

Arthur J. "Chip" McElroy, MFA

Hodges University Design Program Chair / Associate Professor / Creative Director

Profile

Creative Leader/Professor who believes in relationship building, individual thought, accessibility, critical thinking, and an appreciation for diversity of opinion and background. Definitive abilities in graphic design instruction, problem solving, team building, and written communication combined with an extensive background in the educational and corporate creative/branding industry.

Contact

9310 Bramley Terrace
Fort Myers, FL 33967

C. 239.213.8110
E. chip@mavengraphics.com
W. mavengraphics.com

Achievements

- HU Mascot Rebrand
- SWFLC Identity Rebrand
- Multiple International Design Competition Selections

Professional References

Dr. Albert Ball, Former Dean, HU
239.595.8123
Al.aball@gmail.com

Joe Feliciano, Faculty, HU
631-834-4382

Raul Valdes Pages, Qi, President
303-475-2613
raul@qicurriculum.com

Brian Hawkins, Hodges U.
480.734.0441
brianhawkins35@yahoo.com

Brandon Pieretti, friend, PA
570-237-1369

Academic and Administrative Experience

- Program Chair, Associate Professor, Digital Design
Hodges University, 2011-Present
- Program Manager, Graphic Design Program
SW Florida College, 2005-2011
- Senior Designer for 650 plus engineering firm
- Freelance design business since 1998 (Mavengraphics.com)
- Teach classes in advertising, illustration, branding, packaging, type, web design, animation and portfolio
- HU Quality Enhancement Plan Marketing Chair
- HU Academic Committee Member, FSOT Advisory Board Member & Self Pace Learning Committee Member
- Developed and implemented regionally accredited Bachelor's degree (BSDDG) with specialty tracks in Graphic Design and Digital Media
- Developed and implemented first Self Paced (CBL Based) Design Program in the nation (UPower);
ASDDG,BSDDG,MVC
- Developed and implemented Master of Arts degree in Visual Communication (online format)
- International Design Competition for PimTim.com Selected from 1,100 entries

Research

- Creator of Tryptica. Creative Photography APP
Android and iOS (tryptica.com)
- *Tryptica | Principles of Visual Communication | Workbook (in progress)*

Education

- Masters of Fine Arts, Visual Arts (Graphic Design)
Marywood University 2001
- Bachelor of Fine Arts, Graphic Design
Marywood University 1998

Volunteer Services/Credentials

- Lighthouse Foundation Lee County, *Board of Directors*
- Keep Lee County Beautiful, *Board of Directors*
- College Art Association, *Member*
- American Design & Drafting Association, *Member*
- Certified Foster Parent, *State of Florida*
- Art League of Fort Myers, *Panel Judge*
- Carlton Manor, Foster Care Organization, *Design Consultant*
- American Cancer Society, Collier County Chapter, *Design Consultant*
- Naples Children and Education Foundation, *Design Consultant*