

**Summary of Qualifications**

Over 25 years of experience in the design/visual communication and education fields; development of national and international brands, identity, and packaging systems for the medical, and cosmetic and consumer goods industries; Professor and Executive Director of the Hoffmitz Milken Center for Typography [HMCT] and HMCT Archetype Press, Art Center College of Design, Pasadena, California, whose mission is to set the standard of excellence in typography education; elevate and advance the teaching and understanding of both letterform design and typographic practice; provide valuable support and service to the educational and professional communities, reinforcing the meaning and value of typography; and to honor the past and anticipate the future of typography in a society of rapidly changing visual communication methods. <https://hmctartcenter.org/>

**Accomplishments**

Established the Hoffmitz Milken Center for Typography [HMCT] and Archives at ArtCenter College of Design

Directed the design and development of branding/packaging programs that generated in excess of \$250 million in annual sales

Owner and developer of miniature golf course project in Wollman Rink, Central Park, in partnership with The City of New York.

Redesign of The Federal Food Commodities \$1.2 billion packaging program presented to The Secretary of Agriculture, Washington, DC

Author, *A Sustainable Process*: Basic approach to the inclusion of environmental criteria in the assessment of design & communication

Visting Lecturer and International Conference Presenter

**Education**

M.F.A. Graphic Design & Packaging: 1993 | ArtCenter College of Design, Pasadena, CA  
B.A. Fine Art | Minor, Art History, 1979 | C.U.N.Y., New York, NY

**Selected Awards | Honors | Exhibits**

2019 Outstanding Service Alumni Award, ArtCenter  
2019 TOMES, Williamson Gallery  
2017 Elemental Exhibition, Stuart Haaga Gallery  
2015 Pages Exhibition, Williamson Gallery  
2005 Reverence Exhibition, Poetics & Polemics of Sustainability, Williamson Gallery  
2002 Great Teacher Award  
2001 Chrysler Design Award Nominee  
1998 Communication Arts-ECO Award for Education  
1997 A.I.G.A. The Greening of Design | Juried Exhibition  
AIGA: 50 Books 50 Covers  
Reader: The Huntington Library, Museum and Gardens  
Collections: The Getty, Harvard & Stanford Universities  
Association Typographique Internationale [ATyPI], Board of Directors  
Book Club of California, Board of Directors

Gloria Kondrup | 213 453 1023 | gloria.kondrup@artcenter.edu

**Professional Experience**

**ART CENTER COLLEGE OF DESIGN, Pasadena, CA | 1993 to present**  
**Professor and Executive Director, Hoffmitz Milken Center for Typography [HMCT]**  
**Director, Archetype Press**

Instructor for branding, packaging, and typography design studios in the Graphic Design, Industrial /Transportation Design and Academic Departments; integration of environmental issues into design education; Executive Director, Hoffmitz Milken Center for Typography [HMCT] and Director, Archetype Press, responsible for the supervision of faculty, staff and teaching assistants, budget management, national and international programs and symposia, and curriculum development.

**DESIGN CONSULTANCY, Pasadena and San Diego, CA, NYC | 1987 to present**

Development of branding and identity systems, packaging programs, annual reports, and capability campaigns; responsible for writing design proposals, project budgets and schedules, procurement and direction of contracted creative specialists including photographers, illustrators, and copywriters. Clients: IBM, Aon, Avon, Baxter Pharmaceutical, La Costa Spa Products, Lipper International, Goodwill Industries, Los Angeles Regional Food Bank, Santa Monica Community College, USC.

**VERO Press; Pasadena, CA | 1997 to present | Proprietor**

Letterpress studio that designs and hand-prints limited edition artist books. In the collection of private and public institutions including The Getty, Harvard and Stanford Universities.

**PERRIN & KABEL PUBLISHING, Pasadena, CA | 1999 to 2005 | Proprietor**

Design, publication and distribution of books on manners: *Manners in a Minute*, *Dining* and *A Web of Good Manners*, *Grown up Manners for Young People*, reviewed and recommended by *The New York Times* food editor; development of over 100 letterpress retail and custom stationery and gift items sold on line, through direct mail catalogues, and in retail stores. National retail clients: Barnes & Noble, Sur la Table, Stonefield Kitchens.

**AVON PRODUCTS, INC, New York, NY | 1986 to 1993**

**Studio Developer, Graphic and Packaging Design Consultant**

Established and directed in-house packaging studio; liaison to internal corporate clients; independent design consultant for the creation of over a dozen major fragrance brands and personal care products sold in both national and international markets; developed brand identities, primary packaging, and line extensions. Projects: Sun Seekers, Billy Dee Williams Undeniable Cologne for Men, and Cote d'Azure.

**GOLF-O-RAMA, miniature golf course; Wollman Rink, NYC | 1989**

Designed and sold concept of New York City landmark themed miniature golf course to The City of New York.

**HENRY DREYFUS ASSOCIATES, New York, NY | 1982 to 1986 | Graphic Designer**

Design and production of industrial design graphics, annual reports, corporate identity systems, packaging programs; design direction and implementation of Pratt & Whitney corporate identity system and standards. Additional Projects: John Deere, AT&T.