

Bradley W. McKinney

8915 Surrey Dr. | Pendleton, Indiana 46064

mobile 765.623.7989

bwmckinney@gmail.com

www.bradmckinney.design | Portfolio Site



EDUCATION

2004 College of Architecture and Planning, Ball State University, Muncie, Indiana
Master of Architecture II degree in Architectural Design

Master’s Creative Project:

An Architecture of Total Loss: Building Learning Communities, Growing Learning Spaces

Outstanding Master’s Thesis and Outstanding Graduate Student awards

Unique study in architecture aimed at better understanding design for interactive media and the user-interface experience through the design for the whole person and environment. I chose this program so as to study the connection between physical space with that of virtual space. This led to fruitful engagement of studying the built environment of “leftover” people, dwelling in “leftover” places, building with “leftover” materials. Through immersive projects, this “leftover” phenomenon contributed to my understanding of teaching and learning.

1998 Anderson University, Department of Art+Design, Anderson, Indiana
Bachelor of Arts degree in Graphic Design

Departmental Honors

ACADEMIC POSITIONS

2016-2017 **ADJUNCT FACULTY**

College of Communication, Butler University
Indianapolis, Indiana

- Taught:
CME 106 – Survey of Digital Media

2015-2016 **DIRECTOR**

Basile Center for Art, Design and Public Life, Herron School of Art and Design, IUPUI,
Indianapolis, Indiana

- Served as liaison between Community Partners (clients) and Herron Faculty and Students
- Generated proposals and contracts for projects from sculptural installations to visual communication design materials.
- Project Management for students engaged in Basile Center projects
- Managed staff and students in executing tasks supporting the mission of the Basile Center.
- Provided Creative Direction for the **Basile Design Studio** Design Scholars

2014-2016 **VISITING LECTURER (VISUAL COMMUNICATION DESIGN & FOUNDATIONS)**

Department of Visual Communication Design, Herron School of Art and Design, IUPUI,
Indianapolis, Indiana

- Taught the following range of courses including:
HER-V210 – VC1: Elements & Principles HER-V220 – Design Methodology
HER-V211 – Typography HER-V311 – Type & Image
HER-V214 – Design History: 1880 to Present HER-V420 – Portfolio

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2000-2014 ASSISTANT PROFESSOR OF ART (GRAPHIC DESIGN) – TENURED

Department of Art+Design, Anderson University, Anderson, Indiana

- Taught a variety of foundation, upper division, and core curriculum courses
- Advised students academically as they matriculated the program
- Mentored students as they sought internships and professional employment
- Collaborated in university-wide curriculum development and assessment
- Participated in various standing and ad hoc faculty committees
- Articulated the departmental Mission, Vision, and Values
- Facilitated the following Courses: (authored four new courses*)
 - ARTH 2041 – Color Theory and Application
 - ARTH 2020 – Visual Arts: Critical Inquiry, Creativity, and Vocation*
 - ARTH 2100 – History of Art, Design, and Visual Culture in the Modern World
 - ARTH 2200 – Making Meaning & the Design of Everyday Things*
 - ARTS 2041 – Three-Dimensional Design
 - ARTS 3114 – Human Experience in Design* (formerly Computer Assisted Design)
 - ARTS 3310 – Typography Studio
 - ARTS 3420 – Design Thru Print Production (formerly Photographics)
 - ARTS 4114 – Design for Digital Media*
 - ARTS 4310 – Graphic Design
 - ARTS 4420 – Design Methodology
 - ARTS 4650 – Special Projects (Independent Study)
 - ARTS 4930 – Comprehensive Projects Prep (formerly Senior Thesis Prep)
 - ARTS 4950 – Comprehensive Projects (formerly Senior Portfolio and Thesis)

2010-2014 ASSOCIATE DIRECTOR

2006-2009 ASSISTANT DIRECTOR

Software Research Center, Anderson University, Anderson, Indiana

- Directed interdisciplinary teams of students and faculty in user-interface and human factors in SRC projects
- Built collaborative teams of Visual Communication Design and Computer Science majors employed by the center
- Developed best-practice procedures and documentation for project development
- Managed client relationships throughout project execution
- Consulted the Director on technology choices per project requirements
- Conducted strategic planning for a range of projects (web, desktop, and mobile) including: Conceptual Focus, Communication Strategy, Requirements, Content Outline, and Sitemap

1999-2000 PART-TIME INSTRUCTOR AND GUEST LECTURER

Department of Art + Design, Anderson University, Anderson, Indiana

- Facilitated the following courses and projects in Print Production, Electronic Media Tools, and Systems Design (Guest Lecturer)
 - ARTS 3114 – Computer Assisted Design
 - ARTS 3420 – Photographics
 - ARTS 4310 – Graphic Design

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POSITIONS IN PROFESSIONAL PRACTICE

2020-Present LEAD INTERACTIVE TECHNOLOGY INSTRUCTIONAL DESIGNER
2017-2020 INTERACTIVE TECHNOLOGY INSTRUCTIONAL DESIGNER DEVELOPER

The Children's Museum of Indianapolis – Indianapolis, Indiana

Lead interaction designer responsible for UX and UI design of all digital interactives (primarily touchscreens) throughout the museum. Collaborate with colleagues across exhibit development disciplines to deliver a cohesive visitor experience. Direct outside vendors on development of A/V and digital elements to maintain exhibit consistency. Create and edit audio/video assets used in interactives including 3D modeling and animation. Software development in Unity 3D RTE, HTML/CSS/JS/PHP/MYSQL.

2002-Present PRINCIPAL

ellojeo, inc. – Pendleton, Indiana

- Provides design consultation in experience architecture, communications systems, identity systems and interactive media
- Engages for-profit and not-for-profit organizations in the development of strategic planning and implementation of comprehensive design solutions
- Supports local design culture through ongoing relationships with area designers and vendors

1998-2002 FREELANCE DESIGNER

Pendleton, Indiana

Clients included: Eli Lilly & Co. President's Council 2002, Cummings Meeting Consultants, McGettigan Partners, Brainstorm Design, Delco-Remy America

1998-2000 INFORMATION DESIGNER

Brainstorm Design, Inc. – Indianapolis, Indiana

Senior member of creative team responsible for concept development in both print and electronic media. Emerged as project manager for interactive communication strategies. Collaborated with team members to manage client relationships. Successfully developed quality and innovative design solutions in accord with client budgets.

ACADEMIC SERVICE, COMMUNITY OUTREACH

2022 JURY MEMBER

Ball State University – Muncie, Indiana; Served as a member of the jury of professionals reviewing Thesis Projects of six Bachelor of Architecture candidates.

2021-Present DEAI TASK FORCE

The Children's Museum of Indianapolis – Indianapolis, Indiana; Serving member of task force on the *Creating a DEAI Learning Culture* subcommittee. Task force consults Executive Team on paths forward to improve Diversity, Equity, Accessibility, and Inclusion at TCM.

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2019 PROFESSIONAL MENTOR TO HCI MASTERS PROJECT

IUPUI, School of Informatics – Indianapolis, Indiana; Professional consultant for Human Computer Interaction Masters students developing UX/UI and software for The Children's Museum of Indianapolis.

2015-2016 RECONNECTING TO OUR WATERWAYS (ROW)

Executive Board, White River ROW – Indianapolis, Indiana; Volunteer service on executive board. Served as connection between Near West Side and IUPUI, representing IUPUI's desire to build connections to the Near West Side neighborhoods. ROW exists to regenerate our relationship to five major waterways in Indianapolis. In so doing, ROW aims to revitalize the neighborhoods surrounding the waterways.

2015-2016 ITEC FACULTY MENTOR

IUPUI – Indianapolis, Indiana; Innovation to Enterprise Commercialization team. Served as Faculty Mentor to a multidisciplinary team of VCD, Computer Science, and Informatics students. Team developed a web and mobile app as a resource tool for learning centers at the collegiate level. Received creator credit and portion of proceeds from commercialization.

2013-2014 FACULTY AFFAIRS COMMITTEE

Anderson University – Anderson, Indiana; Primary responsibilities of this committee are faculty governance and grievances. I helped pass a major restructuring of faculty governance which amended the faculty handbook. I was also a source for parliamentary procedure.

2011-2014 WRITING INTENSIVE COMMITTEE

Anderson University – Anderson, Indiana; Committee formed to evaluate and approve/deny courses for the university Writing Intensive program. All students must take two such courses, beyond composition and rhetoric, in order to complete an undergrad degree.

2003-2014 AIGA STUDENT PORTFOLIO PROFESSIONAL REVIEWER

AIGA Indianapolis Chapter – Indianapolis, Indiana; Each year I organized a group of my own students to attend the AIGA Student Portfolio Review Day where I also served as a professional reviewer, giving feedback to students from around the state.

2012 WAYFINDING CONSULTANT (PRO BONO)

Pendleton First UMC – Pendleton, Indiana; Assisted church committee with understanding the struggles visitors face upon first encountering the church building. Proposed environmental graphic solutions to clarify wayfinding rendering it more intuitive to navigate the structure.

2010-2012 SUSTAINABILITY COMMITTEE

Anderson University – Anderson, Indiana; Ad-hoc committee formed to analyze campus sustainability issues, primarily focused on energy consumption, material recycling, and explorations of alternative energy sources. Committee also enacted energy-saving programs aimed at small changes in behavior (such as turning lights off when not in use) to yield significant impact.

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2005-2011 ASSESSMENT COMMITTEE

Anderson University – Anderson, Indiana; Sub-committee on assessment of undergraduate majors. Charged with soliciting, evaluating, and approving assessment proposals as well as review/approval of assessment results towards HLC accreditation.

2008 STRATEGIC PLANNING COMMITTEE

Anderson University – Anderson, Indiana; Committee formed by university president to research and develop and communicate the organization’s strategic plan for the period from 2008 through 2012.

2005 JURY MEMBER

Ball State University – Muncie, Indiana; Served as a member of the professional jury brought in to critique final studio projects for fourth year architecture students.

2004-2005 DEVELOPMENT TASK FORCE

Operation Love Ministries – Anderson, Indiana; Five-member committee formed to investigate and expand funding sources for OLM. The organization provides medical, financial, counseling and food pantry services to impoverished community members of Madison County, Indiana.

HONORS, AWARDS AND GRANTS

2008 Anderson University Strategic Planning Committee Member

2004 2003-04 Outstanding Master’s Thesis, Department of Architecture, Ball State University

2004 2004 College of Architecture and Planning commencement Graduate’s Welcome Address, by vote of faculty of CAP, Ball State University

2004 2004 Outstanding Graduate Student, Graduate School, Ball State University

2003 Standerford and Jewel Scholarship (Architecture and Planning), Ball State University

2003 Sri Lanka Travel and Field Study Grant, Anderson University

2002 2002-2003 Faculty Development Grant, Anderson University

1998 Departmental Honors, Department of Art + Design, Anderson University

1996 Commissioned designer of Donald Addison Courtney Memorial Award, Department of Religious Studies, Anderson University.

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- 1999 INDIANAPOLIS MOTOR SPEEDWAY GRANDSTAND BANNERS – Speedway, Indiana**
Design lead for Brainstorm, Inc.; various banners (22x22 to 22x80+ feet) installed on exterior of the Speedway’s grandstands and pedestrian entrances

NOTABLE PROJECTS INVOLVING STUDENTS

- 2015 “Arbor Grove” – Installation at Cityway YMCA, Basile Center, Herron Sch. of Art + Design**
Graduate student Stephanie Cochran completed a significant installation spanning a few hundred square feet in the atrium of the Cityway YMCA in for the YMCA of Greater Indianapolis. Involved skills in proposal and contract development, project management, and installation work.
- 2012 TRI-S IDENTITY & WEBSITE – Software Research Center, Anderson University**
Collaborated with Design and Computer Science students to develop concept proposals for the Tri-S office at Anderson University. The finished design web design was a true combination of mine and students’ work.
- 2009 1771 (17 DESIGNERS, 7 DAYS, 1 CAUSE) – ARTS 3114 Human Exp. in Design, Anderson Univ.**
Beginning design students took control of their education in this class to work towards a common exhibition of work produced by the students to be auctioned raising money for the American Cancer Society in Madison County. Also involved procurement of studio space for the group and exhibition space, both of which employed the conversion of found space and materials to meet design requirements.
- 2008 PACT (PEACE AND CONFLICT TRANSFORMATION) – Anderson University**
Private practice project for which I contracted with a student. We collaboratively developed an array of proposals for PACT Identity Mark. The mutual contribution by the two of us resulted in a dynamic mark worthy of the client’s mission.
- 2004 SDG IDENTITY SYSTEM – ARTS 4310 Graphic Design, Anderson University**
Created a student-directed “design firm” that researched, concepted, designed, and implemented an Identity System for SDG International of Anderson, Indiana. Many of my class projects for upper-level students involve “real world” clients. A sample list of clients includes: SDG International, Habitat for Humanity (Madison County), Indiana Campus Compact, Anderson University, Visiting Nurse Health Care, Pelham Productions, Walker Research, City of Anderson Transit System, and Y2K Studios.
- 2003-2005 PRAYER ALCOVE – ARTS 4310 Graphic Design, Anderson University**
Conducted a University project, funded by donors, to develop a niche in AU’s Kardatske Wellness Center to be a “Prayer Alcove.” Class of 12 students made 4 team-based proposals to a selection committee, which included the University President. I managed the year-long installation process with the students who developed the chosen proposal.

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2003 TYPOGRAPHIC INTERSECTIONS – ARTS 3310 Typography, Anderson University

Eleven member typography class became motivated to go beyond the classroom in order to register an impact in “the real world.” Following their lead, I created an environment where students conducted a seven week work that culminated in the unauthorized installation of four “Typographic Intersections” on the campus of AU. Each was somatically experiential, involving viewers in the midst of their daily lives. Each piece focused on a different “irratative” (a phrase of The Most Reverend Desmond Tutu) and presented challenges to improve on those situations.

2000 BAUHAUS EXHIBIT – ARTS 4310 Graphic Design, Anderson University

Nine students designed and installed (with many members contributing from throughout the department) an exhibit for Y2K Studios (Anderson, Indiana). Exhibit featured over 20 Bauhaus masterworks (authorized reproductions) The show was didactic and contained many educational elements welcoming to all visitors.

SELECTED PRESENTATIONS AND PUBLICATIONS

- 2013** FACULTY EXHIBITION (RECENT WORKS) – Documentation of Interpretive Center project and various identity marks. Anderson University, Anderson, Indiana.
- 2009** CHAPEL/CONVOCATION PRESENTER – “McKinney Residence: Living with Design.” Anderson University, Anderson, IN, November 10, 2009.
- 2009** FACULTY EXHIBITION (RECENT WORKS) – Documentation of the McKinney Residence project and various identity marks. Anderson University, Anderson, Indiana.
- 2004** THESIS PRESENTATION AND DEFENSE – “An Architecture of Total Loss: Building Learning Communities, Growing Learning Spaces.” Ball State University, Muncie, IN, April 30, 2004.
- 2003** CONFERENCE PANEL – “Temporarily Permanent, or Permanently Temporary? A Look at the Rippling Impact of Field Study in Colombo, Sri Lanka.” Panel presentation, regional meeting of the Association of Collegiate Schools of Architecture, Muncie, IN, October 24-26, 2003.
- 2003** GUEST LECTURE – “On Being a Designer and Not Doing Design: A Design Methodology.” Faculty of Architecture, University of Moratuwa, Katubedda, Sri Lanka, March 13, 2003.
- 2002** EDITOR – “Leftover+” Compilation book of research documentation for Master of Architecture studio, Department of Architecture, Ball State University, Muncie, IN, 2002.