

HEATHER HORNBEAK, M.F.A.

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Following graduation from Union University located in Jackson, TN in 2004, I was employed at Lifeway Christian Resources as a Graphic Designer. Later, I became Lead Designer and Assistant Marketing Director for Griffin Technology, designing international advertisements, trade show booths, packaging and presentations. My work was seen in every Apple store in the world, CES shows, MacWorld shows and various publications. I shifted to owning a business of my own, training photographers and successfully photographing over 300 events and sessions. While in graduate school, I taught four levels of photography at Union University. In 2016, I graduated with a Masters in Fine Arts from Azusa Pacific University located in Azusa, CA. Currently I serve as Professor of Media, Journalism and Instructional Design at Asbury University in Wilmore, KY. During my time at Asbury, I've become chair of my committee, helped restructure programs and have become a developer for various projects on campus. When I'm not working, I spend my time raising my two young sons with my husband of 15 years.

Education

- M.F.A. in Art, Azusa Pacific University in Azusa, California: 2016.
 - B.A. in Art, Union University in Jackson, Tennessee: 2004.
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Leadership

- Chair of the Learning Resources Committee at Asbury University: 2017-2019
- Website management for the John Decuir, Sr. archive collection and Asbury University Production Design Studies website: Fall 2018 - Current
- Production Designer for feature film directed by Nancy Stafford and Katie Oostman: Spring 2018
- Assisting with program and department restructuring for the Instructional Design department: Fall 2018
- Assisted with program restructuring for the Journalism major and minor including writing and editing course descriptions, developing core courses for the major and minor and including new multimedia courses: Fall 2017
- Small group leader using Katelyn Beaty's "Women in Leadership" at Southland Christian Church in Nicholasville, KY: Fall 2017
- Parent representative for Jessamine Early Learning Village (Pre-K, K public school) 2016-2017
- Marketing Director of Asbury Concert Series (formally Ichthus) in Wilmore, KY: Summer 2017
- Trained and hired employees for both Dwell and Cedarway Photography: 2008-2016
- My family and I helped restart Long Hollow Baptist Church in Hendersonville, TN after full loss of staff and debt. LHBC is currently 7000+ in weekly attendance: 1996-2000. Story.

Experience

- **Assistant Professor of Media, Journalism & Instructional Design at Asbury University in Wilmore, KY: 2016**

Teaching students how to develop a portfolio website is the largest objective I have at Asbury University. During my semesters at Asbury, I have redesigned, created courses as well as co-taught with other Professors. Courses taught:

- MC 225: Interactive Media 1
- MC 372: Interactive Media 2
- JRN 207: Publication Design
- JRN 343: Photojournalism
- COM/MC 475: Senior Seminar
- ID 211: Tech Issues and Trends
- ID 325: Design/Online Interactions
- MCG 52/MC 325: Design for Film, TV & Theater (co-teach)
- JRN 285: Travel Journalism (travel course in TN/DC/NYC)
- Website & Mobile Design (independent and directed studies)
- Music Promotion Design (independent study)

- **Photography Adjunct Professor at Union University in Jackson, TN: 2014-2016**

As a part-time instructor, I've taught photography courses for art majors, as well as students taking classes as an elective. While teaching, the Introduction to Photography course doubled in class size. Courses taught:

- Introduction to Photography (35 mm film processing and dark room print processing)
- Introduction to Digital Photography
- Photo Editing
- Photography Portfolio

- **Partner at Dwell Media in Jackson, Tennessee: 2011-2016**

A local investor, another partner, my husband and myself began a successful business designing and installing home theater systems in high-end homes within the West Tennessee area. Before the business was sold in 2016, we served over 300 clients and grossed just shy of a half a million during our final fiscal year. The business had a steady growth averaging an approximate 15% increase every year. My responsibilities included promotion and development planning.

- **Photographer and Owner of Cedarway Photography in Las Vegas, NV & Jackson, TN: 2007-2013**

Beginning as an event and portrait photography business, I built a studio, gallery and office in a high traffic area of Jackson, TN. Within my first five years, I had over 200 event and portrait sessions in my portfolio. I also trained many photographers who assisted me and are currently full-time professional photographers including [Kristi McMurry Woody](#), [Casey Brewer](#) and [Kristen Dunn](#).

- **Lead Graphic Designer for Griffin Technology in Nashville, TN: 2005-2006**

Griffin Technology was a rapidly growing company during my time as a Graphic Designer. I worked directly with the marketing director designing packages, press kits, trade show booths for MacWorld, CES and E3, advertisements, sales materials and website assistance. Packages were shown in retailers like Apple, Best Buy and RadioShack.

- **Graphic Designer for Lifeway Christian Resources in Nashville, TN: 2004-2005**

Immediately after completing my undergraduate degree, I worked in the Retreat Center Department designing printed materials for Ridgecrest Conference Center and Glorietta Conference Center promoting their facilities as well as open events. This was a temporary position.

- **Head Graphic Designer for Global Youth Ministries in Jackson, TN: 2003-2004**

As a part-time position while I completed my undergraduate degree, my responsibilities included designing materials made for fundraising, lesson books, flyers and brochures.

- **Internship with DCA/DCPR and Union University's Communication Department in Jackson, TN: 2003**

At DCA/DCPR, I assisted other graphic designers on print and web design projects for companies such as Ferry Morris and large boating manufacturers. At "UCom", I designed alumni printed materials, books, magazines and more.

Presentations

- "Podcast interview No. 124" *Our Jackson Home*. November 2019
- Video interview with Photographer, Steve Babuljak at *Southwest Photojournalism Conference* in Nashville, TN: February 2018
- "Effective Presentations Using Data Visualization" at Asbury University for TLTR Committee in Wilmore, KY: Spring 2017
- "The Challenges of Collaboration" presented at California State *University at the University Film and Video Conference*: August 2017
- "Data Visualization" presented at California State University at the *University Film and Video Conference*: August 2017
- Lecture & Presentation for Union University Art Department in Jackson, TN: February 2016
- Collaborative presentation to the executive office of Best Buy: 2006
- Trade Show booth designer for CES, MacWorld & E3: 2006

Publications

- “Pioneers” *Our Jackson Home Magazine* November 2019 Issue
- “Tiny Home Life” *CIVA.org (Christians in the Visual Arts)* October 2019
- “Spiritual Vitality Online” Currently co-writing with Dr. Lisa Jones
- Photograph published in *Validity Magazine*, Nashville, TN: January 2017
- “Hornbeak reflects on design experience, teaching photography”, *Cardinal & Cream*: February 2016
- “Photography students host private gallery”, *Cardinal & Cream*: 2014
- Photograph published in *European Audio Magazine*: 2012
- Cover photo for *At Home Magazine*: 2011
- *University of Tennessee Rodeo*: 2008
- Advertisement design for *Men’s Health Magazine*: 2006
- Advertisement design for *Rolling Stone Magazine*: 2006
- Advertisement design for *MacWorld Magazine*: 2006
- Advertisement design for *Cracked Magazine*: 2006

Memberships

CIVA: Christians in the Visual Arts
CAA: College Association of the Arts

Exhibitions

- Demonstration Program partner for Tiny Homes with the City of Jackson, TN: Current
 - “Deleted Landscapes” was accepted by curators Sandra Bowden, past president of CIVA and Bill Catling, Azusa Pacific University MFA Program Designer and Artist for Through the Iris Touring Exhibition organized by Kim M. Reiff of Grace College: Aug 2017-Dec 2018
 - “Deleted Landscapes” Photography Exhibit, Azusa Pacific University: 2016
 - “Outer Space” Union University in Jackson, TN Solo Exhibition: January 2016
 - “Camouflage”, Group show at Azusa Pacific University, Azusa, CA: 2015
 - Lafayette Street Solo Exhibit, Jackson, TN: December 2013
 - Studio Opening Show at Private Space in Jackson, TN: October 2010
 - Union University Alumni Independent Show in Jackson, TN: September 2009
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Software

- Adobe Creative Cloud software including Photoshop, Illustrator, InDesign, XD, Dreamweaver and Lightroom
- Microsoft Office
- Basic HTML
- Wordpress

Other Leadership and Volunteer Work

- Website redesign and rebranding for TrueLight Childcare Project: April 2020
- Elementary tutor for Rosenwald Dunbar's 2nd grade class: 2018
- Children's ministry teacher at Southland Christian Church: 2017
- Parent representative for Jessamine Early Learning Village: 2016-2017
- Website design and branding for TrueLight Childcare Project: 2016
- Website design for Micah Challenge: 2009
- Billboard design for Fellowship Baptist Church: 2007
- Tutor for J Crib Urban Ministries in Jackson, TN: 2001-2003
- Addey Award Winner for logo design: 2003
- Camp Counselor for Global Youth Ministry, Southeast states, USA: 2003
- Graphic Designer for Campus Ministries at The University of Washington, Seattle: Summer 2002
- Missionary training in Seoul, South Korea: Summer 2001
- English teacher, Graphic Designer and Missionary in Shenyang, China: Summer 2001
- Missionary for church plant in Budapest, Hungary: Spring 2001
- Missionary for softball sports clinics in Gaborone, Botswana (Africa): Summer 2000

References

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