



Arthur "Chip" McElroy, MFA

Hodges U. Director of Communications | Design Associate Professor

Profile

Creative Leader who believes in relationship building, individual thought, critical thinking, creative aptitude and an appreciation for diversity of opinion and background. Definitive abilities in brand building, graphic design, problem solving, team building, and written communication combined with an extensive background in both the Educational & Corporate Creative industry.

Creative and Academic Experience

- Director of Communications, Hodges U, 2023-Present
- Program Chair, Associate Professor, Digital Design, Hodges U, 2011-Present
- Design business since 1998 (mavengraphics.com)
- Program Manager, Graphic Design Program, SW Florida College, 2005-2011
- Senior Designer for 650 plus engineering firm
- Teach classes in Advertising, Illustration, Branding, Packaging, Type, Web Design, Animation, Multimedia and Portfolio
- HU Quality Enhancement Plan Marketing Chair
- HU Academic Committee Member, FSOT Advisory Board Member & Self Pace Learning Committee Member
- Developed and implemented regionally accredited Bachelor's degree (BSDDG) with specialty tracks in Graphic Design & Digital Media
- Developed and implemented first Self Paced (CBL Based) Design Program in the nation (UPower); ASDDG,BSDDG,MVC
- Developed and implemented Master of Arts degree in Visual Communication
- International Design Competition for PimTim.com. Selected from 1,100 entries

Education

Masters of Fine Arts, Visual Arts (Advertising Design), Marywood University 2001
Bachelor of Fine Arts, Graphic Design, Marywood University 1998

Volunteer Services/Credentials

- * Lighthouse of Southwest Florida, Lee County, Board of Directors
- * Keep Lee County Beautiful, Board of Directors
- * American Design & Drafting Association, Member
- * Certified Foster Parent, State of Florida
- * Art League of Fort Myers, Panel Judge
- * Carlton Manor, Foster Care Organization, Design Consultant
- * American Cancer Society, Collier County Chapter, Design Consultant
- * Naples Children and Education Foundation, Design Consultant

Research | Publication

Currently developing a program specifically tailored to the Neurodiverse student population.

Creator of Tryptica. Creative Photography APP for Android and iOS (tryptica.com)

McElroy, Chip. "Te Encanta La Creatividad. Diseno Grafico Y Digital"
Todos Magazine, February 2022, p. 42

Details

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Links

www.mavengraphics.com
www.tryptica.com
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References

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