

JANET WALKER

janet.m.walker@ua.edu

EDUCATOR, GRAPHIC DESIGNER, CREATIVE STRATEGIST > [SEE WORK AT JANETWALKERDESIGN.COM](#)

EDUCATION

**Masters in Health Science
(Education and Promotion)**
THE UNIVERSITY OF ALABAMA
DEC 2019

**Bachelor of Fine Arts
in Graphic Design**
THE UNIVERSITY OF
SOUTHERN MISSISSIPPI
MAY 2006

In my professional career, I found great joy and purpose in my creative work related to the areas of health and education. With a sincere interest in designing for social good, I've taken the lead in communication projects that have influenced policy and shaped conversations around issues such as cardiovascular health, education, childhood obesity, and nutrition. I chose to pursue graduate studies in Health Science in order to better understand what is known about health-related behaviors and marry that with what I know about strategic communication in order to be a more effective communicator in health, improve health literacy and bridge the gap between medical knowledge and the lives of patients.

PROFESSIONAL EXPERIENCE

Director, Creative Services & Senior Instructor, Advertising and Public Relations Department

2021-PRESENT

2015-2021 DIRECTOR, CREATIVE SERVICES & LECTURER

THE UNIVERSITY OF ALABAMA, COLLEGE OF COMMUNICATION & INFORMATION SCIENCES | TUSCALOOSA, ALABAMA

Splitting my time between the College's external relations team and the faculty of the A+PR department, I have the unique opportunity to develop and design communication pieces for the College and teach students the fundamentals of design and copywriting for advertising and public relations applications.

Art Director/Graphic Designer 2006-2015

COMMUNICATION ARTS COMPANY | JACKSON, MISSISSIPPI

Responsible for conceiving and designing innovative solutions to meet challenging communication needs, I worked with a wide variety of clients ranging from local non-profits to international corporations.

Adjunct Graphic Design Instructor SEPT. 2011-AUG. 2012

ANTONELLI COLLEGE | JACKSON, MISSISSIPPI

Instructor by night, I had the privilege of teaching foundation and senior-level graphic design courses to non-traditional students. I was responsible for researching and preparing my own lesson plans, leading classroom instruction, and guiding independent studies.

Graphic Design Intern SUMMER 2004, 2005

INTERMARK GROUP | BIRMINGHAM, ALABAMA

I interned as a full-time designer in advertising, working on a variety of accounts and developing the year-long marketing plan for a Birmingham-area theme park.

TEACHING EXPERIENCE

Basic Principles of Design (APR 300) 2015-PRESENT

THE UNIVERSITY OF ALABAMA, COLLEGE OF COMMUNICATION & INFORMATION SCIENCES | TUSCALOOSA, ALABAMA

When I began teaching this class it was structured as a lecture + lab, and I taught 6, 1-hour lab sessions per semester where students worked through hands-on design practice. Beginning in Fall 2021, a new curriculum restructured the course to be taught as one unit so I now teach 2, 3-hour sections in a newly designed course.

Spring 2019 - Spring 2021 classes were taught synchronously online

In Fall 2022 I began teaching my newly-developed asynchronous online version.

Advertising Copywriting (APR 322) SUMER 2015

THE UNIVERSITY OF ALABAMA, COLLEGE OF COMMUNICATION & INFORMATION SCIENCES | TUSCALOOSA, ALABAMA

This course focuses on the power of words and the use of distinctive voices, with implications for strategic advertising copywriting. At the time I taught the class, students were also expected to hone research skills and write creative briefs.

Graduate Student Independent Study in Graphic Design (APR 596) SPRING 2019, 2020, 2021

THE UNIVERSITY OF ALABAMA, COLLEGE OF COMMUNICATION & INFORMATION SCIENCES | TUSCALOOSA, ALABAMA

Of Note: Spring 2021 class was taught synchronously online

Independent Study in Graphic Design & Political Communication (APR 380) SPRING 2020

THE UNIVERSITY OF ALABAMA, COLLEGE OF COMMUNICATION & INFORMATION SCIENCES | TUSCALOOSA, ALABAMA

Graphic Design Portfolio and Practices (CA 131) SUMMER 2012

ANTONELLI COLLEGE | JACKSON, MISSISSIPPI

In this class students focus on proper portfolio preparation and study the quickly changing publishing industry and business practice standards needed in the field of digital design and publishing. Topics include pricing services, business ethics, copyrights, client relationships, marketing strategies and business management.

PROFESSIONAL CERTIFICATIONS & CONTINUING EDUCATION

Certificate:
**Diversity, Equity and
Inclusion In The Workplace**
UNIVERSITY OF SOUTH FLORIDA,
MUMA COLLEGE OF BUSINESS
EARNED SPRING 2021

Certificate:
Transparency Builds Trust
INSTITUTE OF ADVERTISING
ETHICS CERTIFICATIONS
EARNED JUNE 2020

Certification:
Ethics in Advertising
INSTITUTE OF ADVERTISING ETHICS
EARNED OCTOBER 18, 2019

**Adobe Certified Associate
in InDesign**
CERTIFIED IN AUGUST 2020

Creative Campus Fellow
ADOBE FACULTY
DEVELOPMENT INSTITUTE
COMPLETED JUNE 2020

Adobe Creative Educator
BADGE EARNED JULY 29, 2020

Adobe Education Summit
COMPLETED AUGUST 2020

Apple Teacher
COMPLETED AUGUST 2018

Digital Workflow (CA 132) SUMMER 2012

ANTONELLI COLLEGE | JACKSON, MISSISSIPPI

In this class students create and edit portable document format files. Students learn to add security such as digital signatures, create and optimize for the web and enhance files by creating forms and adding multimedia elements.

Art Survey (CA 112) SPRING 2012

ANTONELLI COLLEGE | JACKSON, MISSISSIPPI

This course presents a foundation in the history of art, focusing on a few key styles and artists.

Graphic Design III (CA 127) SPRING 2012

ANTONELLI COLLEGE | JACKSON, MISSISSIPPI

This course is a continuation of CA119 Graphic Design I and CA123 Graphic Design II. Individual student projects are assessed on the basis of effective communication and design style. The student continues to use the computer and gain experience in various software programs.

Packaging (CA 116) FALL 2011

ANTONELLI COLLEGE | JACKSON, MISSISSIPPI

This course is an introduction to the basics in package design as it relates to graphic design. Students are asked to practice technical skills related to file setup, printing, and design. The physical construction of three-dimensional packages is explored through various models.

Photoshop (CA 117) FALL 2011

ANTONELLI COLLEGE | JACKSON, MISSISSIPPI

This course focuses on developing advanced computer operating skills and becoming familiar with the more advanced features of Photoshop, building on skills from Computer Graphics I. Students execute a series of projects designed to assess design skills, effective utilization of the applications studied, and presentation of their work.

Distance Course Development

I created an online version of Basic Principles of Design (APR 300) that functions as a distance learning course that is taught asynchronously with some synchronous components. I began teaching the course in Fall 2022.

Guest Lectures, Presentations & Panel Participation

Zoom Workshop: C&IS Professional Development – Creating a Resume with InDesign FEBRUARY 25, 2021
COLLEGE OF COMMUNICATION & INFORMATION SCIENCES

Zoom Presentation: C&IS Professional Development – Adobe 101 OCTOBER 15, 2020
COLLEGE OF COMMUNICATION & INFORMATION SCIENCES

Presentation: Preparing for the Job Hunt (Dr. Kenon Brown, Co-Presenter) JANUARY 16, 2019
CMAEDU, THE UNIVERSITY OF ALABAMA

Guest Lecture: Brand Yourself FALL 2019, SPRING, SUMMER, FALL 2020
PERSONAL AND PROFESSIONAL DEVELOPMENT (UH 120)

Guest Lecture: Creative in Branding FALL 2019
BRAND COMMUNICATION STRATEGY (APR 525)

Panel Participant: Creative Branding FALL 2020, 2021
BRAND COMMUNICATION STRATEGY (APR 525)

Panel Participant: Careers in Communication SPRING 2017, 2018, 2019
UNIVERSITY OF ALABAMA ATHLETICS

JANET WALKER

CONTINUED

AWARDS & RECOGNITION

Gold Medal, Magazine
CASE DISTRICT III
FEBRUARY 2020

**Recognition for Innovation
in Signage**
FASTSIGNS
JANUARY 2019

**Sam S. May Commitment
to Service Award:
Bama Bound Team**
UNIVERSITY OF ALABAMA
FALL 2016

President of the Year
AMERICAN ADVERTISING
FEDERATION
2014

Local and District ADDY Winner
AMERICAN ADVERTISING
FEDERATION
2015 AND MULTIPLE PRIOR YEARS

**Alumni Publications Board
Member & Advisor**
THE UNIVERSITY OF SOUTHERN
MISSISSIPPI ALUMNI ASSOCIATION
2006-2008; 2010-2017

Outstanding Service Award
THE UNIVERSITY OF SOUTHERN
MISSISSIPPI ALUMNI ASSOCIATION
FALL 2009, FALL 2015

*Until all academic advising
became managed by the College,
I also provided academic advising
within the A+PR department.*

*I regularly mentor students,
write recommendation letters,
and support students in their
job/internship endeavors by making
connections, reviewing resumes
and providing portfolio reviews.*

SERVICE ACTIVITY

Directed Student Learning

Independent Graduate Study in Graphic Design (APR 596) for Meyer Flaherty SPRING 2024
Department of Advertising & Public Relations, University of Alabama

Graduate Faculty Advisor for Daria Siliutina SEPTEMBER 2019 - APRIL 2021
Department of Advertising & Public Relations, University of Alabama

Independent Graduate Study in Graphic Design (APR 596) for Daria Silutina SPRING 2021
Department of Advertising & Public Relations, University of Alabama

Independent Graduate Study in Graphic Design (APR 596) for Victoria Richburg SPRING 2020
Department of Advertising & Public Relations, University of Alabama

Independent Research in Graphic Design & Political Communication (APR 380) for Really Lockwood FALL 2019
Department of Advertising & Public Relations, University of Alabama

Independent Graduate Study in Graphic Design (APR 596) for Erin Hackenmueller SPRING 2019
Department of Advertising & Public Relations, University of Alabama

New College Third Year Review Committee for Brooke Randall FALL 2019
New College, University of Alabama

Service Within the Department/College/University

Member, Master Plan Steering Committee FALL 2023-PRESENT
College of Communication & Information Sciences, University of Alabama

Graphic Design for APR Department & Alabama Program in Sports Communication ONGOING
Examples: Graduate Programs Print Material Design & Deck Design, PR Week submission, and Advertising

Advising Team, National Student Advertising Competition Team FALL 2015 - SPRING 2022

Co-Advisor, CMAEdu FALL 2018 - SUMMER 2020

Facilitator and Session Leader, C&IS Lead Retreat FALL 2021

"We Are UA" Ambassador SPRING 2021
University of Alabama

Create-A-Thon Adviser SPRING 2021
Capstone Agency, University of Alabama

Chair, Strategic Funding Committee FALL 2016 - SPRING 2019
College of Communication & Information Sciences, University of Alabama

Member, Committee on Faculty SPRING 2016
College of Communication & Information Sciences, University of Alabama

Member, Committee on Vision, Mission and Branding FALL 2016
College of Communication & Information Sciences, University of Alabama

CURRENT FREELANCE & CONTRACT WORK

VitAL

THE UNIVERSITY OF ALABAMA
2021-PRESENT, DESIGNER
& DESIGN CONSULTANT

My work with VitAL utilizes my health communication knowledge and graphic design skills to create public-facing documents, apps, website design and organization and other material needed to communicate information centered mostly around VitAL's grant-funded work in the areas of substance abuse/treatment and mental health.

Grinkmeyer Leonard /EverThrive Financial Group BIRMINGHAM, ALABAMA 2021-PRESENT

As Grinkmeyer Leonard re-branded as EverThrive Financial Group in late 2021, my work has focused on developing new print, environmental and digital materials needed to communicate their new name, look and service offerings.

PROFESSIONAL MEMBERSHIPS

American Institute of Graphic Arts
2020 - 2021

American Advertising Federation Birmingham
AUGUST 2016 - PRESENT

American Advertising Federation Tuscaloosa
AUGUST 2015 - MAY 2016

Member, 4th Floor Renovations Committee FALL 2019 - PRESENT
Department of Advertising and Public Relations, University of Alabama

Member, Faculty Engagement Committee FALL 2019 - PRESENT
Department of Advertising and Public Relations, University of Alabama

Member, Promotions Committee FALL 2016 - SUMMER 2019
Department of Advertising and Public Relations, University of Alabama

Photography for College of Communication & Information Sciences SPRING 2015-PRESENT

Service Related to the Profession

Talent Manager and Photographer, Adobe Worldwide Sales Conference DECEMBER 2020

Presentation Judge 2017, 2018, 2019, 2021, 2023, 2024
UAB Health Administration Case Competition, University of Alabama at Birmingham

RECENT & RELEVANT CONFERENCE ATTENDANCE & PROFESSIONAL/FACULTY DEVELOPMENT ACTIVITY

Related to Graphic Design/Advertising

The Design + Marketing Summit CreativePro JULY 2020

Webinar: The Road to Hell Is Paved With Good Intentions: How to Untangle Your Intent from Your Impact and Mitigate Harm HOW Design JULY 7, 2021

Conference: AIGA Conference American Institute of Graphic Arts NOVEMBER 2020

Conference: Adobe MAX Adobe NOVEMBER 2016, OCTOBER 2018, OCTOBER 2020, OCTOBER 2021

Conference: Adobe 99U Conference Adobe JUNE 17, 2020

Symposium: Transparency Builds Trust – Inaugural Symposium Institute for Advertising Ethics: American Advertising Federation JUNE 8, 2020

The Selfish Case for Creating for Good The One Club For Creativity MAY 2020

Related to Education, Teaching Effectiveness, or Online Instruction

Independent Introduction to Quality Matters (INTRO2QM) Quality Matters JULY 2022

REMOTE: The Connected Faculty Summit Arizona State University JUNE 2022

Digital Teaching Symposium Blackboard APRIL 2022

Adobe EduMax Adobe OCTOBER 13, 2020 - OCTOBER 14, 2020

Adobe Education Summit Adobe JULY 2020, 2022

Webinar: How to Meet Instructional Goals Webinar – Engage Cengage JULY 17, 2020

Webinar: Navigating What's Next – Helping Students Thrive in Your New Course Format; The Learning Science Behind Achieving Authentic and Effective Student Interactivity, Cengage JUNE 30, 2020

Faculty Fellowship: Adobe Creative Campus Faculty Development Institute Adobe JUNE

Seminar: Assisting Distressed Students UA Counseling Center OCTOBER 1, 2018

Faculty Institute: Improving Student Performance by Addressing Student and Teacher

Misconceptions about Learning The University of Alabama APRIL 3, 2017

Conference: Increasing Student Motivation – Strategies that Work with Dr. Saundra Y. McGuire
The University of Alabama JANUARY 28, 2016 - JANUARY 30, 2016

Conference: Get Students to Focus on Learning Instead of Grades – Metacognition is the Key! by Dr. Saundra Y. McGuire The University of Alabama NOVEMBER 6-10, 2015

Related to Diversity, Equity & Inclusion

Identities 101 UA Safe Zone AUGUST 24, 2021

Seminar: Building Inclusive Classrooms in an Online Environment UA Division of Diversity, Equity and Inclusion AUGUST 14, 2020

Zoom Meetings: C&IS Focused DE&I Discussion, UA C&IS JULY 2020

Webinar: Bias & Microaggressions University of Alabama / PaperClip Communications MAY 13, 2020

Webinar: Chinese Pronunciation – Understanding and Honoring Your Students' Names American College Personnel Association (ACPA) MAY 23, 2019

Training: Diversity Advocate Training UA C&IS SEPTEMBER 7, 2018

Other

Webinar: A Pandemic in Our Communities – Health Disparities, Health Inequalities and Possible Solutions Office of Diversity, Equity and Inclusion, University of Alabama JUNE 24, 2020

Workshop: Professionally Speaking Workshop The University of Alabama FEBRUARY 2017

Conference: Professionally Speaking – Empowering Professionals to Craft Engaging Presentations and Deliver them with Confidence APRIL 11-12, 2015

Previous Conferences Attended

HOW Design Conference, NYC; Social Media and Community 2.0 Strategies Conference, Boston; Wordcamp 2012, Birmingham; American Advertising Federation District 7 Conferences