

Leslie G. Haines

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Education

M.F.A. in Visual Arts (Graphic Design) Marywood University, Scranton, Pennsylvania, 2008

M.A. in Advertising Design Syracuse University, Syracuse, New York, 1992

B.S. in Graphic Design SUNY College at Buffalo, Buffalo, New York, 1983

Academic Experience

Professor, *Middle Tennessee State University (August 2019-present)*

Associate Professor, *Middle Tennessee State University (August 2013-July 2019)*

School of Journalism, Visual Communication/Media Design concentration

Academic Director, *The Art Institute of Tennessee-Nashville (2007-2013)*

Director of Graphic & Web Design, Advertising, Interior Design, and Art Foundations. Developed and maintained curriculums, hired and mentored faculty, managed assessment and assessment reports, advised students, created budgets, ordered supplies and equipment, served on committees, maintained accreditation, placed interns and graduates, taught two-three classes per quarter.

Department Chair, *Watkins College of Art&Design (2001-2007)*

Hired to build a new BFA in Graphic Design program. Performed duties as listed above for AiTN. Also responsible for creating and writing every course syllabus as well as marketing the curriculum. Program built up to 150 students winning more ADDY awards than any area college.

Industry Experience

Leslie Haines Design, 2010-present: Design of promotional ads for Kenney Chesney, Shawn Mendes and other performers through client Messina Touring Group, identity and branding design for WMOT Roots Radio, created two baseball cap designs for MakerWear brand sold at Target stores nationwide (selected from over 1,000 submissions) and Tennessee license plate design selected from a statewide competition for the Tennessee Arts Commission. Other clients include the Free Speech Center, Tennessee State Museum, Breast cancer Recovery in Action (BRA), Tennessee Philharmonic Orchestra, and Rutherford Arts Alliance.

Partner, BaaHaus Design, 1995-2010: The firm provided graphic design, art direction, and advertising services for a local and national client base including: *The Tennessean/Gannett*, Watkins College of Art & Design, The Watkins Film School, WKRN News 2, Nashville Sounds, United Methodist Church, Athena Film Production, and Transformation Pictures. My role was creative director.

Awards, Recognition & Publications

AEJMC 2025 AEJMC Festival of Visual and Interactive Media – Faculty Division; *Advertising:*

Gold Award, Silver Award, Bronze Award (swept category); *Design:* Silver Award, Bronze Award

Recipient of the 2023-2024 John T. Bragg, Sr. Distinguished Service Award at MTSU

Poster design competition winner, Voices of Democracy for Annual Law Day sponsored by the Nashville Bar Association, 2024

Animal Abecedary book selected by Robert Bolick for his international blog “Books on Books,” 2022
Southeast Colloquium (SEC) Creative Contest, Gold Award, WMOT logo, 1 for All campaign, 2021

AEJMC Best of Design Competition – Faculty Division; 1 Gold Award, 2 Silver Awards,
2 Bronze Awards, 1 First Place Award, 1 Second Place Award, 2021
Publication of *Animal Abecedary: A One-of-a-Kind Alphabet Book* by Schiffer Publishing, 2018
Article on “The Real Wonder Women” series in Nashville Arts Magazine, 2017

Presentations & Invited Judging

JEA/NSPA National High School Journalism Convention, presented: Let’s Talk Type! Helvetica or
(gulp) Comic Sans, November 2025
Marywood University MFA tour. Guest lecturer/presenter; judged student work, April 2025
American Advertising Federation (AAF) Awards competition judge, AAF Central Minnesota, 2021
Tennessee Arts Commission (TAC) Design Thinking Conference Presenter, 2018
AAF ADDY Competition judge, Huntsville, AL 2018

Exhibitions of Creative Work

Arts Center of Yates County National Juried Show, “Born Worthy,” 2025
Central South Art Exhibition from the Tennessee Art League, juried, “The Crow Suspected
he was Smarter,” 2024
Animal Abecedary Book Selected for Group Exhibition, Bodleian Libraries
at **University of Oxford**, England, July 2023–January 2024
ABC x NSC, Soundwaves Gallery, Juried Exhibition, Nashville; April 2023–March 2024
Nashville International Airport Solo Exhibition, “The Real Wonder Women” Series, Juried, 2019
“Animal Abecedary” Solo Exhibition, Customs House Museum, Clarksville, TN, 2018
“The Real Wonder Women” Exhibition, Green Hills YMCA, Nashville, TN, 2018
The International Contemporary Art Competition, Juried, Miami, FL, 2017
Orange is the New Black National Exhibit, Juried, San Diego, CA, 2017
Three’s A Crowd, Nashville Collage Collective Exhibition, Invitational, Nashville, TN, 2017
Nashville International Airport Solo Exhibition, “Animal Abecedary” Series, Juried, 2017
“Animal Abecedary” series selected for The Nashville Sign billboard display, 2017
Inkmasters International Juried Print Exhibition, Cairns, Queensland Australia, 2016

Academic Service

MTSU Committee Work:

Wellness & Engagement Committee, College, invited, 2020–present
School Promotion and Tenure Committee, Chair, 2025
College Promotion and Tenure Committee, 2022–present
Chair Tenure-Track Search Committee, 2024
School Curriculum Committee, 2022–present
Enrollment Management Committee (EMC), University, invited, 2021–22
Member Tenure-Track Search Committee, 2021
College Mentorship Committee, 2019–present
Dean’s Advisory Committee, 2017–2020
Chair of PR/ADV/Strat Com Search Committee, fall 2017
Chair of Strat Com Search Committee, spring 2017
FRCAC University Committee, 2017–2019
College Curriculum Committee, 2017–present
College Promotion & Tenure Committee, 2017–present

MTSU Service:

Continued design work for SoJSM and CME, 2019–present
Co-director of student team to create campus-wide integrated media campaign