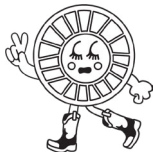


RESUME

SAM (YATES) MEIER
MULTI-TERM LECTURER, KU
PROGRAM DIRECTOR, VISCOM
SENIOR DESIGNER, HALLMARK



EDUCATION

The University of Kansas
M.A. Graduate Student
Jan 2024 – Present
*The Department of African
and African American Studies*

The University of Kansas
M.A. Graduate Student
Aug 2022 – Aug 2023
*The Kress Foundation
Department of Art History*

Kansas City Art Institute
B.F.A.
August 2012 – May 2016
*Graphic Design &
Art History*

--
*KCAI Professor's Scholarship
*Magic Sock Fund Grant Recipient
*Dean's List:
2012 – 2013 & 2015 – 2016

EXPERIENCE

Ann Willoughby Estate
Supervisor; Ann Willoughby
Archivist
March 2024 – Current

Hallmark Cards;
Trends & Innovations Studio
Supervisor; CeCe Merkle
Senior Designer
September 2023 – Present
—
Designer
July 2021 – August 2023

The University of Kansas (KU)
Supervisor; Tim Hossler
Multi-term Lecturer
January 2021 – Current
—
Program Director, VISCOM
January 2024 – Current

Johnson County
Community College (JCCC)
Supervisor; Terri Neemer
Lecturer
June 2021 – Current

Avila University
Supervisor; Eric Winter
Lecturer
August 2020 – June 2021

Beveridge Seay Inc.
Supervisor; Meghan Still
Designer
June 2018 – June 2021
Dimensional Innovations
Supervisor; Rick Smith
Designer
April 2017 – May 2018

Kansas City Public Television
Supervisor; Angee Simmons
*Graphic Designer &
Marketing Coordinator*
August 26 – April 2017

Nelson-Atkins Museum of Art
Supervisor; Linda Nickel
Studio Classroom Assistant
January 2016 – May 2017

AIGA KANSAS CITY

AIGA Kansas City
President Emeritus

AIGA Kansas City
Advisory Committee Member
July 2020 – 2021

AIGA Kansas City
President
July 2019 – 2020

AIGA Kansas City
Supervisor; Kelly Ludwig
Director of Operations
July 2018 – July 2019

AIGA Kansas City
Supervisor; Spencer Branham
Director of Education
July 2016 – July 2018

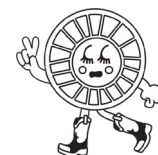
AIGA Kansas City
Supervisor; Kathy Kelly
Inaugural Student Advocate
September 2015 – July 2016

NATIONAL ACCOLADES

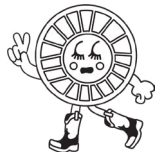
*American In-house
Design Award Recipient

*American Graphic Design Award
Graphic Design USA (GDUSA)

* American Illustration 42 Award



YEAR	ACTIVITY	
2024 – Present	Education	M.A. Student, The Department of African and African American Studies University of Kansas, Lawrence, Kansas
2022 – 2024		M.A. Student, The Kress Foundation Department of Art History University of Kansas, Lawrence, Kansas
2012 – 2016		B.F.A. Double Major; Graphic Design + Art History Kansas City Art Institute, Kansas City, Missouri
2023 – Present	Appointments	Program Director, Visual Communications School of Architecture and Design, The University of Kansas
2021 – Present		Multi-term Lecturer (non-tenure track), Visual Communications School of Architecture and Design, The University of Kansas
2021 – 2023		Assistant Professor, Graphic Design School of Arts + Design, Johnson County Community College
2020 – 2021		Adjunct, Visual Communications School of Visual & Communication Arts, Avila University
2022– Present	KU Committees + Service	<ul style="list-style-type: none"> • Faculty Advisor, Prototype AIGA KC Student Group • Faculty Advisor, KU Black Creatives • Coordinator, Senior Show • KU Design Camp • Professional Advisory Board Member, Communication • DEIB Leadership, Department Committee Member & School Committee Member
2024	Professional Training	Kansas City Chamber of Commerce Diversity and Inclusion Workshop
2024	Professional Recognition	KU AAAS Equal Opportunity Fund Scholarship
2023		KU Libraries Sprint Participant American Illustration 42 Award
2022		A17 “A” Award, AIGA KC Design Awards & Celebration
2021		A16 “A” Award, AIGA KC Design Awards & Celebration
2020		A15 “A” Award, AIGA KC Design Awards & Celebration
2017		GDUSA, American Graphic Design Award, Silver
2016		GDUSA, American In-House Graphic Design Award
2015		KCAI Marcia Lausen Award
2014		KCAI Rick Poynor Award
2012		KCAI Professor’s Scholarship



YEAR

PROFESSIONAL ACTIVITY

2024 – Present

ICON 13 Co-Vice President

The co-Vice President of the ICON12 executive committee supports appointed President Robyn Phillips Pendleton and co-Vice President Tim O'Brien. ICON the Illustration Conference is a 4-day event featuring paper presentations by top educators, workshops led by and for illustrators, a marketplace, an exhibition showing original works, a juried animation screening, and two full days of main-stage presentations.

2024

Speaker, SECAC Conference Atlanta, Georgia

SECAC (formerly the Southeastern College Art Conference) is a non-profit organization that promotes the study and practice of the visual arts in higher education on a national basis. Yates spoke during a Graphic Design session panel entitled *Navigating Collaboration in a Post-Pandemic Era* guided by Marty Maxwell Lane (University of Arkansas) and Rebecca Tegtmeyer (Michigan State University).

2023

Panelist & Exhibitor, Pick Progress Gallery Celebration, Nerman Museum

The Pick Progress Gallery is a curated collection featuring over 70 posters created by Black artists worldwide. These posters are a visual representation of phrases of Black empowerment, contributing to a rich tapestry of narratives within the Pick Progress project.

Guest Lecture, Kansas City Art Institute, History of Graphic Design

Guest Critique, Kansas City Art Institute, Graphic Design Senior Thesis

Juror, KC Chamber Ace Champion of Diversity Award

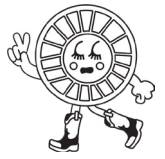
2022 – 2024

Board Member, Diverse Business Committee,
Greater Kansas City Chamber of Commerce

The KC Chamber's Diversity, Equity, and Inclusion activities are guided by its Diverse Business Committee, which includes Diversity, Equity, and Inclusion professionals and representatives from businesses, foundations, nonprofits, and the community. Its vision is to create an all-embracing Chamber that maximizes opportunities to develop, promote, educate, and advocate for a diverse workforce and diverse-owned businesses.

ICON 12 Co-Vice President

The co-Vice President of the ICON12 executive committee supports appointed President Sara Barnes and co-Vice President Grace Danico. ICON the Illustration Conference is a 4-day event featuring paper presentations by top educators, workshops led by and for illustrators, a marketplace, an exhibition showing original works, a juried animation screening, and two full days of main-stage presentations.



2023

Award Winner, American Illustration 42

The work entitled “Young, Gifted, and Black” was selected to appear in the American Illustration 42 winning collection, among the industry’s best illustrators, presented in print, online and in person at an event in New York, New York.

Speaker, Red Hot Research

Presented research on the ancient manuscripts of Timbuktu at the Red Hot Research host by the KU commons. The event is intended to bring together scholars from all disciplines, to reveal overlaps and connections across areas of interesting and methodological approaches.

Speaker, National AIGA Design Conference

Co-presented with Kelly Ludwig shared research entitled “Exploring Black History in America through a Generational Lens” as a conference breakout session hosted in New York, New York.

Juror, KC Chamber Ace Champion of Diversity Award

The KC Chamber Champion of Diversity Award recognizes a regional business or nonprofit organization that has made an impactful commitment to embracing diversity in their workplace, diversity supplier partnerships, and the community.

Participant, KU Library Sprints Week

Meier’s Sprints project involved analyzing a history and philosophy of design course through the DEIB lens. Her Sprints Week work focused on redesigning the course syllabus and assignments, as well as creating a digital timeline tool to aid in student learning.

Moderator, AIGA KC Pick Progress Panel

Question curator and moderator for panel where panelists discuss the importance of diversity, equity, and inclusion in design and design spaces.

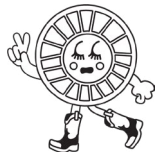
2022

Visiting Artist, Anderson Ranch Arts Center

Anderson Ranch in Snowmass Village, Colorado, hosts a two week-long Visiting Artist program. The Visiting Artists Program is a core component of the Anderson Ranch experience with invited artists of all disciplines. The program allows artists the time and space to complete projects within their area of expertise and explore new work. Visiting artists engage with the creative energy of our students through studio visits and critiques and contribute to the Ranch community with lectures. The program provides a mutually beneficial relationship infused by a direct and meaningful exchange between our community, residents, and the public.

Speaker, AIGA Phoenix Design Week

Phoenix Design Week hosted Sam as a speaker during a two-day conference. Design Week includes a week-long series of events organized by community volunteers for creative professionals bringing together world-class speakers and local experts for two full days of actionable insights, hands-on learning, and fire-fueling inspiration. Programming consists of meetups, workshops, talks, and social gatherings held by individual artists, creative companies, and organizations that serve the design community in some way.



cont.

Keynote Speaker, ICON 11 the Illustration Conference, Kansas City

Sam presented at ICON 11: The Illustration Conference as the main-stage keynote speaker in Kansas City, MO on July 29 – June 2, 2022. ICON is a 4-day event featuring paper presentations by top educators, workshops led by and for illustrators, a marketplace, an exhibition showing original works, a juried animation screening, and two full days of main-stage presentations.

Workshop Lead, KU High School Design Camp, Pathways to Design

Facilitated the second installment of the collaboration between KU's School of Architecture and Design, Pathways to Design, Prep KC, and the Hickman Mills School District. Students participated in a hybrid personal branding workshop where they created and explored brands, logos, and graphic design. The week consisted of three virtual lectures and one in-person presentation day, where participants shared their own uniquely created responsive logo system and brand assets.

Workshop Lead, KU High School Design Camp

Facilitated a week-long summer Design Camp for high school students. The workshop hosted 20 students who created and explored the basics of block printing with linoleum carving. The week consisted of lectures, hands-on learning, and a final presentation day, where participants shared their uniquely created posters and processes.

Guest Lecture, Kansas City Art Institute Foundations Seminar

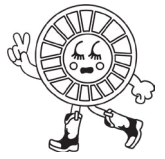
Guest Lecture, Art & Design Department, Missouri State University

Sophomore Portfolio Review, KU Multicultural Design Scholars Program

Speaker, AIGA KC, Techniques of Trends Keynote

Sam co-hosted a keynote with colleague Andra Khoder of the Trends and Innovations department at Hallmark. This event dove into the science behind forecasting trends and unraveling the philosophies of how to add trending elements to your content.

Guest Lecture, Pathways to Design, Grandview High School



2021

Guest Lecture, KU Multicultural Design Scholars Program

Workshop Lead, KU High School Design Camp

Facilitated a week-long summer adaptation of KU's Design Camp. The collaboration between KU's School of Architecture and Design, Pathways to Design, Prep KC, and the Hickman Mills School District was coordinated by April Czarnetzki, Student Recruitment Coordinator. The workshop hosted 20 high school students who received a scholarship from KU to attend. Students participated in a hybrid personal branding workshop where they created and explored brands, logos, and graphic design. The week consisted of three virtual lectures and one in-person work/presentation day, where participants shared their own uniquely created responsive logo system and brand assets.

Speaker, AIGA National, "One Designer, One Work," Virtual Lecture Series

Meditation Lead, AIGA KC, "How to Take Care of Yourself" Panel

2020 – 2023

Juror, Journalism Educators of Metropolitan Kansas City Contest

AIGA KC Keynote with Ashleigh Axios

Organized and hosted Ashleigh Axios, Chief Experience Officer and Co-owner at Coforma.

Panelist, Kansas Scholastic Press Association Fall Conference, "Good Stuff"

Juror, Center for Architecture & Design "Raise Your Voice" Poster Contest

Panelist, Johnson County Community College Student Showcase

2019

AIGA KC Keynote + Student Workshop with Liz Jackson

Organized a workshop and hosted Liz Jackson, Founding Member of the Disabled List.

Guest Lecture, St. Theresa Art Department

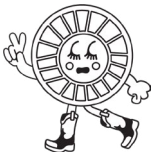
Panelist, KCAI Alumni Panel

Guest Lecture, Blue Valley Schools Art Department

Workshop Lead, IIDA KC Student Portfolio Workshop

Organized a workshop on creating a professional design portfolio using Adobe InDesign.

Guest Lecture, School of Arts + Design, Johnson County Community College



CONT .

2018	Planning Committee, Made in the Middle 2018
2017–2018	AIGA KC Portfolio Day Organization of 70+ students and 35+ design professionals of full day portfolio reviews and round-table discussions.
2016–2017	AIGA KC Young & Hungry Organized and hosted panel for young designers on entrepreneurship & freelancing.
2016	AIGA KC Design Futures Organized and hosted a diverse panel of creatives for middle school students and parents.
2015–2021	AIGA Board, Kansas City (National Association for Design, AIGA)

ROLES

- Inaugural Student Advocate
- Director of Education
- Director of Operations
- President
- Advisory Committee Member
- President Emeritus

2015	Guest Lecture, Rockhurst Art Department
2012–2014	Officer, Artspace Student Advisory Council, The Kansas City Art Institute The Artspace Advisory Council is a group of ambitious students who act as collaborative liaison between the Artspace staff and the student body. As an intermediary group, ASAC create meaningful projects, interactions, and dialogue for the student body using the Artspace’s resources and programs focusing on topics relevant to contemporary art practice.
2012–2013	Youth Friends Mentor, Academy for Integrated Arts (AFIA) AFIA is a tuition-free charter school that serves pre-K through 6th-grade students (in the Kansas City Public School district) through the arts — dance, music, visual art, and theatre — to learn core academic subjects. As a Youth Friends Mentor, Sam led art projects associated with art historical figures and movements.