

**Bradley W. McKinney**

8915 Surrey Dr. | Pendleton, Indiana 46064

mobile 765.623.7989

bwmckinney@comcast.net

www.ellojeo.com | Personal and Student Portfolio

---

## 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

**2015-Present** **DIRECTOR**

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

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

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

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

- Teaching the following range of courses including:
  - HER-V210 – VC1: Elements & Principles (2 Sections)
  - HER-V211 – Typography
  - HER-V214 – Design History: 1880 to Present
  - HER-V220 – Design Methodology (2 Sections)
  - HER-V311 – Type & Image
  - HER-V420 – Portfolio

**Bradley W. McKinney**

8915 Surrey Dr. | Pendleton, Indiana 46064

mobile 765.623.7989

bwmckinney@comcast.net

www.ellojeo.com | Personal and Student Portfolio



**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

**Bradley W. McKinney**

8915 Surrey Dr. | Pendleton, Indiana 46064

mobile 765.623.7989

bwmckinney@comcast.net

www.ellojeo.com | Personal and Student Portfolio

**POSITIONS IN PROFESSIONAL PRACTICE**

**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**

**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.

**Bradley W. McKinney**

8915 Surrey Dr. | Pendleton, Indiana 46064

mobile 765.623.7989

bwmckinney@comcast.net

www.ellojeo.com | Personal and Student Portfolio



**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.

**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.

**Bradley W. McKinney**

8915 Surrey Dr. | Pendleton, Indiana 46064

mobile 765.623.7989

bwmckinney@comcast.net

www.ellojeo.com | Personal and Student Portfolio



**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.

**SELECTED PROJECTS**

- 2013 COMMUNITY HEALTH SURVEY – Anderson, Indiana**  
User-Interface/User-Experience Design for robust community health survey. The responsive design of the site allows it to seamlessly run on many different devices. While simple in its linear survey format, the design accounts for complex future changes and updates.
- 2006-2013 INTERPRETIVE CENTER – Anderson, Indiana**  
Architect and Exhibit Designer, Interior architectural design of exhibit environment for the Anderson, Indiana based Church of God Ministries. Provided design services from research and communication strategy through design plans, construction consultation, exhibit fabrication, and final exhibit installation.
- 2011 FARMEN RESIDENCE – Anderson, Indiana**  
Architectural Consultant, Assisted in planning the living environment for a retiring couple. Guided allocation of space per client specifications and standard regulations. Solved detail issues with kitchen, utility, and bathroom spaces.

**Bradley W. McKinney**

8915 Surrey Dr. | Pendleton, Indiana 46064

mobile 765.623.7989

bwmckinney@comcast.net

www.ellojeo.com | Personal and Student Portfolio



**2009 MCKINNEY RESIDENCE – Pendleton, Indiana**

Designed (including necessary drawings) a two-story residence for family of four (mine). The 3780 sq.ft. home is inspired by Frank Lloyd Wright’s Prairie Style. The layout takes its cues from the site using the center point of the corner lot radius as a major axis. The design maximizes seasonal changes in sun position.

**2003-Present SQUATTIO – Anderson, Indiana**

Installation as part of Master’s thesis research; Movable structure of wood and steel; Used as a individual squatted studio space beneath a bridge in Anderson; Built with many reuse materials

**2003 TIMBER PAVILION – Katubedda, Sri Lanka**

Installation as part of Master’s thesis research and CapAsia III; Collaborative project involving 60 international students and faculty from both the College of Architecture and Planning at Ball State University and The Faculty of Architecture at the University of Moratuwa; Leadership responsibilities in design and construction of joinery details; Built completely of disassembled timber pallets, hand-sawn logs, various other reuse materials

**2002 LEFTOVER+ – Muncie, Indiana**

Installation of temporary dwelling in which I lived for one week; Part of Ball State University’s UniverCity 2002; Structure designed and built with re-use materials such as paper tubes, scavenged plywood, and disposed offset lithography plates

**1999 INDIANAPOLIS MOTOR SPEEDWAY PAVILION AT CONSECO FIELDHOUSE – Indianapolis, Ind.**

Design lead for Brainstorm Design, Inc.; 8x256 foot overhead installation in concourse pavilion sponsored by the IMS; installation tells history of the speedway in both word and image

**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.

**Bradley W. McKinney**

8915 Surrey Dr. | Pendleton, Indiana 46064

mobile 765.623.7989

bwmckinney@comcast.net

www.ellojeo.com | Personal and Student Portfolio



**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.

**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.

**Bradley W. McKinney**

8915 Surrey Dr. | Pendleton, Indiana 46064

mobile 765.623.7989

bwmckinney@comcast.net

www.ellojeo.com | Personal and Student Portfolio

**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.

**MASTER’S CREATIVE PROJECT ABSTRACT**

**2003-2004 AN ARCHITECTURE OF TOTAL LOSS:  
BUILDING LEARNING COMMUNITIES, GROWING LEARNING SPACES**

This document voices the story of siting and constructing a hidden, “squatted studio” space within a bridge superstructure over the White River in downtown Anderson, Indiana. It includes interpretations of this “build-design-build” project; a field study (CapAsia) in Sri Lanka with faculty and students from the University of Moratuwa; and the author’s work alongside undergraduate design students and faculty colleagues at Anderson University, Anderson, Indiana. The project documents and extends occasions of experience that inform a pedagogy of total loss teaching. The ‘squatted studio’ is presented as architectural form and practice congruent with a total loss approach to learning understood by these statements: there is nothing to gain by total loss teaching as there is no profit in it—waste nothing, and make useful everything at hand. The subversive transformation of materials and space by communities of learners illuminates the affects of total loss teaching.

**PERTINENT INTERNSHIPS**

The Design Group, Inc.; The Children’s Museum of Indianapolis; Anderson University Admissions Office, and Brainstorm Design, Inc.