

## Resume



### **Education**

Master of Fine Arts in Graphic Design, 1969  
Cranbrook Academy of Art, Bloomfield Hills, Michigan

Bachelor of Fine Arts, 1964  
Kent State University, Kent, Ohio

### **Teaching**

Adjunct Assistant Professor of Art, Graphic Design, 1986, 2001- present  
Gwen Frostic School of Art, Western Michigan University, Kalamazoo, Michigan

### **Current Work**

My business, **PHILIP KUNZE AZO**, has been actively engaged in four initiatives during the past 15 years:

#### *Time and Place Synchronics*

Developing an integrated hardware/software/Internet-based solution for streaming digital media into stories:  
*TimeAndPlaceStories™*

#### *Images of Time and Place*

Recording images of unique life experiences at specific intersections of time and place

#### *Design That Works*

Designing, informing design process, evaluating design workability, and teaching graphic design

#### *Marketing Accountability*

Ensuring appropriate marketing budget yields with my *Marketing Accountability Model*, a robust statistical tool

### **Selected Clients**

Adobe Systems Incorporated  
Apple Computer, Inc.  
Autodesk, Inc.  
Claris Corporation (now FileMaker, Inc.)  
Kalamazoo Institute of Arts  
RealNames Corporation  
Santeler Marketing Group  
SKP Design  
Vesterheim Museum  
Whelan and Associates

***phil@philipkunze.com***

*2012 Chevy Chase  
Kalamazoo, MI 49008-2274*

*269 382-1960*

### ***Management and Professional Experience***

Principal, 1994-present

**PHILIP KUNZE AZO**, Kalamazoo, Michigan

Manager, Worldwide Conventions and Exhibits, 1990-1994

Senior Product Manager, 1987-1990

Senior Art Director, 1969-1987

The Upjohn Company, Kalamazoo, Michigan

Captain, Signal Corps, 1964-1967

Installation commander, company commander, executive officer, and training officer  
US Army, Orleans, France, and Ft. Huachuca, Arizona

### ***Selected Print and Presentations***

CEMA Summit Annual Meeting, 1999, Mont-Tremblant, Quebec, Seminar: "Does It Matter How Many T-shirts You Give Away?", for Computer Event Marketing Association

Book manuscript review, *New Thinking in Design*, by C. Thomas Mitchell, 1996, for Van Nostrand Reinhold

Visitor Studies Conference, 1994, Raleigh, North Carolina, Paper Presentation: "Behavior-Based Evaluation: From Trade Shows to Museums", for Visitor Studies Association

"Behavior-Based Evaluation of Communication Environments", *Design Management Journal*, 1994

"Behavior-Based Evaluation: A Tool for Assessing Exhibit Success", *Exhibitor Magazine*, February 1994

Exhibitor Show, 1994, Las Vegas, Nevada, Presented Profile in Excellence Series Seminar: "The Upjohn Company – Behavior-Based Evaluation of Exhibit Performance" for *Exhibitor Magazine*

HCEA Annual Meeting, 1993, Orlando, Florida, Presented Seminar: "Field of Dreams", for Healthcare Convention and Exhibitors Association