Thom Long

Professor Emeritus of Architecture + Design
Hampshire College

Founder, Creative Director
IdeaCo. Brand + Ideation

Hampshire College
School of Arts & Media
893 West Street
Amherst MA 01002
tlong@Hampshire.edu

IdeaCo. Brand + Ideation
105 Heatherstone Road
Amherst, MA 01002
thom@ideaco.com
ideaco.com

thomlong.com
917.664.5617

National-level artist, academic leader, brand strategist, and educator with an active interdisciplinary practice spanning public art, brand experience, architectural design, and digital innovation that distinguishes him as a rare academic leader and practitioner-scholar.

Thom Long brings a quarter-century of integrated graphic design practice and visual-communication teaching to design education. As Professor of Architecture and Design at Hampshire College, and previously a Five College Associate Professor jointly appointed at Hampshire, Amherst, and Mount Holyoke Colleges, his teaching includes *Brand-Building: Graphic Design Studio; CMYK: Graphic Design Studio; The Digital Design Toolkit; Design Is Change: Action Through Making;* and a range of cross-disciplinary courses spanning typography, information graphics, animation, UI/UX, and integrated visual communication. He is a member of AIGA: The Professional Association for Design and its Design Educators Community.

His practice operates across brand strategy, visual identity, and creative direction. He is founder and Creative Director of *IdeaCo. Brand + Ideation*, a nationally active brand strategy and design consultancy with more than eighty institutional and corporate engagements over the past decade, including brand-strategy lead on Hampshire College's $56M *Change in the Making* advancement campaign and higher-education engagements with UMass Amherst Advancement, College of the Holy Cross, the University of California Santa Barbara, and Bay Path University Advancement, alongside national clients including Samsung, Moody's Investors Service, Pearson Education, Hilton, Loews, W Hotels, and Starwood. Earlier creative leadership includes Associate Vice President and Creative Director at LogicTrail, Creative Director at Thirdmark Studios (Madison Avenue, BBG-BBGM), and Art Director at cbt Architects. His visual-communication work has been recognized with Ad Club of Western Massachusetts Silver awards in Brand Identity and Environmental Design, exhibited at the International Poster Biennale in Warsaw and the Brief Encounters Traveling Exhibition across Europe, and published in Thotm Editions' Rapprochements (London). He is completing a book manuscript, *Having Touched Circles. Subject-Centrism and Ways of Knowing: A Pre-Disciplinary and Transdisciplinary Design Philosophy* centered on human experience as the primary design source and outcome of design.

+ 20+ years of graphic design and interdisciplinary design studio teaching
+ Led 4 Professional Design Studios
+ Exhibition Design for the Buenos Aires and Venice Biennales
+ International Poster Biennale Warsaw Exhibition
+ AIGA Design Educators Community member

Academic Experience

2017-2026
Professor of Architecture + Design
Hampshire College, School of Arts & Media, Amherst, MA
+ **Offering courses and advising in graphic design, information graphics, interactive UI/UX design, design theory,** architecture, urban planning, industrial design, animation, fashion design, and systems and design thinking; responsible for teaching, governance, and advising.

2007-2017
Five College Associate Professor of Architecture + Design
Amherst College, Mount Holyoke College, Hampshire College (Tenure Track Joint-Appointment)
+ **Offering courses and advising in graphic design, information graphics, interactive UI/UX design, design theory,** architecture, urban planning, industrial design, animation, fashion design, and systems and design thinking; responsible for teaching, governance, and advising.

2021
Visiting Associate Professor of Architecture + Design
Mount Holyoke College, School of Art, Architecture and Art History, South Hadley, MA
+ Courses offered: Introduction to Architectural Design; Intermediate Digital Architecture Studio

2010
Adjunct Assistant Professor of Architecture
Columbia University, Graduate School of Architecture, Planning and Preservation, New York, NY
+ Courses offered: Graduate Housing Studio

2007
Adjunct Assistant Professor of Architecture + Design
University of Massachusetts, Amherst, School of Architecture, Amherst, MA
+ Courses offered: Graduate Architecture Studio, Design IV

2004
Adjunct Assistant Professor of Architecture + Design
Columbia University, Graduate School of Architecture, Planning and Preservation, New York, NY
Courses offered: Graduate Housing Studio

Professional Experience

2015-Present **IdeaCo. Brand + Ideation**, Amherst, MA

Owner, Creative Director

+ Founder and creative director of a nationally active brand strategy and digital marketing consultancy; managed teams of 3–8 creatives with up to 15 active client engagements annually, delivering 12,000+ projects across a decade spanning 10+ sectors.
+ Full-service capabilities: brand strategy and identity, digital marketing, web design and development, UI/UX, SEO, performance-oriented content, social media, environmental and experiential design, packaging, and integrated campaigns from strategy through execution.
+ Higher education clients include University of Massachusetts Amherst Advancement, Bay Path University Advancement, Hampshire College Advancement, Five Colleges Inc., College of the Holy Cross, University of California Santa Barbara, Seesaw Virtual Education, and ICA Group.
+ National and corporate clients include Samsung, Moody's Investors Service, Keurig Coffee, Pearson Education, Brookfield Holdings, Hilton Hotels & Resorts, Loews Hotels, W Hotels, Starwood Hotels, Starr Restaurant Group, and Iron Chef Jose Garces Group, among 80+ additional engagements.
+ Brand strategy lead for Hampshire College's Change in the Making advancement campaign: developed the full campaign brand identity system and audience-facing messaging strategy; campaign raised over $56M in unrestricted funds.
+ *See full project listing in Addendum-D.*

2001-2024 **Wodiczko + Bonder**, Cambridge, MA

Designer, Director of Design and Content

+ Worked as a thinker, designer, architect, and creative collaborator with Krzysztof Wodiczko, world-renowned artist, and Julian Bonder, professor and architect.
+ Two-decade creative collaboration on nationally and internationally significant memorial and museum commissions, work that operates at the highest level of experiential communication: translating complex historical, political, and cultural meaning into built environments and public experiences that resonate across diverse audiences.
+ Mémorial à l'Abolition de l'Esclavage, Nantes, France: completed and opened 2015; published internationally in C3 Magazine (Seoul), Archiscopie (Paris), Int-AR Journal (RISD), PUR Press Universitaire (Rennes), and Les Editions de Château des Ducs de Bretagne; exhibited at the Buenos Aires Biennale and Venice Biennale. Recipient of the BAC Unbuilt Architecture Award and ACSA Design Award.
+ Martin Luther King & Coretta Scott King Memorial, Boston — national competition finalist; recipient of ACSA Faculty Design Award Honorable Mention.
+ Additional commissions: Newport Slave Trade Memorial; Memorial for World Terror, Denver; 9/11 Memorial Hoboken (finalist); Buenos Aires Museo de la Shoah.

2010-2014 **LogicTrail, Brand + Strategic Marketing**, Florence, MA

Associate Vice President, Creative Director, Designer

+ Associate VP and Creative Director leading a team of 7–10 creatives, managing up to 20 annual client relationships across brand strategy, digital and web, UI/UX, packaging, social media, and environmental design.

2000-2008 **Michael Bell Design**, New York, NY

Project Architect, Designer

+ Creative collaborator on several high-profile architectural works, including the Gefter-Press House (Ghent, NY, completed 2007) — published in Casabella, Metropolitan Home, Metropolis, Dwell, and American Masterworks: Houses of the 20th and 21st Centuries (Rizzoli, Kenneth Frampton).

2004-2008 **Thirdmark Studios** (a subsidiary of BBG-BBGM), Madison Ave, NY, NY

Creative Director, Designer

+ Led a seven-person interdisciplinary creative/design team focused on branding, print, signage and environmental design.

2000-2002 **cbt Architects,** Boston, MA

Art Director, Designer

+ Led a five-person interdisciplinary creative/design team focused on branding, public presentations, print materials, interactive development, and marketing.

Academic Leadership

2024-2026 **Dean of the School of Arts & Media, President's Senior Leadership Team**

Hampshire College, Amherst, MA

+ **Member of the President's seven-person senior leadership team;** institutional decision-making spanning academic affairs, budget, strategic planning, and board relations, working across academic units, advancement, admissions, communications, facilities, and student affairs.
+ **Comprehensive oversight of School of Arts & Media:** Strategy/visioning, course and curriculum planning, coordination and oversight of *School of Arts & Media* academic programs; faculty and staff management and reappointment/promotion; 7-building resource portfolio and full program and staffing budgets; programs include: Studio Arts, Music, Dance, Theatre, Film/Photography/Animation, Game Design, Industrial Design, Architecture, Graphic Design, Literature, Creative Writing & Poetry, and Media/Communication Studies
+ **Developed $1.5M in grant-funded programs** with national and international collaboration; contributed to Hampshire's advancement campaign strategy reaching $56M in unrestricted funds
+ **Chair of 10+ national Faculty/Staff Search Committees** across arts and design disciplines.
+ **Collaboration with Departmental Leadership:** Other School Deans, Dean of Students, Associate Dean of Faculty, Dean of Center for Academic Advising, Office of Accessibility Resources and Services, Admissions and Communications, College Advancement, Director of Facilities and Grounds, Student Advisory Board, Vice President of Justice, Equity, and Antiracism, Race and Power Committee
+ Carried a a two-course annual teaching load and a full advising load of 40+ students at all levels.

Academic Leadership (cont.)

2024-2026
2016-2019
2010-2012

Chair/Co-Chair, Five College Architectural Studies Program
Five Colleges, Inc., Amherst, MA

+ Cross-institutional program oversight across Hampshire, Amherst, and Mount Holyoke Colleges: strategy, brand, curriculum, faculty appointments, budget management and distribution, and grants and fundraising.
+ Developed and facilitated approvals of the inaugural multi-campus major; co-developed cross-institution 4+1 and 4+2 Master of Architecture (MArch), Master of Landscape Architecture, and Master of Regional Planning (MRP) programs.
+ Collaborative events and programming, hiring and staffing, resource sharing, technology alignment, thesis advising, and degree requirement oversight.

2025-2026

Administrator-On-Call
Hampshire College, Amherst, MA

+ Acted as an *administrator-on-call* responding to 24/7 on-campus emergencies, challenges, incidents, and conflicts; collaborating with on-campus offices and services to support students and staff; facilitating care and protocols for student safety and wellbeing.

2025-2026
2019-2022

Co-Chair, Strategic Curriculum Development Committee
Hampshire College, Amherst, MA

+ Planning, coordinating, and facilitating an innovation-focused, participatory curriculum development process for faculty and academic staff; working on collaborative assessment of the existing program and regulatory reviews; strategizing innovative revisions and outcomes; planning, initiating and assessing pilot programs; preparing for faculty voting; and implementing curricular changes.

2025-2026

Retention Task Force Committee Leadership
Hampshire College, Amherst, MA

+ A cross-campus examination of the complex matrix of issues that influence student success, wellbeing, and happiness, bringing together campus leadership, including student life, the accessibility office, health and wellness, Justice, Equity and Antiracism office, and academic advising.
+ Aggregates and explores cross-sectional data of student experiences to understand and respond to the various pressure points in a student's daily and overall experience at the college and individually support neurodiverse, non-traditional, and international student learners

2012-2026

Chair, Faculty/Staff Search Committees
Hampshire College, Amherst, MA

+ 4 - Visiting Assistant Professor of Photography/Film
+ 3 - Visiting Assistant Professor of Studio Art, Painting/Sculpture
+ Visiting Assistant Professor of Game Design
+ Assistant Professor of Contemporary Dance
+ Visiting Assistant Professor of Theatre Design
+ Media Arts and Photography Technical Coordinator
+ Center for Design, Fabrication Director/Manager
+ Five College Assistant Professor of Environmental Architecture
+ Five College Assistant Professor of Architectural Studies

2012-2024

Example Governance & Leadership
Hampshire College, Amherst, MA

+ Faculty Workload Advisory Committee
+ Curriculum & Educational Policy Committee (CEPC)
+ Business Operations Committee
+ Academic Planning Committee (APC)
+ *2019 Hampshire College Crisis* Committee
+ Partnership Options Committee -- President's Advisory Panel
+ Faculty Innovation Group - President's Faculty Visioning Team
+ Faculty Visioning Planning Committee

Education

2000

Columbia University
Graduate School of Architecture, Planning and Preservation, New York, NY
Master of Science in Advanced Architectural Design (MSAAD)

+ Thesis: *Invisible Interventions: Architecture as a Political, Economic, and Cultural Change Agent*
+ Thesis Advisor: Michael Bell, *Professor of Architecture and Chair of the First Year Academic Program,* Columbia University, NY, NY

1999

Roger Williams University
School of Architecture & Preservation, Bristol, RI
Bachelor of Architecture (BArch, 5-yr Professional Degree)

+ Bernard Spring Thesis Award
+ Thesis: *Interpersonal Transformations: Museum of the Self / Architecture as a Tool for Understanding Body, Mind, Self, and Otherness.*
+ Thesis Advisor: Julian Bonder, *Professor of Architecture and 2025 ACSA Distinguished Professor*

Grant + Program Leadership

2014-2016 **The Creativity Center,** Hampshire College
Faculty Director, Grant Writer
+ With a $500,000 grant from The Eileen Fisher Organization, I spearheaded the creation of "The Creativity Center," a program that galvanized the community toward, and incentivized innovation and exploration in curriculum development, programming, and creative experimentation. The faculty director oversaw two staff co-directors, an alumni director, and student employees, and collaborated with the funding organization on planning, branding, promotion and implementation.

2013-2019 **Roddenberry Innovation Grant Program,** Roddenberry Foundation
Co-Director, Grant Co-Writer
+ Co-led a $200,000 grant-funded program to provide grants for innovative and inventive student projects.
+ Established a relationship with the foundation that led to grant extensions of $200,000 and $100,000 for Sustainability Travel Grants and a Solve-a-Thon.

2010-2012 **Riverscaping / Alles am Fluss: Rethinking Art, Environment, and Community**
Principal Investigator / Grant Writer-Recipient
+ Funded by a $175,000 grant from the Delegates to the European Union (plus a Five Colleges, Inc. match), this project engaged in an arts and planning exchange of ideas and strategies between politicians, planners, artists and academics of Western MA, USA and Hamburg, Germany.

2009-2011 **Design, Art + Technology (DArT),** Sherman Fairchild Foundation, Art + Technology
Co-Director, Grant Co-Writer
+ With a $300,000 grant from the Sherman Fairchild Foundation, I co-led the creation of a platform and structure for technological innovation, cross-disciplinary co-taught project courses, and inventive classroom-technology integration.

2007-2020 ***Institute* for Architecture and Urban Studies,** New York, NY / Five College Exchange Program
Program Director/Coordinator
+ Oversight and management of full-time academic Hampshire College, Amherst College, and Mount Holyoke College's exchange program with the renowned Institute for Architecture and Urban Studies in NYC. The Institute has been a mecca for young architects and critics like Peter Eisenman, Rem Koolhaas, Aldo Rossi, Charles Gwathmey, Frank Gehry, Robert Stern, Bernard Tschumi, Michael Graves, Richard Meier, and Kenneth Frampton, among others.

Awards & Recognitions

2021 **Faculty Design Award, Honorable Mention, Association of Collegiate Schools of Architecture**
The Ripple Effects: Martin Luther King & Coretta Scott King Memorial

2018 **Finalist (1 of 5), Martin Luther King & Coretta Scott King Memorial Competition**
The Ripple Effects: Martin Luther King & Coretta Scott King Memorial

2017 **Brand Identity - Silver, Ad Club of Western Massachusetts**
Portico Beer & Wine Garden, Brand Identity
Bristol's Burgers, Brand Identity
Diplomat Prime, Brand Identity

2017 **Environmental Design - Silver, Ad Club of Western Massachusetts**
Portico Beer & Wine Garden, Interior Design
Bristol's Burgers, Interior Design

2008 **BAC Unbuilt Architecture Award,** Boston, MA (Bonder+Wodiczko)
Mémorial â l'Abolition de l'Esclavage, Nantes, France

2006 **ACSA Design Award** (Bonder+Wodiczko)
Mémorial â l'Abolition de l'Esclavage, Nantes, France

2004 *Finalist* (1 of 4) (Bonder+Wodiczko)
9/11 Memorial Hoboken Competition, Hoboken, NJ

2002 *Selected "Distinguished Projects" for Publication*, with cbt.inc.
Grand Egyptian Museum Commission Competition, Cairo, Egypt

Awards & Recognitions (cont.)

2001 *Competition Winner, Selection for Design/Construction* (Bonder)
Museo de la Shoah Competition, Buenos Aires, Argentina

Honorable Mention, Publication & Exhibition Selection: *Togetherness*
Brief Encounters Poster Design Competition, Paris, France

Honorable Mention, Short Film Entry: *Trace*
Boston Underground Film Festival

2000 **Lucille Smyser Lowenfish Memorial Award**
Columbia University GSAPP, NY, NY

Columbia University Award Scholarship
Columbia University GSAPP, NY, NY

1999 **Bernard Spring Thesis Award:** *Interpersonal Transformations*
Roger Williams University, School of Architecture and Preservation, Bristol, RI

Publications

2022-Present ***Having Touched Circles.***
Subject-Centrism and Ways of Knowing: A Pre-Disciplinary and Transdisciplinary Design Philosophy

Book Manuscript for Publication, In Progress

The opportunity I explore in this work lies in a simple statement: *the power of design lies in the complexity of the subject, not the complexity of the object*. In short, the human itself gives rise to the complexities often bestowed upon objects. For centuries in academia, we have valued, unpacked and critiqued objects: we explore their composition, material, proportion, form and function; we study objects, the history of objects, the construction of objects, and the impact of objects. Rarely do we center design pedagogy on an understanding of human experience, perception, imagination, sensation or memory; rarely do we embark on in-depth studies of the human body, human sensation, or language development as a foundation for design curricula. This work attempts to unpack this argument from practice to pedagogy to develop a curricular approach to art and design that addresses: *human experience as concrete, nondiscursive knowledge*; *human experience as non-disciplinary in nature*, and hence a truly transdisciplinary philosophy of design; and *human experience as grounded in proven and growing scientific and cross-disciplinary academic research*. Subject-Centrism pivots away from our object-centric design worldview and posits that both *experiential knowing* and *the knowing of experience* are critical components of design education and the creative process.

Works Published In

2021 **Les Editions de Château des Ducs de Bretagne, Liberté!,**
Le Mémorial de l'abolition de l'esclavage de Nantes,

2014 **Int-AR Journal – RISD**, *Memorial to the Abolition of Slavery*

2013 **C3 Magazine,** issue 345 – Seoul, Korea, *Memorial to the Abolition of Slavery*

2010 **Archiscopie,** issue 118, Paris, *Mémorial de l'abolition de l'esclavage de Nantes*

2009 **PUR, Press Universitaire**, Rennes, *Le Mémorial de l'abolition de l'esclavage de Nantes*

2008 ***Engineered Transparency: The Technical, Visual, and Spatial Effects of Glass***, Princeton Architectural Press. *Gefter-Press House*, p. 107-118

Metropolitan Home, *Glass House.* September. By Karrie Jacobs.

Casabella, *Eyes Upside Down: Gefter-Press House*. December 2008. By Joan Ockman.

American Masterworks: Houses of the 20th and 21st Centuries, *Gefter-Press House*. Rizzoli. Kenneth Frampton.

Works Published In (cont.)

2008	**Metropolis Magazine,** *Vanishing Point* (Gefter-Press House), January. By Stephen Zacks.
	The Architect's Newspaper, *Glass Menagerie.* (Gefter-Press House). By Anne Guiney, p 9-10.
	Dwell Magazine, *Prefab, Proven: What's Next for Prefab?* (Binocular House). By Allison Arieff, p 123.
2005	***Space Replaces Us: Essays and Projects on the City,*** *(The Stations House, The Gefter-Press House).* Michael Bell. The Monacelli Press, New York.
2004	**Dwell Magazine,** *The Dwell House Invitational* (The Stations House). July 2003.
2003	***The Book of the International Architectural Competition of the Grand Museum of Egypt,*** with cbt.inc.
2001	**Rapprochements, Brief encounters,** *Togetherness*. Thotm Editions, London. 2001
	ImagineNews.com, February, 2001. *The Alternative Film Festival Cometh, Trace.*
2000	**Abstract,** *Diabolical Interventions.* Columbia University Press. 2000

Exhibitions + Shows

2008-2026	**On Architecture + Design.** Hampshire College Art Gallery, MA	Five College Student Work Exhibition *Curator/Exhibition Design*
2018	**The Plasmodium Symposium** Hampshire College Art Gallery, MA	Interdisciplinary Science/Art Exhibition *Exhibition Design*
2012	**Riverscaping. Alles am Fluss** APE Gallery, MA	Interdisciplinary Public Art Exhibition *Curator/Exhibition Design*
2008	**Bauhaus Redux** Hampshire College Art Gallery, MA	Student Work Exhibition *Co-Curator*
2007	**Buenos Aires Biennale** Buenos Aires, Argentina	Works, Bonder + Wodiczko, *Recent Subjects* *Exhibited Work & Exhibition Design*
2006	**Alumni Exhibition** Roger Williams University, RI	*Interpersonal Transformations* (Thesis, 1999)
2006	**International Poster Biennale in Warsaw** Warsaw, Poland	*Togetherness*
2005-6	**Brief Encounters Traveling Exhibition** Europe	*Togetherness*
2003	**Collected Projects 1988-2000** Roger Williams University. RI	*Interpersonal Transformations* (Thesis, 1999)
2001	**Venice Biennale** Venice, Italy	Michael Bell Design *Exhibition Design*
2000	**Boston Underground Film Festival** Boston, MA	*Absurdities* (exclusive print exhibition) *Trace* (film inclusion and award)

Invited Lectures

2023	*Non-Disciplinary Design*	***UNDISCIPLINED*** Conference Columbia University GSAPP Critical, Curatorial and Conceptual Practices in Architecture
2019	*Subject-Centrism*	***BTES*** Conference University of Massachusetts Amherst
2012	*Memorial for the Abolition of Slavery*	***Riverscaping,*** Five Colleges, MA
2012	*Riverscaping*	***Creative Economy Summit,*** Greenfield, MA
2011	*Dismantling the Classroom*	***The Idea Mill,*** Holyoke, MA
2011	*Riverscaping*	University of Massachusetts, Environmental Studies, Amherst
2009	*Subjects + Objects*	Smith College, Northampton, MA
2008	*Recentering Subjects*	University of Massachusetts, Amherst, MA

Commissioned Projects (Client Project Awards)

2015-2026 *(in alphabetical order)*

2016	Allora Restaurant	Baltimore, MD	Brand, Print, Digital, Environment
2016-2026	Amherst Brewing Company	Northeast Region	Brand, Print, Digital, Packaging
2015	Andre Balazs Properties	New York, NY	Brand, Print, Environment
2017	Ara Restaurant	Philadelphia, PA	Brand, Print, Digital, Environment
2016-2023	Bart's Ice Cream Company	Northeast Region	Brand, Print, Digital, Packaging
2018-2022	Bay Path University, Strategic Alliances Program	Longmeadow, MA	Brand, Print, Digital, Environment
2016-2020	Bay Path University, Women's Leadership Conference: - 2016: *The Business of People* - 2017: *Be Curious* - 2018: *Why Not Me?* - 2019: *Own Your Now*	Longmeadow, MA	Brand, Print, Digital, Environment
2015-2021	Berkshire Brewing Co.	Deerfield, MA	Brand, Print, Digital, Packaging
2018-2022	Berkshire Hills Music Academy	South Hadley, MA	Brand, Print, Digital
2016-2017	Bristol's Burgers	Hollywood, FL	Brand, Print, Digital, Environment
2016-2020	Brookfield Holdings	New York, NY	Brand, Print, Digital, Environment
2015-Present	Bueno Y Sano	Northeast Region	Brand, Print, Digital, Environment
2022-2023	Campfire Bar + Grill	Catamount, NY	Brand, Print, Digital, Environment
2016-2017	Candy & Cones	Fort Lauderdale, FL	Brand, Print, Digital, Environment
2017	Canteen Trading Co.	Hollywood, FL	Brand, Print, Digital, Environment
2021-2022	Catamount Mountain Ski Resort	Catamount, NY	Brand, Print, Digital, Environment
2026-Present	Carver Hospitality Group	Denver, CO	Brand, Print, Digital
2015	CocoChew Pet Products	Cape Cod, MA	Brand, Print, Digital, Packaging
2018-2019	College of the Holy Cross, *Digital Trans Archive*	Worcester, MA	Brand, Digital
2015-2018	CoRise Cooperative	National	Brand, Print, Digital
2016-2017	Diplomat Prime Restaurant	Hollywood, FL	Brand, Print, Digital, Environment
2015-2018	Diplomat Restaurant Group	Hollywood, FL	Brand, Print, Digital, Environment
2017-2018	Diplomat Spa	Hollywood, FL	Brand, Print, Digital, Environment
2018-Present	eDynamic Learning	National	Brand, Print, Digital
2017-Present	Elevate Cooperative	National	Brand, Print, Digital
2022	FatCat Tacos & Tequila	Catamount, NY	Brand, Print, Digital, Environment
2015-2026	Five Colleges, Inc., Five College Architectural Studies, *On Architecture + Design Exhibition*	Amherst, MA	Brand, Print, Digital, Environment
2019	Four Star Farms	Hadley, MA	Brand, Print, Digital

Commissioned Projects (Client Project Awards) (cont.)

2015-2026 *(in alphabetical order)*

2019-2021	Hampshire College, *Change In the Making* Advancement Campaign	Amherst, MA	Brand, Strategy, Print, Digital
2016-2025	Hangar Pub + Grill	Northeast Region	Brand, Print, Digital, Environment
2016-2020	Hilton Hotels & Resorts	South Florida Area	Brand, Print, Digital, Environment
2022-2026	Hinata Retreat Resort	Charlemont, MA	Brand, Print, Digital, Environment
2015-2019	Hollywood Diplomat Beach Resort	Hollywood, FL	Brand, Print, Digital, Environment
2015-Present	Howard Wein Hospitality	National	Brand, Print, Digital, Environment
2018	Hot Oven Cookies	Springfield, MA	Brand, Print, Digital, Environment
2022-2023	I Hiked That, Gear + Apparel	Whately, MA	Brand, Print, Digital, Product
2015-Present	ICA Group	National	Brand, Print, Digital, Community
2018	Ilio's Restaurant	Fort Lauderdale, FL	Brand, Print, Digital, Environment
2015	Iron Chef Jose Garces Group	Philadelphia, PA	Brand, Print, Digital, Environment
2015-2016	Keurig Coffee	National	Brand, Print, Digital
2015-Present	Knowledge Matters, Inc.	National	Brand, Print, Digital, Environment
2017-2019	Live Art Magazine	Northampton, MA	Brand, Print, Digital, Environment
2015-2016	Loews Hotels	West Coast Region	Brand, Print, Digital, Environment
2017	Mass Audubon Society	Easthampton, MA	Brand, Print, Environment
2017-2021	MassCEO Cooperative	New York, Tri-State Area	Brand, Print, Digital
2016-2017	Monkitail. Sushi + Robatayaki	Hollywood, FL	Brand, Print, Digital, Environment
2018	Moody's Investors Service, Inc.,	New York, NY	Brand, Digital, Motion
2018	Nürish Beverage	Holyoke, MA	Brand, Print, Digital, Environment
2023-Present	Pearson Education	National	Brand, Print, Digital
2017	Playa Restaurant	Fort Lauderdale, FL	Brand, Print, Digital, Environment
2016	Point Royal, Chef Geoffrey Zakarian	Hollywood, FL	Brand, Print, Digital, Environment
2016-2017	Portico. Beer + Wine Garden	Hollywood, FL	Brand, Print, Digital, Environment
2021-Present	Praxis Consulting Group	Philadelphia, PA	Brand, Print, Digital, Environment
2017	Prosperity Candle	Easthampton, MA	Brand, Print, Packaging
2015-2016	Related Properties	New York, NY	Brand, Print, Digital, Environment
2015	Samsung	National	Brand, Digital
2020-2025	Seesaw, Virtual Education Tools	International	Brand, Print, Digital
2015-2017	Schulson Collective	Philadelphia, PA	Brand, Print, Digital, Environment
2018	SPARK: Community + Art Installation	Easthampton, MA	Brand, Print, Digital, Environment
2015-1018	Starr Restaurant Group	Philadelphia, PA	Brand, Print, Digital, Environment
2015	Starwood Hotels and Resorts	New York, NY	Brand, Print, Digital, Environment
2020-2021	Squirrel Stash Products	South Hadley, MA	Brand, Print, Digital, Packaging
2016-2020	Tea Guys Beverage Company	Whately, MA	Brand, Print, Digital, Packaging
2015-2017	The Alavah Stone	Montague, MA	Brand, Print, Digital, Environment
2026-Present	The Civilian Hotel	New York, NY	Brand, Print, Digital, Environment
2017-2018	The Hotel Bar, Diplomat Resort	Hollywood, FL	Brand, Print, Digital, Environment
2021-2025	The Jones Library, Amherst, MA	Amherst, MA	Brand, Strategy, Print, Digital
2022-2026	The Perch - Dining Room, Lounge & Bar	Charlemont, MA	Brand, Print, Digital, Environment
2019-2021	Tinkergarten, Experiential Learning	National	Brand, Print, Digital, Product
2022-Present	University of California, Santa Barbara, *Security In Context*, Grant-Funded Research Program	Santa Barbara, CA	Brand, Print, Digital, Data Visualization
	University of Massachusetts, Amherst	Amherst, MA	
2018-2022	+ Fine Arts Building, Fundraising Campaign		Brand, Strategy, Print, Digital
2025-Present	+ Rudd Adoption Research Program		Brand, Strategy, Print, Digital
2019-2021	University Gallery, University of Massachusetts, *Crosstown Contemporary Art* Exhibition	Amherst, MA	Brand, Strategy, Print, Environment
2018-2021	Volante Design	Easthampton, MA	Brand, Print, Digital, Packaging
2015-2016	W Hotels	New York, NY	Brand, Print, Digital, Environment
2018-2019	Wave Radio	Easthampton, MA	Brand, Print, Digital, Environment
2021-2022	Wicked Salty Clothing	Northampton, MA	Brand, Print, Product, Packaging
2019-2021	Z-Wraps Inc.	Easthampton, MA	Brand, Print, Digital, Packaging

Academic & Professional Memberships

AIGA: The Professional Association for Design
Design Educators Community (DEC)

International Council for Arts Deans

Technical Skills

Architecture + Industrial Design
+ AutoCad
+ Rhinoceros
+ Grasshopper
+ SketchUp
+ Solidworks
+ Vectorworks
+ KeyShot

Coding + Interactive
+ Grasshopper
+ MEL Scripting
+ HTML/Dreamweaver
+ Webflow
+ Processing/Arduino

Sound & Music Arts
+ FL Studio
+ Logic Pro

Graphic Design + Illustration
+ Adobe Photoshop
+ Adobe Illustrator
+ Adobe InDesign
+ Adobe Lightroom
+ Additional Adobe Tools
+ FontLab (typeface design)
+ Letterpress

Fabrication + Making
+ Woodworking: Hand & Electric Tooling
+ Laser Cutting
+ Packaging Construction
+ 3D Printing
+ CNC Milling
+ General Construction
+ Welding
+ Plastics
+ Fiberglass
+ Mechanical Tooling

2D/3D Animation + Motion Graphics
+ Maya
+ Softimage
+ Adobe Premiere/After Effects
+ Adobe Animate
+ Final Cut Pro
+ Substance 3D Painter/Designer

Professional
+ Webflow, WordPress, Squarespace (SEO)
+ Hootsuite, Hey Orca
+ Mailchimp, Constant Contact
+ Salesforce, Slate, Hubspot
+ Google Analytics, Webflow Analytics
+ Base44, Claude, ChatGPT
+ Google Suite/Microsoft Suite

Selected Course Offerings

Hampshire College, Amherst College, Mount Holyoke College, UMass Amherst

2023-2025	Brand-Building: Graphic Design Studio
2007-2026	Advanced Architecture + Design Lab: Capstone/Thesis Studio
2021	Design Is Change: Action Through Making
2021-2024	The Digital Design Toolkit
2021, 2023	Design + Body: Experiential Design Theory
2018, 2020	Non-Disciplinary Design: Theory and Practice
2016-2020	Digital Imagination: Intermediate Digital Architecture Studio
2007-2022	CMYK: Graphic Design Studio
2007-2015	Digital Constructions: Intermediate Architecture Studio
2007-2017	Space: Introductory Architecture Studio
2010, 2016	Surface, Object, Space: Introduction to Interdisciplinary Design
2013	Experiments In Creativity
2012	Crafting Respect: Education, Design, and Social Justice
2011	Riverscaping: Art, Architecture and Environment
2011	Memorial to This.Moment: Global Witnessing, Interactive Memorial Design/Build
2011	Think. See. Do: Concentrations in Architecture and Design
2010	Graduate Housing Studio
2010	Creating an Empathetic Space, Responsive Architecture, Design/Build
2009	Space + Phenomenon: Architecture + Design Studio
2008	Experiments in Propaganda
2008	Mutations in Expression: Unpacking Cross-Pollination in Art and Design
2007	Designing an Architectural Journal: Writing and Representation
2007	Design IV, Graduate Architecture Studio

Select Undergraduate Thesis Topics

Serving as Thesis Advisor

TOPIC	TITLE
Film/Architecture/Graphic Design	Topoanalytic Cinema
Dance/Architecture	Architectural Choreography and the Body Politic
Architecture/Fine Art/Queer Studies	Reimagining Space: Queer and Now
Urban Planning/Architecture	Sustainable, Communal, Indigenous Design and Development of Green Spaces
Photography/Architecture	A liminal space: exploring intimacy through photography
Product/Toy Design	Play Toys With Me
Urban Planning/Queer Studies	Who is Welcome Here? An Ethnographic Analysis of Urban Design in Northern CA
Industrial Design/Fine Art	Objects of Desire: The Integration of Furniture and Technology
Design/Education	Learning English? A Case Study of Public/Private Partnerships in Bangladesh
Fashion/Design/Entrepreneurship	Crossing the Chasm: The Leap from Early Adopters to Early Majority
Fine Art/Photography	The Intersection of Disability and Horror
Fashion/Product Design	Countercultural Sneakers Through Modernist Design
Interactive Architecture	Environment, Interaction, Design
Graphic Design/Education	Typography, History, Theory: A Study in Graphic Design Education
Architecture/Philosophy	Nomadic Subjectivity: Third Space, Globalization, and Architecture.
Architecture/Urban Planning	A Post-Fordist Infrastructure: Creating Agency
Photography/Architecture	The Room That Resembled A Reverie: A Baudelairean Approach to Dwelling Space
Fine Art/Industrial Design	I know no time when we were not as now...
Interactive Art	Community-based, Interactive, and Transformable Design
Industrial Design/Urban Planning	The Indeterminate Compositional Playground
Architecture/Cultural Studies	Contemporary Ephemeral Dwellings: A Study of Indigenous Nomadic Architecture
Installation Art/Architecture	Insurgent Design: Architectural Critique through Installation
Sustainable Architecture	Sustainable Design & Implementation in Communities
Architecture/Printmaking	Printing Place: Urban History + Narrative in Architectural Representation
Illustration/Graphic Design	Beasts of Love and Hate: A Modern Bestiary
Architecture/Urban Planning	Reimagining Shanghai's Lilong As a Medium-low Rise, High Density Urban Strategy
Architecture/Urban Planning	Contextualizing Lagos' Urban Conditions through Transportation and Painting

Academic & Professional Memberships

AIGA: The Professional Association for Design
Design Educators Community (DEC)

International Council for Arts Deans

References

Available Upon Request.

Portfolio and work samples at thomlong.com and ideaco.com