Nissan North America | Permobil, Inc. | Ruby Tuesday, Inc. | Toshiba America | YellaWood

Overview

- Developed global marketing and advertising creative for Permobil, Inc.
- Developed a company-wide signage program for YellaWood Brand Pressure Treated Pine
- Developed marketing and point-of-purchase graphics for Toshiba America
- Created custom lettering and illustrations for Ruby Tuesday, implemented across all restaurants
- Developed, designed and produced *Nissan News*, a quarterly employee magazine
- Concepted and produced advertising and collateral campaigns for Belmont University

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 NHL 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 | Seaborne Conservation Corps | Third National Bank | United Way of Middle TN

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



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TEACHING EXPERIENCE

Belmont University Nashville, Tennessee

2014 – 2017

Instructor – Adjunct

Courses Taught

Design Administration | Narrative & Advocacy Design | System Design

Overview

- Directed students as they conceptualized, pitched and produced creative work for the Nashville American Advertising Awards-Student Competition

O'More College of Design Franklin, Tennessee

2006 – 2014, 2018

Instructor – Adjunct

Courses Taught

Introduction to Graphic Design | Digital Imaging | Advertising Design I | Advertising Design II

Overview

- Directed students as they conceptualized, created and presented creative work to the following companies and organizations:
 - American Advertising Federation-Nashville Chapter
 - Fruit of the Loom
 - Moon Pie - Chattanooga Candy Company
 - Nashville Convention & Visitors Corp.
 - Nissan North America

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

EXHIBITS

The Conceptualizer - A Celebration of the Artist In All of Us

Belmont University Leu Center for the Visual Arts

September 2017



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INDUSTRY ACCOLADES

AIGA TennShow, Best of Show, 2010

American Advertising Federation, Local & Regional ADDY® Awards, 1995-2019

National Gold ADDY Awards, 1999, 2003, 2007

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

Graphis Poster Annual, 2020

London International Advertising Awards, 1999

New York Film Festival, International TV Advertising, 1998

One Show, Best Pharmaceutical Advertising Exhibition, 2004

Print Regional Design Annual, 1998

Telly Awards, 2005, 2006, 2009-2017

TEACHING ACCOLADES

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

COMMUNITY INVOLVEMENT

American Advertising Federation, Sanctioned Local/Regional ADDY Competition Judge

Member of Brentwood United Methodist Church

Volunteer for the Robert I. Moore Sunday School Class [75+ age group]

Donated Design Service

ALS Foundation

Cystic Fibrosis Foundation of Middle Tennessee

Adventure Science Center - Nashville Children's Museum

Donated Original Artwork

"Chair"ish the Kids Auction - Benefiting Kids on the Block to help children understand and cope with sensitive issues such as disabilities and abuse

The Birdhouse Thing - Benefiting W.O. Smith Music School

Cumberland Caper - Benefiting The Adventure Science Center