TEXAS STATE VITA

I. Academic/Professional Background

A. Name and Title

Name: Jeffrey G. Davis Title: Professor

B. Educational Background

Degree	*Year*	*University*	*Major*	*Thesis/Dissertation*
MFA	2009	Texas State University	Communication Design	
BFA	1989	Texas State University	Commercial Art	

C. University Experience

Position	*University*	*Comments*	*Dates*
Associate Professor, School of Art and Design	Texas State University-San Marcos., TX		January 2000 - Present

D. Relevant Professional Experience

Position	*Entity*	*Comments*	*Dates*
Owner, Creative Director, and Client Relations	JefeMade Brand+Design		January 2000 - Present

II. TEACHING

A. Teaching Honors and Awards:

Award / Honor Recipient: Elected favorite professor, the Alpha Chi National Honors Society, Alpha Chi National Honors Society.
2016 - Present

B. Courses Taught:

Texas State University:

ARTC 3303 - BRAND EXPERIENCE III

ARTC 3303 - TRADEMARK DESIGN

ARTC 3304 - BRANDING SYSTEMS

ARTC 4314W - GCA COMDES INTERNSHIP

ARTC 4315 - SENIOR PORTFOLIO PRESENTATION

D. Courses Prepared and Curriculum Development:

Introduction to Artificial Intelligence for Communication Design, New Course, Texas State University. Proposed: June 2023 - Present.

Authored (Fall 2023) a special topics course titled, *An Introduction to Artificial Intelligence (AI) for Communication Design.* This course will explore how designers interact with and use Artificial Intelligence (AI) for design outcomes and the ways designers create for and leverage AI in design research and project facilitation.

F. Other:

Advanced Adobe Illustrator Techniques Lecture. (September 1, 2000 - Present).

Instruct students in short cut, advanced production and file-size management techniques used for the creation of logos, digital illustration and Web information-based applications. Roles not clear.

Alumni Outreach, ComDes Alumni Outreach Coffee Meet-up, Communication Design Program, School of Art and Design, TXST. Austin, TX. 12. (June 2025 - August 2025).

Self-initiated and self-funded weekly summer alumni outreach series, meeting individually with Communication Design alumni to discuss career trajectories, professional practice, industry trends, and the evolving marketability of program graduates. These conversations informed curriculum relevance, strengthened alumni relationships, and supported a more connected, practice-informed approach to teaching, and student mentorship.

Communication Design Program (CDP) Exit Review Exit Review (SER). (September 1, 2004 - Present).

Reviewed all portfolios of graduating seniors. This end of the semester event is a portfolio review and exhibition for all graduating seniors from the CDP. No specific portfolios reviewed listed.

Continuing Education, Podium Education Roundtable Workshop, Podium Education. Austin. 15. (July 15, 2025).

Participated in an invited, full-day creative collaboration and strategic planning session at Podium HQ in Austin, TX alongside TXST staff and faculty. We engaged with Podium’s executive leadership, including the CEO, and cross-functional teams spanning marketing, growth, and partner success. Contributed academic and pedagogical perspectives to discussions focused on student recruitment, enrollment growth, and strengthening industry–campus partnerships. The session emphasized applied strategy, collaborative problem-solving, and the translation of educational insight into real-world marketing and outreach initiatives in support of the Global Career Accelerator program.

Guest Lecture, TXST's CS1309 AI for Everyone, Texas State University. San Marcos, TX. 30. (September 24, 2025).

Was invited by professor, Matt Hall, CS1309 *AI for Everyone* as a guest lecture to share my insights on Ai as related to the communication design discipline and to co-facilitate a Q/A with his students in a robust discussion of AI's disruption of cinema, animation, photography, and the creative industries.

Job Search and Interviewing Techniques Lecture. (September 1, 2000 - Present).

A workshop open to all graduating communication design students enrolled in my courses on the processes and procedures for locating, contacting and securing interviews with leading design and advertising firms in key markets around the country. Role not clear.

Student Accomplishments:

Published Work:

Mentor, Honorable Mention. "Racquet Heads Logo"
Graphis New Talent Awards 2025, NY, NY.
Status: Completed. (2025). Art and Design, Texas State University.
Student: Bailey Engel, Undergraduate, BFA/Communication Design.

Mentor, Honorable Mention. "Backyard Donuts Logo"
Graphis New Talent Awards 2025, NY, NY.
Status: Completed. (2025). Art and Design, Texas State University.
Student: Annabelle Kindig, Undergraduate, BFA/Communication Design.

Mentor, Honorable Mention. "Two Tides Brewing Company"
Graphis New Talent Awards 2025, NY, NY.
Status: Completed. (2025). Art and Design, Texas State University.
Student: Mallory Randolph, Undergraduate, BFA/Communication Design.

Mentor, Honorable Mention. "Brass Monkey"
Graphis New Talent Awards 2025, NY, NY.
Status: Completed. (2025). Art and Design, Texas State University.
Student: Nilmarie Gonzalez, Undergraduate, BFA/CommunicationDesign.

Mentor, Honorable Mention. "The Mountaineer Logo"
Graphis New Talent Awards 2025, NY, NY.
Status: Completed. (2025). Art and design, Texas State University.
Student: Annabelle Kindig, Undergraduate, BFA/Communication Design.

Mentor, Honorable Mention. "Seaside Pet Spa Logo"
Graphis New Talent Awards 2025, NY, NY.
Status: Completed. (2025). Art and Design, Texas State University.
Student: Ava Warren, Undergraduate, BFA/Communication Design.

Mentor, Honorable Mention. "Battery Street Jeans Thrift Logo"
Graphis Talent Awards 2025, NY, NY.
Status: Completed. (2025). Art and design, Texas State University.
Student: Maggie Brigleb, Undergraduate, BFA/Communication Design.

Mentor, Honorable Mention. "Doghouse Gaming Logo"
Graphis New Talent Awards 2025, NY, NY.
Status: Completed. (2025). Art and Design, Texas State University.
Student: Autumn Potter, Undergraduate, BFA/Communication Design.

Mentor, Honorable mention. "Medusa Gaming Logo"
Graphis New Talent Awards, NY, NY.
Status: Completed. (2025). Art and Design, TXST.
Student: Maggie Brigleb, Undergraduate, BFA/Communication Design.

Mentor, Honorable Mention. "The Juice Block Logo"
Graphis New Talent Awards, NY, NY.
Status: Completed. (2025). Art and Design, TXST.
Student: Shyann Hailey, Undergraduate, BFA/Communication Design.

Mentor, Honorable Mention. "Newport Nautical Supply Logo”
Graphis New Talent Awards 2025, NY, NY.
Status: Completed. (2025). Art and Design, TXST.
Student: Alexa Macias, Undergraduate, BFA/Communication Design.

Mentor, Honorable Mention. "Fuzzy Needle Records Logo"
Graphis New Talent Awards 2025, NY, NY.
Status: Completed. (2025). Art and Design, TXST.
Student: Nilmarie Gonzalez, Undergraduate, BFA/Communication Design.

Mentor, Honorable Mention. " Scrapbooks By The Sea Logo"
Graphis New Talent Awards 2025, NY, NY.
Status: Completed. (2025). Art and Design, TXST.
Student: Ava Warren, Undergraduate, BFA/Communication Design.

Mentor, Silver Medal Award. "Gentles Farm Market Logo”
Graphis New Talent Awards 2025, NY, NY.
Status: Completed. (2025). Art and Design, TXST.
Student: Annabelle Kindig, Undergraduate, BFA/Communication Design.

Mentor, Silver Medal Award. "The Paper Mermaid Logo"
Graphis New Talent Awards 2025.
Status: Completed. (2025). Art and Design, TXST.
Student: Mallory Randolf, Undergraduate, BFA/Communication Design.

Mentor, Silver Medal Award. "Scurvy Dog Lager Packaging"
Graphis New Talent Awards 2025.
Status: Completed. (2025). Art and Design, TXST.
Student: Bailey Engel, Undergraduate, BFA/Communication Design.

Mentor, Gold Medal Award. "Bare Wires Surf Logo"
Graphis New Talent Awards 2025, NY, NY.
Status: Completed. (2025). Art and design, TXST.
Student: Bailey Engel, Undergraduate, BFA/Communication Design.

Mentor, Gold Medal Award. "Jays Watermelon/lemonade Packaging"
Graphis New Talent Awards 2025, NY, NY.
Status: Completed. (2025). Art and Design, TXST.
Student: Cezar Sanchez, Undergraduate, BFA/Communication Design.

Mentor, Gold Medal Award. "Higher Ground Coffee Co. Logo"
Graphis New Talent Awards 2025, NY, NY.
Status: Completed. (2025). Art and Design, TXST.
Student: Shyann Hailey, Undergraduate, BFA/Communication Design.

Mentor, Gold Medal Award. "Carolina Cider Co. Logo"
Graphis New Talent Awards 2025, NY, NY.
Status: Completed. (2025). Art and Design, Texas State University.
Student: Bailey Engel, Undergraduate, BFA/Communication Design.

G. Teaching Professional Development Activities Attended

Continuing Education Program, "AI in Learning and Teaching Symposium,"
Texas State University, San Marcos. (February 2025 - Present).
Attended the two-day AI in Learning and Teaching Symposium held at Texas State University in February 2025. Participated in a Microsoft CoPilot workshop in addition to presenting at the symposium.

Continuing Education Program, "Scite Summer Bootcamp," Scite AI.
(July 2025 - August 2025).

Scite Summer Bootcamp held July-August 2025 over four interactive sessions was designed to help researchers, librarians, faculty, and information professionals leverage AI and Large Language Models (LLMs) more effectively and responsibly in their work, while bridging the gap between traditional research methods and next-generation AI technology.

III. SCHOLARLY/CREATIVE

8. Commissioned Design Work:

Co-design Lead, *Oakridge Smokehouse — Brand Identity*. 2025.

Served as project and design co-lead with Professor William 'Bill' Meek for a comprehensive rebrand and brand identity initiative for Oakridge Smokehouse. Co-led the project from initial consultation through final delivery, overseeing research and assessment, ideation, and concept development, and guiding iterative design refinement. Co-directed activation and implementation of the visual identity system across applicable media to ensure consistency and effectiveness. Managed final production, including technical preparation of assets, documentation, organization, and upload of deliverables to shared cloud-based repositories.

Design Lead, *T & T Group Rebrand*. 2025.

In collaboration with Judson Design, I served as project co-lead and design director for T and T Group, a family-owned global marine support and emergency response organization providing salvage, emergency response, and pollution control services. The project included a comprehensive rebrand and T&T sub-brand identities, website design, and promotional materials.

Design Lead, Illustrator and Project Lead, *Lary's Fly Shop Logo Designs*. 2025.

Commissioned by Hilary Hutchison, founder and owner of Lary's Fly Shop located in Columbia Falls, Montana. Lary's is one the only female-owned fly shops in North America. The project scope was to design a suite —cohesive series — of designs for use on merchandize and decals.

Design Lead, *The Bryan Museum*. 2025.

In collaboration with Judson Design, Houston, Texas, commissioned to crate, develop, and implement The Bryan Museum rebrand. The mission of The Bryan Museum is to bring the history of Texas and the American West to life. Through its world-class collections, exhibitions, and educational history and literacy programs, students of all ages get a chance to experience the stories of yesterday and write the stories of tomorrow.

Design Lead, *Coastal Preservation & Restoration (CPR)*. 2025.

In collaboration with Judson Design, I served as project co-lead and design director for Coastal Preservation & Restoration, a 501(c)(3) nonprofit dedicated to protecting and restoring Texas coastal ecosystems, with a focus on oyster reef restoration. The project included brand identity, website design, and integrated promotional materials, with responsibilities spanning strategy, design oversight, and client collaboration.

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https://www.cprtexas.org/

Design Lead, *Heads Up Fly Fishing*. 2025.

Served as project and design co-lead with Professor William 'Bill' Meek for a comprehensive rebrand and brand identity initiative for Heads Up Fly Fishing. Co-led the project from initial consultation through final delivery, overseeing research and assessment, ideation, and concept development, and guiding iterative design refinement. Co-directed activation and implementation of the visual identity system across applicable media to ensure consistency and effectiveness. Managed final production, including technical preparation of assets, documentation, organization, and upload of deliverables to shared cloud-based repositories.

Design Lead, *Evergreen — Brand Identity System*. 2025.

Co-design Lead, *Fly Fish Utila*. 2025.

Served as project and design co-lead with Professor William 'Bill' Meek for a comprehensive rebrand and brand identity initiative for Fly Fish Utila. Co-led the project from initial consultation through final delivery, overseeing research and assessment, ideation, and concept development, and guiding iterative design refinement. Co-directed activation and implementation of the visual identity system across applicable media to ensure consistency and effectiveness. Managed final production, including technical preparation of assets, documentation, organization, and upload of deliverables to shared cloud-based repositories.

Co-Design Lead, *Outliers and Margin Dwellers Social Lodge*. 2025.

Served as project and design co-lead with Professor William 'Bill' Meek for a comprehensive rebrand and brand identity initiative for Outliers and Margin Dwellers Social Lodge. Co-led the project from initial consultation through final delivery, overseeing research and assessment, ideation, and concept development, and guiding iterative design refinement. Co-directed activation and implementation of the visual identity system across applicable media to ensure consistency and effectiveness. Managed final production, including technical preparation of assets, documentation, organization, and upload of deliverables to shared cloud-based repositories.

Design and Project Lead, *Constructed Living Brand Identity*. 2025.
Commissioned by Ewan Dinsdale, owner and founder of Constructed, Living to create the brand strategy, development and implementation the brand positioning, Brand Identity and website (in collaboration with Tyne Design, owned by TXST alum Stephan Tyne) for a luxury residential construction firm located in Houston, Texas.

Design Lead, *Colorado Wilderness Outfitters*. 2025.
Served as project and design co-lead with Professor William 'Bill' Meek for a comprehensive rebrand and brand identity initiative for Colorado Wilderness Outfitters. Co-led the project from initial consultation through final delivery, overseeing research and assessment, ideation, and concept development, and guiding iterative design refinement. Co-directed activation and implementation of the visual identity system across applicable media to ensure consistency and effectiveness. Managed final production, including technical preparation of assets, documentation, organization, and upload of deliverables to shared cloud-based repositories.

Co-design Lead, *Kaizoku Ramen — Brand Identity*. 2025.
Served as project and design co-lead with Professor William 'Bill' Meek for a comprehensive rebrand and brand identity initiative for Kaizoku Ramen food truck. Co-led the project from initial consultation through final delivery, overseeing research and assessment, ideation, and concept development, and guiding iterative design refinement. Co-directed activation and implementation of the visual identity system across applicable media to ensure consistency and effectiveness. Managed final production, including technical preparation of assets, documentation, organization, and upload of deliverables to shared cloud-based repositories.

Design Lead, *High Country Fly Fishing*. 2025.
Served as project and design lead for a comprehensive rebrand and brand identity initiative for High Country Fly Fishing. Led the project from initial consultation through final delivery, overseeing research and assessment, ideation, and concept development, and guiding iterative design refinement. Directed activation and implementation of the visual identity system across applicable media to ensure consistency and effectiveness. Managed final production, including technical preparation of assets, documentation, organization, and upload of deliverables to shared cloud-based repositories.

Co-design Lead, *Pepper Bird — Brand Identity*. 2025.
Served as project and design co-lead with Professor William 'Bill' Meek for a comprehensive rebrand and brand identity initiative for Pepper Bird food truck. Co-led the project from initial consultation through final delivery, overseeing research and assessment, ideation, and concept development, and guiding iterative design refinement. Co-directed activation and implementation of the visual identity system across applicable media to ensure consistency and effectiveness. Managed final production, including technical preparation of assets, documentation, organization, and upload of deliverables to shared cloud-based repositories.

Co-design Lead, *Mariner's Hare — Brand Identity*. 2025.
Served as project and design co-lead with Professor William 'Bill' Meek for a comprehensive rebrand and brand identity initiative for Mariner's Hare. Co-led the project from initial consultation through final delivery, overseeing research and assessment, ideation, and concept development, and guiding iterative design refinement. Co-directed activation and implementation of the visual identity system across applicable media to ensure consistency and effectiveness. Managed final production, including technical preparation of assets, documentation, organization, and upload of deliverables to shared cloud-based repositories.

Design Lead, *H-E-B Annual Report 2024*. 2025.

Design Lead, *City of Port Arthur — Comprehensive Wayfinding/Signage System*. 2025.

Design Lead, *Roseate Beach Print/Web Marketing and Promotions*. 2025.

B. Works Not in Print:

2. Invited Talks, Lectures, and Presentations:

Davis, J. G. (Presenter), Concept is King | The Design Summit 2025, "Advancing AI in Design and Marketing," Baylor University, Department of Art History and Design, Baylor University, Waco. (2025).

Davis, J. G., Ai in Learning and Teaching, "Integrating AI Tools in Teaching Conceptual Strategies and Image Generation," Texas State University, Texas Sate University, San Marcos Campus, San Marcos. (2025).

b. Works "in progress":

Commissioned Design Work:

Co-Design Lead, *Durango Green Homes — Brand Identity*.
August 2025 - Present.
Served as project and design co-lead with professor William 'Bill' Meek for a comprehensive rebrand and brand identity initiative for Durango Green Homes. Co-led the project from initial consultation through final delivery, overseeing research and assessment, ideation, and concept development, and guiding iterative design refinement. Co-directed activation and implementation of the visual identity system across applicable media to ensure consistency and effectiveness. Managed final production, including technical preparation of assets, documentation, organization, and upload of deliverables to shared cloud-based repositories.

Design Lead, *Holden Hills*. October 2024 - Present.
In collaboration with Judson Design Associates, Houston, Texas, to create a brand identity for Holden Hills, a 1,000 acre mix-use real estate development located in Austin, Texas.

Design Lead, *H-E-B Family Trust Annual Report*. September 2023 - Present.

E. Scholarly / Creative Professional Development Activities Attended:

Workshop, "Adobe Software Workshop," Adobe, Houston, TX, United States. (September 4, 2016 - Present).

F. Media Recognition:

TV, KVUE News. (March 27, 2025).
https://www.kvue.com/article/news/education/ai-teaching-learning-symposium-texas-state-university/269-a93fed66-06b7-4bef-ac7f-efb19383c02e
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Reporter: Jessica Cha
Published: 7:30 PM CDT March 27, 2025

IV. SERVICE

A. Institutional

1. University:

Member, Faculty Advisory Team - AI in Teaching and Learning Symposium (September 1, 2025 - Present).
Serve on the Faculty Advisory Team for the Texas State University AI in Teaching and Learning Symposium 2026, scheduled for March 4–5, 2026. Contribute to guiding the symposium's thematic direction, reviewing and selecting session proposals, shaping communications, and advising on programming decisions. Support institution-wide dialogue on artificial intelligence in higher education, with attention to pedagogical impact, faculty needs, and responsible integration. Act as a faculty advocate within the college and moderate select symposium sessions as needed.

Member, Online & Extended Programs Steering Committee.
(September 1, 2025 - Present).
Serve as a committee member on the Texas State University Online and Extended Programs Steering Committee, serving as the sole representative for the School of Art and Design. Contribute faculty perspective to institution-level discussions on policy, program development, and best practices related to online and extended education. Provide disciplinary insight to ensure that distance-learning

initiatives align with pedagogical standards, accreditation expectations, and the unique instructional needs of studio-based and design curricula.

Member, Atmosphere Subcommittee for Game Day Experience. (September 1, 2025 - December 31, 2025).

Under the leadership of **Elias L Martinez,** Associate Vice President for Marketing and Communication, this subcommittee was tasked with attending TXST Football home games — in coordination with the Game Day Experience Committee — to observe, assess, and make recommendations to improve game day experiences. The team I was part of had the specific duty of reviewing the environmental graphics in and around the stadium. This included recording all graphics, signage systems (wayfinding and place-making) as other graphics opportunities to amplify the TXST brand on game day. The final outcome of this subcommittee work was a comprehensive multimedia presentation of observations/findings and recommendations in the — AI generated 3D mockups — presented to the President and his cabinet (December 2025).

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https://txst-my.sharepoint.com/:p:/g/personal/elm170_txstate_edu/IQCZZpNU5ZciT4amR4nlcG53AfxOEaJLLcpwwqm-lyqu5O4?rtime=nPBetc5H3

2. College:

Member, College of Fine Arts and Communication AI Committee. (September 1, 2025 - Present).

Serve as a member of the College of Fine Arts and Communication AI Committee under the leadership of Chair Daniel Caer. Participate in structured, monthly working meetings examining current uses of artificial intelligence in teaching across COFAC disciplines. Contribute to discussions and research addressing pedagogical opportunities and challenges, with particular attention to responsible and ethical AI use, questions of authorship, intellectual property, and academic integrity. Collaborate with committee members to develop college-level recommendations, policies, and resources that support thoughtful, discipline-appropriate integration of AI into curriculum and instruction.

3. Department/School:

Member, Communication Design Faculty. (September 2000 - Present).

Serve as a senior faculty member to help form policy, curriculum and student activities beyond the classroom.

SRO Faculty Advisor, AIGA/TXST — ComDesStudent Design Organization. (January 1, 2023 - August 31, 2025).

Served as the faculty advisor for the AIGA student organization at Texas State University, offering guidance and support to its members and officers. He helps students set goals, make informed decisions, and develop skills in leadership, ethics, and event planning. Additionally, Professor Davis ensures the organization adheres to university policies, manages risk, and follows conduct procedures. He serves as the liaison between AIGA national and the university, advocating for the organization's interests and contributing to its overall success.

B. Professional:

SXSW EDU College and Career Coach, SxSW/EDU, Austin. (March 2017 - Present).

C. Community:

Brand Advisor to the CEO, John Erskine, Cleanup the Colorado, Austin. (October 2018 - Present).

D. Organization Memberships:

American Institute for Graphic Artist. (1992 - Present).

Founding member of the Houston AIGA chapter. From 1992 until 1996, served on the board of directors of the Houston chapter. Active member since 1992 and currently, a member of the Austin AIGA chapter.

Dallas Society for Visual Communications. (1990 - 2016).

Assisted students in preparation for and entry into the DSVC annual student exhibition/competition. Supported and consulted with members in coordinating, judging, and setting-up the annual student competition. Active club member from 1990_2015.