

Bruce Morgan

Visual Communications Strategist with 30+ years shaping branding, publications, and integrated marketing communications

freshbrewedesignco.com

Education

West Virginia University

MS, Integrated Marketing Communications — GPA: 4.0

Indiana University

BS, Communication Studies — GPA: 4.0

Ivy Tech Community College

AAS, Visual Communications — GPA: 4.0

Experience

Freelance

Freshbrewed Design Co. 1993–Present

- Designed branding, print, and digital marketing for diverse clients
- VentFest: Ventriloquism festival logo, website, print materials, and marketing
- The Language Conservancy (Graphic Design Manager, 2019–2026, remote contract):
 - Designed and managed production for textbooks, dictionaries, picture books, signage, and campaigns
 - Created assets for mobile apps, websites, and social media
 - Collaborated with linguists and First Nations communities across the U.S., Canada, Australia, and Mexico
- Owen County Chamber of Commerce: Full rebrand including logos, websites, banners, and annual directories
- Owen County Bicentennial: branding development
- Trillium Woods, LLC: logo and signage
- Portfolio: freshbrewedesignco.com

Online Adjunct

Indiana University East, Richmond, IN 2015–2019

- Visual Communications
- Advertising & IMC
- Public Relations Writing

Lecturer

Ohio Northern University, Ada, OH 2013–2015

- Principles of Entrepreneurship
- Layout & Design
- Presentational Speaking
- Convergent Publishing
- Interviewing

Assistant Director of Marketing & Communications

Ivy Tech Community College, Richmond, IN 2011–2013

- Led marketing and communications strategy across print and digital channels
- Managed website, branding, social media, and PR initiatives
- Advised leadership as member of Chancellor’s Council
- Streamlined communication workflows across departments

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Instructor of Printing Technology

Vincennes University, Vincennes, IN 2006–2009

- Taught Adobe InDesign, Photoshop, Illustrator, and prepress workflows
- Increased program enrollment by 146% in one year
- Modernized curriculum, lab software, and course materials

Designer/Marketing & Communications

Cook Urological, Inc., Spencer, IN 2000–2006

- Developed branding, brochures, catalogs, trade ads, and direct mail
- Led print production and vendor coordination
- Created trade show materials that significantly increased booth traffic

Senior Art Director

MillerWhite LLC, Terre Haute, IN 1995–2000

- Contributed to \$30M capital campaign for Rose-Hulman Institute of Technology
- Led branding, PR, design, and production across client projects
- Improved department workflow, file systems, and project management

Pro Bono Publico Experience

- Sowing for a Harvest Campaign: Marketing for \$1.8M church capital campaign
- Owen County Family YMCA: Launch campaign and branding

Expertise

- Design software: Adobe Creative Suite; Affinity Studio; Canva
- Branding, print production, marketing communications, and visual storytelling

Military Service-USAF

Medical Laboratory Technologist

- NCOIC roles across blood bank, serology, disaster response, and lab operations
- Achieved AABB and CAP certifications with exemplary ratings

Volunteer Service

- Spencer Main Street — Spencer, IN
- Local civic organization — Owen County, IN

Honors & Awards

- *Father of the Year* — Bloomington Herald-Times
- *First Team All-USA Academic Team* — Community & Junior Colleges (*First recipient from Indiana*)
- ADDY Awards
- ADCI Best of Show Awards