Tom Estlack, Artist

19 Old Ox Road, Bethel Park PA, 15102 | **tom@estlack.com** - (412) 354-9356

Summary

Professional artist with 20+ years of experience in the arts and education. 10+ years of experience as an educator and curriculum development coordinator. 6 years as Digital Marketing Director with additional work for pro bono clients (authors and nonprofits). Maintains active regional to international exhibition schedule and relationships with regional arts organizations.

Experience

2019 -present   Web Designer/Developer, West Liberty University

- Development of relevant and effective design solutions, and content strategy.
- Collaboration with diverse teams to build user experiences.
- Areas of focus include accessibility, UX, UI design, theme development, SEO and analytics.

2018 - 2019   Lead Designer, Flying Cork
Digital Marketing Agency

- Development of relevant and effective design solutions for delivery on the web.
- Collaboration with diverse teams to build user experiences that convert.
- Produce search engine, and email marketing campaigns and websites.
- Areas of focus include accessibility, UX, and UI design.

2012 to 2018   Digital Marketing Director, Pittsburgh Technical College
PTC offers degrees and certificates in a variety of career-oriented programs, and is accredited by the Middle-States Commission on Higher Education.

- Collaboration with third-party agencies, contractors and internal marketing team on search engine optimization/marketing (SEO, SEM), email campaigns, social media (paid and organic), website development, reporting, and analytics.
- Development of interactive page layouts, optimization of site performance and user experience design (UI and UX).
- Creation of artwork submission and admin control panel for scholarship events.
- Development of student portfolio display site with admin control panel.

2005 to 2012   Instructor, Multimedia Technologies Department, Pittsburgh Technical College

- Development and instruction of web design/development, Design 1, 2 and 3, Art History and Color Theory.
- Collaboration with Curriculum Lead and faculty colleagues to successfully deliver course materials, meeting regional accreditation requirements.
- Co-founding of "Animated Film Group" - student animation group.

2004 to 2005   Assistant Professor, Indiana University of Pennsylvania

IUP's Art program is NASAD (National Association of Schools of Art and Design) accredited and offers bachelor's degrees in art-related fields and masters degrees in studio art.
- Instruction of 3D design and Art History 101 at both main and branch campuses.
- Kipp Gallery Coordinator.

2001 to 2004   Instructor, Graphic Design Department, Pittsburgh Technical College
- Instruction and development of Drawing, History of Design, Color Theory, Digital Imaging, Introduction to Computer Graphics, Advertising Processes 1, Design 2, Portfolio Development, History of Art.
- Planning and coordination of portfolio exhibitions, promotion of student interaction with design professionals, coordination of guest speakers.

Education

| M.F.A. | Indiana University of Pennsylvania - June 2003 |
| B.F.A. | Columbus College of Art and Design - June 1995 |

Exhibitions

2018	Hoyt Center for the Arts - "2018 Hoyt Regional Juried Art Exhibition"
2017	Nutting Gallery - "Investigations and Interactions," Solo Exhibition
	Westmoreland Museum of American Art - "Handle with Care"
2016	Westmoreland Arts and Heritage Festival - "Westmoreland Art Nationals"
2013	Pittsburgh Center for the Arts - "30:2"
	Galleria Espoonsilta: Espoo, Finland - "Liquid Cities"
2012	Scoletta di San Giovanni Battista: Venice, Italy - "Liquid Identities"
2009	Target Gallery at the Torpedo Factory Art Center - "In the Flesh 2"
	Carnegie Museum of Art - "Associated Artists of Pittsburgh Annual"
	Brew House Space - "Yes. Thank You." Group Exhibition, Curator: Tom Estlack
2008	Fe Gallery - "In the Making: 250 Years, 250 Artists"

Activity

2014 to 2018	Annual MAD Festival Workshops, West Liberty University
2010	Development and maintenance of 2 online utilities for teachers and artists.

- Custom algorithm-based color mixing utility for artists
- Rubric, grading, and email utility for teachers

2010	Aspects of Late Postmodernism, Tom Estlack (author), published in "Check Out Art"
2009	"Yes. Thank You." Brew House Space - Curator, contemporary art exhibition.