

# Kareem Dimitrious Collie

kareem.collie@gmail.com  
www.kareemcollie.com  
917.204.0051

*As a Design Director I bring two decades of experience in visual and experience design, branding, creative strategy, and design education.*

*I am skilled at Adobe's creative tools, digital illustration, typography, design and systems thinking, creative management and leadership, and am adept at coaching, textual analysis, story-finding and storytelling.*

*Intellectually, I am interested in the ideas driving the narratives expressed through design and the way they shape how we think, how we see ourselves, and ultimately how we engage each other.*

*I aspire to design things and experiences that change and expand minds, move folks to action, or simply help people and communities get a sense of where and how they are moving.*

## Design & Strategy

**DESIGN LEAD** | IBM / 2021 -PRESENT

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Leading a multi-discipline design team to develop innovative interventions to drive cultural and behavioral change across IBM Consulting

Responsible for the user experience and visual design for IBM Consulting and its top 10 Strategic Partners

Crafted comprehensive seller-engagement tools for IBM Consulting and its top 10 Strategic Partners

Shaped and produced engaging in-person and virtual workshops for global automation practitioners

Practicing and teaching the IBM Design Thinking framework to ensure user-centered outcomes in all conversations and workstreams

Delivering heuristic reviews, sitemaps, scenario maps, wireframes and interactive prototypes

Developing usability testing protocols and conducting user interviews

**DIRECTOR OF DESIGN AND CREATIVITY** | The Hive @ the Claremont Colleges / 2017—2021

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Leadership in the design and development of a center for transdisciplinary education, design and creativity; integrating design principles and methods into the liberal arts

Development of programming and the facilitation of classes and workshops with a focus on experimental learning and cross-disciplinary collaboration across a consortium of five colleges (host to 8500 students and three of the top ten U.S. liberal arts schools of 2019).

Rebranding and oversight of all internal and external brand experiences along with communications across print, online, and social media

Initiation and fostering of partnerships with social impact-oriented organizations, giving students real world design challenges, while moving them through the methods and techniques of human-centered design

Design, management, and leadership of maker-spaces and the growth and stewardship of maker community

**FELLOW** | the d.school @ Stanford University / 2016—PRESENT

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Outlined new teaching methods and curriculum in design thinking that helped reimagine and evolve the underlining language used in communicating design thinking principles through the d.school's curriculum and programming

Researched and developed cross-disciplinary methods of framing design principles which led to the implementation of innovative workshops

and toolkits, with corporate partnerships—SYPartners and Yerba Buena Center for the arts

Facilitated/Coached workshops for students and professionals in design thinking, systems and experience design—Executive Education Bootcamp, Designing Social Systems, Design + Argument, The Curiosity Advantage and the New California Arts Fund

## Education

**NEW YORK UNIVERSITY** / 2016

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New York, New York  
Gallatin the School of Individualized Study

*M.A. in Culture and Communication with Honors*

.Graduate Student Organization Artistic Chair

.Dean's Admissions & Recruitment Committee

.Gallatin Special Service Award

**PRATT INSTITUTE** / 2001

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Brooklyn, New York  
Major: Graphic Design

*B.F.A. in Communication Design with Honors*

.Outstanding Merit In Communication Design, 2001

.Pratt Circle Award

## Skills

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- . Design Direction
- . Visual Design & illustration
- . Branding and Identity Design
- . Leadership, Management and Coaching
- . Information Design
- . Design & Systems Thinking
- . Story-finding and Storytelling
- . Creative Strategy
- . Content and Textual Analysis
- . Curriculum Design and Academic leadership

## Design & Strategy Cont'd

### ART DIRECTOR OF LIVE-ACTION SERIES AND MOVIES | Nickelodeon / 2011—2013

Led a team of 6-8 in-house designers, along with external designers and design studios towards the design and implementation of brand identities for over 25 Nickelodeon live-action television series and movies

Drove the look and feel of live-action programming for all Nickelodeon consumer and business touch points—advertising, online-media, consumer products and on-air (TV)

Consulted on and led creative strategy for all live action properties

Directed and managed the photo shoots for live-action property launches

Reorganized live action's design team and creative process, resulting in a more effective design process, enhanced design quality and greater team engagement with our partners

Managed hiring of in-house visual design team, as well as outsourced brand identity development to design studios, agencies, and freelance creative talent

### PARTNER & CREATIVE DIRECTOR | Dimitrious II / 2006—2012

Cofounded Dimitrious II in 2006, to provide branding services for corporate and cultural organizations, with marketing touch points in print, interactive and product

Led the design and direction of our internal and external creative resources, across diverse creative disciplines

Sought and won contracts with commercial clients— HBO, NFL, and A&E, as well as cultural institutions— Israel Ministry of Tourism, The Leadership Program, and Weeksville Heritage Center

Enhanced visibility of our clients in the market, resulting in increased consumer engagement—our Client Green Depot won an award for our eco-friendly labeling system. We helped Weeksville Heritage Center, exponentially increase the audience for their "Oasis" summer programming

Collaborated with clients like Whole Foods, Room & Board, Grand Central Station, and the New Museum in strategic partnerships to create unique advertising and event opportunities

### DESIGN DIRECTOR | Studio Red @ Rockwell Group / 2004–2006

Led and worked within flat self-managed teams of cross-disciplinary designers—Visual Designers, Architects, Industrial Designers, and Brand Strategists

Designed and managed brand and product development, marketing campaigns and events in collaboration with PR and advertising agencies across diverse markets both domestic and international

Design strategy, on the ground research and consulting for Coca-Cola's domestic and international markets (Canada, Coca-Cola Africa, Japan, and China)

Won the Best Outdoor Consumer Event/Exhibition in Event Design Magazine for 2006 for the Mercedes M-class Road Rally Tour

Notable clients: Coca-Cola, McDonald's, Mercedes, Lexus, Starwood Hotels

### ART DIRECTOR | USA Network / 2002—2004

Developed and delivered concepts and designs showcasing USA Network and its programming

Reinforced USA Network's unique voice in a wide range of media (print, out-of-home, web development, package design, business-to-business marketing, and event design)

Managed a team of in-house designers as well as print production vendors

Spearheaded internal identity redesign and marketing efforts resulting in an increased presence with affiliates and advertisers

## Awards

Design Incubator, Educators Communication Design Awards 2017  
Gallatin Special Service Award 2016

NYU's Global Research Initiative (Shanghai, China), 2015

Gallatin-Newington-Cropsey Foundation "In-Residence", 2014

Gallatin Dean's Scholarship, 2014

Event Design Magazine, *Best Outdoor Consumer Exhibit Environment*, 2006

Gold Broadcast Design Award, *Special Events Promo*, 2004

Gold Broadcast Design Award, *Topical Promo Campaign*, 2004

Gold Broadcast Design Award, *Out-of-Home Campaign*, 2003

Silver Broadcast Design Award, *Bound Piece*, 2003

## Speaking

**Panelist**  
*AIGA SHIFT Summer Summit*, 2020

**Speaker**  
*Y24 Conference*, AIGA San Diego, 2019

**Speaker**  
AIGA Cal Poly Pomona Student Chapter, 2019

**Panelist**  
*San Francisco Design Week*, SYPartners, 2018

**Speaker**  
*Identity Intersections*, Office of Inclusivity and Diversity, Harvey Mudd, 2018

**Interview**  
*Leadership*, Prattfolio, Spring 2018

**Panelist**  
*Re-Imagining the University Through the Arts Series*, Claremont Graduate University, 2018

**Panelist**  
*San Francisco Design Week*, SYPartners, 2017

# Teaching

CLINICAL PROFESSOR OF VISUAL COMMUNICATION | Harvey Mudd / 2017-Present

I teach a cross section of students from across the Claremont College Consortium, five liberal arts colleges which host a variety of disciplines and majors. I teach the following courses each year:

**Critical Design Studio:** A Visual Communication Design course with a focus on cross disciplinary theories and critical thinking. The course also introduces students to the fundamental ideas and tools in visual design and design research.

LECTURER AT THE D.SCHOOL | Stanford University / 2016—2017

As a fellow I worked within a team of three teaching fellows to design the curriculum for Design Thinking Studio, an introductory course in design thinking, which we taught during the 2nd quarter of the 2016-2017 academic year.

In the course we move students through a design process of qualitative research, analysis, ideation, and prototyping. We worked collaboratively to solve real world design problems in partnership

ADJUNCT PROFESSOR OF GRAPHIC DESIGN | Pratt Institute / 2006—2013

Over two semesters I introduced the fundamentals of the graphic design practice to third year Communication Design students.

**Graphic Design I:** Students were challenged with design problems through which they acquired foundational design and thinking tools (research, ideation, form & structure, storytelling, and communication) needed to produce professional design results.

**Human-Centered Design:** In this course students learn transdisciplinary design methodologies— user research, synthesis, idea generation, and prototyping. The class works corroboratively to solve real world design problems in partnership with outside organizations. Students leave with the tools to bring a practice of design into any discipline.

with outside organizations. bringing real world design challenges to a class of 26 graduate students from across the university.

Some of our outside partnerships—Yerba Buena Center for the Arts, Allbirds Footwear, and San Francisco Dept of Education—several student solutions are now being implemented by Yerba Buena.

**Graphic Design II:** Introduced students to real world communication design problems, fostering their unique creative potential, while helping them build a professional quality portfolio.

# Leadership

**Steering Committee**  
*AIGA's National Design Educators Community,*  
2019-2021

**Steering Committee Chair**  
*Rick & Susan Sontag Center for Collaborative Creativity,*  
2019-Present

**Judge**  
*2019 American Advertising Awards,*  
2020

**Judge**  
*Core 77 Design Awards, "Design Education Initiative",*  
2018

# Exhibitions + Publications

**Book**  
*"The Black Experience in Design: Identity Expression & Reflection"*  
Allworth Press,  
2022

**Exhibition**  
*"Campus Mail Art: The Claremont Colleges"* Art Studio Hall, Pomona College, 2019

**Publication**  
*"Portraits of Obama: Media, Fidelity and the 44th President"*  
Dialectic, the Journal of the AIGA Design Educators Community, 2018

**Exhibition**  
*"Portraits of Obama"*  
Jerry H. Labowitz Theatre at NYU, 2014

**Exhibition,**  
*"Undefined by Design"*  
Lorimoto Gallery in Brooklyn, NY, 2014

**Contributor**  
*"Guide to Graphic Design"* by Scott Santoro, 2013

**Exhibition**  
Various works, *The Puck "Art & Design" Show,* 2000