

# Alex Meiser

## Education

### Cranbrook Academy of Art

MFA 2D Design

Bloomfield Hills, MI | 2015-2017

Cranbrook was 2 years of self directed study under the guidance of Elliott Earls. This time was full of the discovery of my personal aesthetic and intimate collaborations. Books were written and printed, entities were branded and creative processes were discovered. There was also a giant gelatin cushion filled with 100 yellow rain boots, a funeral dinner in the library, and the founding of an unsanctioned artist residency called DØT.BIZ.

### Kendall College of Art & Design

BFA Graphic Design | Minor in Illustration

Grand Rapids, MI | 2008-2012

In my very first graphic design course my Professor said, "You need to be technically excellent but people are going to pay you for your ideas." My best work came out of extra-curricular projects while I was President of the student AIGA and from my time spent with the artist group SiTE:LAB.

#### DØT.BIZ

Co-founder Helen Ip and I invited 4 visiting artist to live and work with us on campus. We helped Sam Panter create a pop-up restaurant that served purple grilled cheese. Bailey Roper directed a performance featuring a mime, a jovial snail and documentation from the D.C. Women's March. We concluded the year with our thesis project, a live streamed spaghetti dinner giveaway at the Cranbrook Degree show. The year was documented in the DØT.BIZ Spaghetti Book featuring a squishy spaghetti sauce filled cover.

#### SiTE:LAB

My first project with SiTE:LAB was in the abandoned Grand Rapids Natural History Museum. I sheep sheared a 16 foot high T.S. Eliot quote in a wall of shag carpeting. I still occasionally participate with this group as an artist, creating their event branding, wayfinding signage and helping demolish buildings.

## Work

### Oakland University

Auburn Hills, MI | 2017-2018

Visiting Professor of Graphic Design

I was honored to join the Oakland University staff as a year-long visiting professor teaching branding, publication design and design research.

#### Favorite Project

As part of my branding curriculum I had the students create masks, each with an original narrative, and then design a brand system for that character. There was a magical moth that loved tacos, a hotrod cat living his 9th life, and an entrepreneurial lumberjack who sold organic pancakes, to name a few.

### Stanley Beaman & Sears

Atlanta, GA | 2013-2015

Environmental Graphic Designer

This 50 person architecture firm specializes in children's healthcare. I started the position working for the 3 senior designers and after 2 years I was managing my own projects. A favorite was the wayfinding problem at the Atlanta Children's Hospital. Patients couldn't find their way around the campus and were missing appointments. Many of the solutions were graphic. You need to call attention to the entrance instead of the exit and this arrow needs to be twice as large. But also practical fixes, like you can't see this sign because there is a giant tree in front of it.

#### Best Interview

During my interview at SBS, following the usual formalities, the interviewers and I headed to an artist-run space called the Goat Farm, bypassed a live turkey that was in love with a chicken only to land in a coffee shop where we did shots of Jack Daniels Tennessee Honey with a stranger named Berta.

### Grand Rapids Public Museum

Grand Rapids, MI | 2012

Exhibition Designer

After graduating from Kendall I produced the graphic design for the exhibition "Thank You Beer". One perk of the job was free tickets to the grand opening beer tasting event.

### Grand Rapids Screen Printing

Grand Rapids, MI | 2011-2012

Graphic Designer

I was in charge of creating production files, original designs for clients and tracking projects through completion.

#### Worst Job

The shop was in a back of the owner's parents flower shop. I worked above the drying oven and the shop would get into the 120's during the summer. But, by far the worst part was that the owner had a drinking problem and would show up unannounced and destroy and hide whole orders. The staff and I would get stuck placating the angry customers.

### Winding Road Studio

West Branch, MI | 2006-2008

Studio Assistant

This was my very first job. It was a photography studio in a converted five and dime. I spent 2 years removing pimples from high school senior's faces. I credit this job for turning me into a Photoshop wizard.