

Tom Tate

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Education

Master of Arts (MA) | Studio Art

University of Northern Iowa, Cedar Falls, IA

May, 2025

Bachelor of Arts (BA) | Graphic Design

University of Northern Iowa, Cedar Falls, IA

May, 2000

University Experience

Adjunct Professor, Art: Graphic Design

University of Northern Iowa | Cedar Falls, IA

August, 2022 – present

- Facilitate creative thinking and problem-solving sessions, delivering comprehensive training in Adobe Creative Cloud software as well as Figma to empower students.
- Developed course materials and assignments to encompass current trends and technologies in graphic design. Provided one-on-one mentorship to students, enhancing their creative and technical skills.

University of Northern Iowa Undergraduate Courses:

- Graphic Design I ART 2030
- Graphic Design II ART 3030
- Typography ART 3033
- Identity Systems Design (Branding) ART 3031
- Portfolio Preparation ART 3038
- Animation, Video, and Sound ART 2061
- Book Arts ART 3037
- Visual Inventions ART 1002

Workshops Taught

- 2025 | “Build a Book Workshop” | Art Educators of Iowa Conference
- 2025 | “How Fonts Work” | Math & Science Upward Bound
- 2025 | “Graphic Design: Risograph Printing” | Cedar Falls 6th Grade Visitors
- 2024 | “Seal the Deal with Homonyms” RISOGRAPH Workshop | Smart Session

Exhibitions

- 2025 | Department of Art Faculty Exhibition, University of Northern Iowa
- 2025 | Solo Exhibition, Ragged Edge, Cedar Falls, IA
- 2024 | Elena Diane Curris Biennial Design Exhibition, University of Northern Iowa
- 2023 | Department of Art Faculty Exhibition, University of Northern Iowa

Industry Experience

Owner

Auktto Creative Studios LLC | Cedar Falls, IA

2022 - present

- Leading multiple projects from concept to completion, collaborating with clients to define and implement innovative design solutions across various media.
- Developing and maintaining strong client relationships, resulting in a 30% increase in repeat business.

Creative Manager

Pearson | Iowa City, IA

2016 – 2022

- Directed strategic and aesthetic initiatives for campaigns, managing a \$12 million annual marketing budget.
- Led a cross-functional team of 32 professionals across graphic design, photography, video, motion design, web design, writing, and project management to execute revenue-generating advertising strategies.
- Collaborated with leaders across the organization to articulate campaign rationales, leveraging Design Thinking insights to enhance mobile app engagement, reaching 6 million users annually.
- Deployed 28 million emails annually, achieving a Click-to-Open Rate exceeding 40% through impactful content and design.
- Developed and led an internal skills development program

Senior Designer

Pearson | Iowa City, IA

2006 – 2016

- Developed impactful marketing strategies for national campaigns, contributing \$8.8 million to key business units through creative design initiatives.
- Introduced emerging workflows and technologies, enhancing competitive advantage and team productivity.

Art Director

Dyton | Cedar Falls, IA

2003 – 2006

- Led the creative team, transforming ideas into impactful campaigns while mentoring junior designers in executing project visions.

Graphic Designer

Dyton | Cedar Falls, IA

2000 – 2003

- Managed and executed a broad range of projects, including graphic design, motion design, UI/UX, video, 2D & 3D animations, illustrations, and photography.

Skills

- Expertise in Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Audition, Lightroom) as well as Figma, and Cinema 4D.
- Strong communication and interpersonal skills.
- Expertise in design history, theory, visual communications, and current trends in Graphic Design.
- Creative Leadership: Inspiring teams towards excellence and innovation.
- Design Thinking: Utilizing a user-centered approach to problem-solving and ideation.
- Mentorship: Developing emerging talents in design and marketing.

Professional Affiliations

- Member, American Institute of Graphic Arts (AIGA)
- Member, Art Directors Association of Iowa (ADAI)
- Member, Letterform Archive
- Member, Adobe Ambassador

Professional Development

- 2025 | Adjunct Academy - University of Northern Iowa, Center for Excellence in Teaching & Learning
- 2022 | Adobe MAX Creativity Conference
- 2021 | Adobe MAX Creativity Conference, Sponsored Attendee
- 2019 | Foundations in Design Thinking, IDEO U Credential ID 14395879
- 2019 | From Ideas to Action, IDEO U Credential ID 5070-1625963
- 2019 | Insights for Innovation, IDEO U
- 2018 | Leading for Creativity, IDEO U

Community Engagement

- 2015 - Present | House of Hope | Marketing Committee, Creative Director
- 2024 - Present | Stand Up Guy | Marketing Committee, Creative Director
- 2024 - Present | Patricia A. Tomson Center for Violence Prevention
- 2019 - 2022 | Digital Arts Advisory Board | Kirkwood Community College

Portfolio

- www.tomt8.com
- www.auktto.com

References

Available upon request.