

## **Patrick Redmond, M.A.**

Patrick Redmond Design

[www.PatrickRedmondDesign.com](http://www.PatrickRedmondDesign.com)

A creative director, designer, artist, illustrator, consultant, author, poet, and retired educator, Patrick Redmond is founder and owner of Saint Paul, Minnesota, USA-based Patrick Redmond Design, an independent brand identity and design firm – now a consultancy – tracing its beginnings to 1966 when he began working eponymously in the field.

His diverse vocation as a creative in [design](#), [advertising](#), [marketing](#), [publishing](#), [education](#), and the visual arts has spanned areas ranging from the practice of design, writing, innovation and leadership to education.

Patrick has provided design for over [130 clients](#), including projects for

- Dayton's & Dayton Hudson Department Store Company
- Honeywell
- 3M
- Minnesota Public Radio, A Prairie Home Companion
- Minnesota State Arts Board
- Northern Telecom Systems Corporation
- Norwest (Wells Fargo)
- Radisson Hotels
- Sesame Street Live!, VEE Corporation
- State of Minnesota Energy Agency
- Waterford Crystal (See "The Irish Make a Clear-Cut Case for Crystal," *The Minneapolis Tribune*, Minneapolis, Vol. CIV, No. 130, October 1, 1970, p. 17. Note: Article makes reference to Powers Department Store's "Irish festival" citing "Pat Redmond" as the creator of the design for a [commemorative Waterford Crystal] "apothecary jar made for Powers." Article also states that "the piece is to become part of the permanent collection of the Minneapolis Institute of Art")

... for a more complete, alphabetical list see [client list](#). Clients are also listed by [category](#).

In addition to owning and operating his ongoing business, his experience has included positions as:

- senior layout artist and special projects designer at diversified retail corporation [Gamble-Skogmo, Inc.](#) (Note: many of Gamble-Skogmo's businesses, including Gamble's Home Improvement Centers, 1,000 hardware stores, and 300 Skogmo stores, were located in rural communities and small towns... see Patrick Redmond's article "Art in Small Towns," *Corporate: For Employees and Associates of Gamble-Skogmo, Inc.*, Minneapolis, Vol. 49, No. 1, January-February 1977, p. 14-17)
- art director [creative], art & design group, Norwest Corporate Graphics, [Norwest Corporation](#) – now known as [Wells Fargo](#) – where, among other projects and responsibilities, he designed the "MODERNISM" logo, inaugural poster and material introducing the Norwest [Wells Fargo] Modernism collection, and assisted with brand identity management for the corporation [he worked in the Cesar Pelli-designed [Norwest Center](#), later known as [Wells Fargo Center](#), Minneapolis]. The Modernism Collection is now at the Minneapolis Institute of Arts. He received a Norwest Service Excellence Award. He was the subject of a New York-based *Graphic Design: USA* magazine related cover story, "Norwest banks on Redmond for in-house design group," *Graphic Design: USA*, New York, Vol. 23, No. 10, October 1988, cover, p. 2. (Note: In 1998 Norwest merged with Wells Fargo and has been known as Wells Fargo since then. According to the corporation's First Quarter 2012 report, SEC Form 10-Q, "Wells Fargo is a diversified financial services company with \$1.3 trillion in assets"..."[ranked No. 25 in *Fortune's*<sup>TM</sup> 2013 rankings of America's largest companies]", and "ranked fourth in assets and first in market value of our common stock among all U.S. banks at March 31, 2012". See [report](#).)
- a senior art director, [Carlson](#) Frequency Marketing Company, [Carlson Marketing Group](#), [Carlson Companies](#), where he worked on projects for regional, national and international clients, and was involved with the Frequency Marketing Education program. He received several "kudos" recognition certificates for outstanding work. "Carlson Marketing now operates as [AIMIA](#), global leader in loyalty."
- graphic designer for the University of Minnesota's Department of Design, Housing and

Apparel (DHA) and the [Goldstein Gallery](#) (now known as [The Goldstein: Museum of Design](#)) [note: DHA is now part of the University of Minnesota's College of Design]

- independent consulting art director/designer for publishers Mid-List Press and Dos Tejedoras Fiber Arts Publications
- co-founder and vice president of pioneering computer graphics firm COMCEPT, a spin-off of Patrick Redmond Design. See *Graphic Design: USA*, New York, Vol. 19, No. 6, June 1984, p. 4.

Design by Patrick Redmond has been included in

- *Graphic Design+*, Japan
  - *Graphis Annual* and *Graphis Packaging*, Switzerland
  - Biennales of Graphic Design, Brno, Czech Republic
  - *Print Regional Annual*
  - SIGGRAPH
  - Colorado International Invitational Poster Exhibition
- in competitions or exhibitions including
- New York Art Directors Show
  - Society of Publication Designers
  - Society of Typographic Arts, *STA 100* (American Center for Design)
  - American Corporate Identity
  - Minnesota and Midwest Independent Publishers Book Award Shows
  - Publishers Marketing Association (PMA) Benjamin Franklin Award Show
  - Creativity, *Art Direction* magazine, New York
  - Desi (American Graphic Design Awards), *Graphic Design: USA*, New York
  - The Show, Advertising Federation of Minnesota & Art Directors/Copywriters Club, Minnesota
  - American Institute of Graphic Arts AIGA/Minnesota (Minnesota Graphic Designers Association) Show
  - *Seventeen* magazine
  - "Have A Heart For Art" community art exhibition, Eagle Bend, Minnesota
- in museums or galleries including
- Minneapolis Institute of Arts
  - Minneapolis College of Art & Design

- Goldstein Gallery (now known as The Goldstein: Museum of Design)
  - The Katherine E. Nash Gallery, University of Minnesota
  - Paul Whitney Larson Gallery, University of Minnesota
  - Milwaukee Art Center (Milwaukee Art Museum) (See Jay Joslyn's review "CAP Serves As a Catalyst," *Milwaukee Sentinel*, Milwaukee, Vol. 7, No. 77, October 19, 1968, Part 1, p. 29. Note: "CAP" = "Children's Arts Program" at the Milwaukee Art Center. Patrick Redmond's work included in three-person exhibit in the "first `graduate' show CAP has mounted")
  - The Moravian Gallery in Brno, Brno, Czech Republic
  - Society of Publication Designers ([www.spd.org](http://www.spd.org))
  - College of Visual Arts, Saint Paul, Minnesota
  - Minnesota State University Moorhead Art Gallery, Moorhead, Minnesota
  - Red River Art Center, Moorhead, Minnesota
- and displays at
- Tweed Museum, University of Minnesota-Duluth
  - Minnesota State University–Moorhead, Moorhead, Minnesota
  - Atwood Memorial Center Gallery, Saint Cloud State University.

He [taught](#), usually part-time, at:

- University of Minnesota, for many years in the evening extension program
- College of Visual Arts, St. Paul
- MCAD (Minneapolis College of Art & Design)
- Augsburg Weekend College (Patrick Redmond's Augsburg College experience was reported by Arlene Neitzke, in her article "Profiles In Excellence: Minneapolis College Turns To CMG Artist For His Expertise," *Dimensions, publication of Carlson Marketing Group*, Minneapolis, Vol. 5, No. 1, Spring 1991, p. 5)
- [University of Wisconsin-Stout, Wisconsin's Polytechnic University](#) (Lyndsey LaGrange profiled Patrick Redmond in "Patrick Redmond: Creative Director, Designer, Author, Consultant & Artist," in *Stoutonia*, [University of Wisconsin-Stout](#) student newspaper, Menomonie, Wisconsin, February 25, 2010, Vol. 100, No. 10, p. 15).

He has offered the "[Independent Master Class with Designer and Artist Patrick Redmond, M.A.](#)" (unaffiliated with other educational institutions).

He retired from teaching in 2012.

During summer 2000, Patrick served as a mentor for the University of Minnesota Multicultural Undergraduate Research Program – now known as the Multicultural Summer Research Opportunities Program (MSROP) at the University of Minnesota.

Patrick successfully led the initiative to form a college [student] chapter of the [American Advertising Federation](#) (AAF) and served as a faculty adviser for the "Minneapolis Business College, A Bradford School, Advertising Design Club, American Advertising Federation (AAF)." He nominated two Minneapolis Business College (MBC) students for the "AAF 2001 Outstanding Minority Students Award Program" and they were included on the Honor Roll for this program [see *AdvertisingAge* magazine, February 19, 2001]. He successfully led the initiative and made arrangements for MBC Graphic Design students to attend the 2001 Printing Industries of Minnesota [PIM] (later known as "Printing Industry Midwest") Career & Job Fair, another first for MBC. He successfully led the initiative for MBC to be included in *Format* [at the time, known as the "leading advertising magazine for Minnesota and Upper Midwest"] magazine's special issue on "creative services companies" and prepared a small space ad for MBC promoting the Graphic Design Program for the same issue of *Format*, another first for MBC. Patrick also served as Co-Chair of the Minneapolis Business College Graphic Design Program Advisory Board. In this role, he served as a key recruiter of influential leaders in the Twin Cities graphic design, marketing, graphic arts and advertising communities to serve as members of this advisory board.

In addition to his ongoing business as an independent creative, during the early-to-mid 1970s Patrick served respectively in rural and greater Minnesota communities as artist-in-residence in the small town of Eagle Bend and as a graphic designer-in-residence in the Grand Rapids area while living in these communities. His work received regional, national and international recognition.

Patrick's early career also included working – in what he considers were like apprenticeships with masters – for

- industrial designer [Robert J. De brey](#), at [De brey Design](#), (Bob is a graduate of the [Illinois Institute of Technology](#). As an IIT Institute of Design "New Bauhaus"

graduate, he is listed in the book [Bauhaus: Weimar, Dessau, Berlin, Chicago](#) by Dr. [Hedwig Winger](#) (Cambridge, Massachusetts: The MIT Press, 1969). According to Robert De brey's LinkedIn page, he holds over 50 patents. Bob's aesthetic sense, design problem-solving process, professionalism, and rigorous attention to detail were positive influences in Patrick's early development as a designer. In addition to operating his independent industrial design practice, Robert De brey's office provided an industrial design capability for interdisciplinary design firm InterDesign)...

and

- Peter Seitz, AIGA Minnesota's first AIGA Fellow, at interdisciplinary design firm [InterDesign](#), Minneapolis (Peter is a graduate of Ulm HfG and Yale) Note: Patrick Redmond is cited in the book [Peter Seitz: Designing a Life](#) by Peter Seitz, with essays by Andrew Blauvelt, Kolean Pitner, Bruce N. Wright, and Pamela Johnson, Editors. (Minneapolis, Minnesota: Minneapolis College of Art & Design, 2007).

Originally from Milwaukee, Wisconsin, Patrick was a student in the [Milwaukee Art Center's](#) – now known as the [Milwaukee Art Museum](#) – Children's Art Program, where he studied in the then-new Eero Saarinen-designed mid-century modernist building overlooking Lake Michigan. The Milwaukee Art Center was located in the Milwaukee County War Memorial Center. The [Saarinen-designed architecture](#) was photographed by [Balthazar Korab](#) (b. 1926; d. 2013).

Patrick is a graduate of [Pius XI High School](#), Milwaukee, a school recognized regionally and nationally for its [exceptional art program](#), among other distinctions. Pius XI High School has received the "[Blue Ribbon School](#)" Award. He received the Strathmore Award for Graphic Design in the national Scholastic Art Awards competition, was a member of the National Honor Society, and Vice President of the school's [Future Teachers of America \(FTA\)](#) chapter (a position that included the FTA tutoring program for the high school). Receiving the Strathmore Award for Graphic Design was an honor that was also one of the influences on his decision to become a graphic designer.

A Minnesota resident since 1968 when he moved from Wisconsin to attend the Minneapolis School of Art -- later known as MCAD, the Minneapolis College of Art & Design – for his first two years of college, he regards his years at MCAD as having

provided an excellent foundation for his future career. He was honored to have received a “full-tuition, books, and supplies grant” for the first year. He had also been included on the Dean's List. Aribert Munzner, [Barry Le Va](#), Margit Rowell, "S. A.," [Robin Fox](#), [Herb Grika](#), Esther Townsend (Malabel), [Ruth Justus](#), [Birney Quick](#), and [Ron Seichrist](#) [founder of [Portfolio Center](#) and [Miami Ad School](#)], [Roman Verostko](#), [Frank Dreisbach](#), John Thoreen, [James C. White](#), [Robert Paul](#), and [Joe Zimbrolt](#), were among what he describes as "the truly amazing, diverse, inspiring mix" of his "mentors and/or influences" during this unique, creative, convergant "moment" in history at MCAD.

He transferred to the University of Minnesota where he received Bachelor's and Master's degrees, the former at the time in the University's "University College" innovative University Without Walls program [later known as the Program for Individualized Learning in the University's College of Continuing Education] with its emphasis on self-directed, independent study, “learning how to learn” and “learning as a life-long process.”

He earned the latter, the Master of Arts degree – primarily as a part-time graduate student over several years due to multiple professional and personal commitments – in [Design, Housing, and Apparel](#), in the Design, Housing, and Apparel Graduate Program (now known as [The Design Graduate Program](#)), starting in Design, in what was then the University's College of Home Economics, which, in 1990, became the College of Human Ecology, a department that is now part of the University's College of Design – with an emphasis in applied design/visual communication... graphic design. His interests included theoretical and practical influences on the creative concept development process in graphic design as visual communication. Co-advisors for his Master's degree program at the University of Minnesota were Artists/Professors [Eugene Larkin](#) and [Marian-Ortolf Bagley](#).

Three years after receiving his Master's degree as well as after holding corporate and agency positions, he returned to academia. He was accepted into the doctoral program at the University of Minnesota and began coursework toward a Ph.D., with an emphasis on the interdisciplinary and multidisciplinary designer. His emerging focus was on the interdisciplinary work of Arts & Crafts movement figurehead William Morris, in particular his lecture “The Lesser Arts”. This lecture was, in some ways, a forerunner of Harriet and Vetta Goldstein's [Art In Everyday Life](#), a foundation of the University of Minnesota's College of Home Economics Related Arts program and Department of

Design, Housing and Apparel. Co-advisors for his doctoral studies at the University of Minnesota were Regents Professor [Joanne B. Eicher, PhD](#), and Professor [Barbara Martinson, PhD](#).

Inspired by Morris's work as a practitioner, Patrick withdrew from the University of Minnesota program at 44 to again focus more of his time and effort on his ongoing design practice and the business of design... his own work as a designer, artist, and [author](#).

Patrick attended the 2013 Yale Writers' Conference at Yale University, New Haven, Connecticut, where, among other experiences, he continued work on his book about one of his mentors, Minnesota native Eugene Larkin (1921-2010), a leading and influential graphic artist, printmaker, and design educator.

His extensive [bibliography](#) provides details about various facets of his career and ideas. For example, he has been included or featured in three New York-based [Graphic Design: USA \(GD: USA\)](#) magazine cover stories including

- "Norwest banks on Redmond for in-house design group," *Graphic Design: USA*, New York, Vol. 23, No. 10, October 1988, cover, p. 2,

and the following articles by Patrick Redmond:

- "25+ Top Professionals Forecast Design & Production Trends," [a.k.a. "*Graphic Design: USA* 25th Anniversary Forecast: Design & Production Professionals"], *Graphic Design: USA*, [New York], Vol. 24, No. 1, January 1989, cover, p. 33 (includes photo of author) [Note: Article by Patrick Redmond included in this magazine-prepared editorial section]
- "Technology promises fusion of work and play," *Graphic Design: USA*, [New York], Vol. 31, No. 1, January 1995, p. 85 (includes photo of author by Tim Francisco) [Note: Article by Patrick Redmond included in this magazine-prepared editorial section "Is 'graphic design' on verge of a golden age? 50 design leaders forecast 1995," cover, p. 37-89, by publisher Gordon Kaye; also note: cover sidebar states "Words of wisdom from 50 of America's most interesting graphic communicators," "Patrick Redmond" included on cover in list of 50 which also includes Milton Glaser, Tim Girvin, Massimo Vignelli, and Henry Wolf, to name some of the others].

Patrick Redmond has also been cited in *The New York Times*, featured in *Minneapolis*



*Tribune "Picture"* magazine, and featured in *American Education* magazine.

He provided his perspectives regarding resources for graphic designers and his experience working as the creative art director at Norwest (now Wells Fargo) in the then-new Cesar Pelli-designed Norwest Center (now Wells Fargo Center), downtown Minneapolis, in his piece "An Inside Look at the Graphic Work in Norwest's 'Modernism' Corporate Art Collection," *AIGA/ Minnesota Issues*, Minnesota Chapter of the American Institute of Graphic Arts, Minneapolis, March 1989, cover, p. 2.

Patrick's education also includes attending

- George Morrison Master Class, Grand Marais Art Colony, Grand Marais, Minnesota
- Art and Design Travel/Study Northern Europe: London, Cardiff, Basel, Paris, through California State University, Chico, led by [Gregg Berryman](#)
- Numerous seminars and workshops, [Technology Learning Center](#) and [Digital Media Center](#), University of Minnesota, Twin Cities Campus
- [Center for Business Excellence](#), Executive Education and Development, Opus College of Business, University of St. Thomas, Minneapolis, [Mini Master of Business Communication](#), 2011. Received a full scholarship to attend.
- [The Forum \(The Landmark Forum\)](#) and related courses or seminars, [Landmark Education](#), Minneapolis/St. Paul, Minnesota. Received scholarship from Thomas E. Ramsay to attend The Landmark Forum.
- "Enhancing Creative Potential," taught by [Gerald "Jerry" Allen](#), Split Rock Arts Program, University of Minnesota–Duluth, Duluth, Minnesota
- "[Improvisation](#)" course, [The Guthrie Theater](#), Minneapolis
- Memoir writing and creative writing courses taught by [Patricia Hampl](#), respectively at Quadna Summer Workshops, Hill City, Minnesota, and University of Minnesota, Minneapolis. Note: Patricia Hampl's early essay "Self Portrait of a Rural Town," about Patrick Redmond's work as an artist in residence in Eagle Bend, Minnesota, was published in *Preview, Magazine of Minnesota Educational Radio*, Saint Paul, Vol. 7, No. 3, March 1973, p. 4-5. [Note: "Minnesota Educational Radio" became "Minnesota Public Radio"; *Preview* became *Minnesota Monthly* of Minnesota Public Radio.]
- Yale [Writers' Conference](#) (2013), Yale College, Yale University, New Haven, Connecticut. Note: "Biography" section led by [M.G. Lord](#).
- [Jean-François Lyotard](#), visiting scholar, PhD-level comparative literature and

philosophy seminar re: Kant's Third Critique, *The Critique of Judgment*, with emphasis on the *Critique of Aesthetic Judgment*, and comparisons with Edmund Burke's *A Philosophical Enquiry into the Origin of our Ideas of the Sublime and Beautiful*, University of Minnesota, Twin Cities campus

- Decision Sciences courses: "Foundations of Knowledge Engineering" and "Problem Formulation," [Carlson School of Management](#), University of Minnesota
- [Kilkenny Design Workshops](#) (tour), Kilkenny, Ireland (see book "Kilkenny Design – Twenty One Years of Design in Ireland," published by Lund Humphreys, London, 1985, for information about the Kilkenny Design Workshops)
- Wausau Summer Art Workshops, presented by [M.A.T.A. \(Milwaukee Area Teachers of Art\)](#), University of Wisconsin-Marathon Campus, Wausau, Wisconsin
- [Junior Great Books](#) (as a teenager), Milwaukee, Wisconsin

He has presented at [icograda](#), [UNESCO](#) and [National Council on the Arts/National Endowment for the Arts](#) conferences. He coined the term "[Designers As Entrepreneurs](#)"™ at the 1977 International Design Conference in Aspen, Colorado.

Involved in [design education](#) with emphasis on creativity, professional development, and business, as well as theoretical and practical influences on design process, Patrick also taught numerous and varied courses – including “Design Process: Creativity” which he was instrumental in proposing, developing and teaching for the first time, part-time, often evenings, at the University of Minnesota (16 years, in particular during the transition from traditional “pre-computer, pre-digital” approaches to computer and digital methods—for example, as part of his classes, he was the first to incorporate field trips to the Apple™ computer regional offices [to use the then-new Mac 512 and MacPlus™ Macintosh computers] and to COMCEPT Computer Graphics [see Redmond, Patrick. "Comcept," *Graphic Design: USA*, New York, Vol. 19, No. 6, June 1984, p. 4], and later was one of the first to integrate the use of the internet and online course material in his courses; the College of Visual Arts, where he taught Graphic Design and Ideation and where he was the first to include computer graphics in the courses, MCAD; and Augsburg Weekend College. He was the first person, as creative art director in the Art & Design Group, Norwest Corporate Graphics, Norwest Corporation – later known as Wells Fargo – to include use of a Macintosh computer before they were generally accepted.

He has been a visiting designer/artist, guest speaker, presenter, or panelist at various schools, colleges and universities including:

- [University of Vienna](#), Vienna, Austria
  - Ringling College of Art and Design, Sarasota, Florida
  - Miami Ad School–Minneapolis
  - Minnesota State University–Moorhead
  - Minnesota State University–Saint Cloud
  - University of Minnesota–Duluth and Tweed Museum (Artist Lecture Series)
  - University of Wisconsin–Stout, “Wisconsin’s Polytechnic University”, Menomonie, Wisconsin (Presentations for Student Design Association)
  - Minnesota State University–Bemidji (North Country Arts Council)
  - Minnesota State University–Marshall (Southwest Minnesota Arts and Humanities Council)
  - Itasca Community College, Grand Rapids, Minnesota
  - Bethel University, Saint Paul
  - School of Theology, University of Saint Thomas, Saint Paul (Spirituality in the Arts series)
  - [Alverno College](#), Milwaukee (Note: With Sister Mary Irenita, [SSSF](#), and fellow student Martin Stupich)
  - The Blake School, Minneapolis
- and others.

Patrick Redmond has also demonstrated computer graphics at national congresses, conventions and conferences, including:

- ACM SIGGRAPH (July 23-27, 1984) Minneapolis Convention Center Minneapolis, Minnesota
- NCGA (1984) (National Computer Graphics Association) Anaheim Convention Center Anaheim, California
- [NAMTA](#) (National Art Materials Trade Association, now known as the [International Art Materials Association](#)) computer graphics demonstrations: RCD/Wasatch 400 Hyatt Regency Dearborn Dearborn, Michigan

Patrick was the first person to lead the graphic design sessions at the [University of Minnesota Design Institute's first "Design Camp" in 2000.](#)

Patrick Redmond's writings about graphic design education include "Learning about becoming a designer," (guest column), *Articulars*, Saint Paul, The Minnesota School & Resource Center for the Arts, June 1989, Vol. 4, No. 5, p. 2, a variation of his "Selecting a graphic design curriculum that is right for you," *MGDA Designers Offer Their Advice* brochure, (Edited by Phil Swensen), Minnesota Graphic Designers Association, Minneapolis, 1985, p.16-17 (photos of author, outside back cover is 1968 Pius XI High School, Milwaukee, Wisconsin, yearbook photo; p. 16, Fall 1985 photo by Paul Shambroom. Includes selected bibliography compiled by author, p. 17).

He summarized his term as AIGA Minnesota president (when the organization was known as MGDA, the Minnesota Graphic Designers Association) in "Retrospective Perspective," *AIGA/MN Issues, The Official News Paper [sic] of AIGA/MN, The American Institute of Graphic Arts, Minnesota Chapter*, Minneapolis, November 1999, p. 11; and he was author and editor of *Minnesota Graphic Designers Association Newsletter*, Minneapolis, February 1980. [Note: Majority of issue consists of "A letter from the president" summarizing 1979 in respect to MGDA during Patrick Redmond's term as the organization's fourth person to lead the organization, following Tim Larsen, Jim Johnson, and Peter Seitz.]

Patrick Redmond led the initiative to include a list of AIGA Minnesota past Chairmen and Presidents, and years of their respective terms, under "About" at the AIGA Minnesota website. The list also includes the period when the organization was known as MGDA, the Minnesota Graphic Designers Association. The preliminary version of this list, a work in progress, may be seen at AIGA Minnesota's website under "About", [Past Presidents](#). See further information about this initiative at Patrick Redmond Design News & Updates, [07.31.12](#).

Patrick is a former national member of New York-based [Graphic Artists Guild](#). While he was a member, his work was included, alongside work by designer Milton Glaser, in a national, full-page advertising campaign for Mohawk Paper which also featured work by a variety of other Graphic Artists Guild members. The ad, a two-sided, bound-in insert printed on Mohawk "Pure White Irish Linen Text, 80 lb." paper, was part of the "When

you want to look good on paper, Mohawk" campaign, in this example featuring "You can look good on new Irish linen, Mohawk." See *Art Direction, The Magazine of Visual Communication*, October 1981, p. 57-58.

Patrick has also served as a judge for various competitions, ranging from corporate and academic awards shows to the Direct Marketing Association's (DMA) regional ECHO awards, the Printing Industry Midwest (PIM) "Star of Excellence Awards" [his experience over the decades includes providing creative for work in nearly every category of print in the commercial printing industry], and the Midwest Independent Publishers Association (MIPA) "Midwest Book Awards" competition.

Community involvement has included work as a former

- Loaned Executive with United Way
- telerecruiter of volunteers for the American Cancer Society
- member, Minneapolis Mayor's Small Business Task Force
- delegate (alternate) for the Minnesota Governor's Conference on Small Business
- member, Minneapolis Chamber of Commerce's first Small Business Trade Fair committee
- member of the Minneapolis College of Art and Design Alumni Scholarship committee
- member of the State of Minnesota task force to study programs leading to the certification of teachers of Art
- promotion and design assistant with 120th anniversary celebration, Washburn Child Guidance Center (Washburn Center for Children).

He has been a member of AIGA Minnesota for many and various years, serving as president, January 1979-February 1980, of MGDA, Minnesota Graphic Designers Association, a.k.a., AIGA Minnesota. He was a founding member of AIGA Minnesota's [Expert Designers](#) committee (formerly known as the "[Veteran Designers](#)" [working title] committee).

The following section is related to the AIGA 2013 National Conference: Patrick Redmond (B.S., University Without Walls, University College, now College of Continuing Education, University of Minnesota; M.A. DHA, Design, Housing and Apparel, emphasis: applied design/visual communication [graphic design], College of Human

Ecology [DHA is now included in the College of Design, University of Minnesota]) and Pamela Mead (B.A., cum laude, College of Liberal Arts, University of Minnesota; M.S., Institute of Design, Illinois Institute of Technology) were presenting panelists together, as mentor and protégé, respectively, on the topic of “Designers Mentoring Designers” at the 2013 AIGA “Head, Heart, Hand” National Conference in Minneapolis, October 10-12, 2013. After completing her B.A., Mead, a former student of Redmond’s in the University of Minnesota’s continuing education and extension evening program, was one of a handful of students who attended various courses in a one-time developmental sequence of courses taught by Redmond. She had, for example, attended the course Patrick Redmond was instrumental in developing, “Design Process: Creativity,” which he also taught. While Mead was a graduate student at IIT’s Institute of Design, Chicago, a project they collaborated on independently was design for the award-winning book *Andean Folk Knitting: Traditions and Techniques from Peru and Bolivia* (Saint Paul, Minnesota: Dos Tejedoras Fiber Arts Publications) by Cynthia Gravelle LeCount. Mead has since worked at Doblin, Chicago; MetaDesign, San Francisco; Fitch, Boston; Palm, California; Yahoo Mobile, California; and is currently Director of User Experience at [Teléfono Digital](#), Madrid, Spain ([Telefonica](#) has over 300 million customers). In addition to operating his own ongoing Saint Paul, Minnesota-based brand identity and design firm, [Patrick Redmond Design](#), Patrick has at various times during his career, served as Creative Art Director, Wells Fargo (Norwest), as a Senior Art Director at [Carlson Companies](#); a graphic designer for the University of Minnesota's Goldstein Museum of Design; and as a graphic designer at Minneapolis' premiere interdisciplinary design firm InterDesign (where he worked for AIGA Minnesota's first Fellow, Peter Seitz) and industrial design firm De brey Design (where he worked for Institute of Design "New Bauhaus," Illinois Institute of Technology graduate, Robert "Bob" J. De brey). Patrick Redmond is a [past president of AIGA Minnesota](#), which has become the fourth largest AIGA Chapter in the country. Redmond and Mead’s co-presenting panelists were [AIGA Medalist](#), AIGA past president, and AIGA New York’s past president, Michael Bierut also of Vignelli, Pentagram, and [Design Observer](#) fame, and [Jennifer Kinon](#), also formerly of Pentagram and a past president of AIGA New York. Their session was facilitated by AIGA National Board Member, [Su Mathews of Lippincott](#). As a board member of the University of Minnesota’s College of Human Ecology Alumni Society, in 1993 Patrick Redmond was involved with the initiative that established the inaugural alumni mentor program, forerunner of what is now known as the University of Minnesota’s College of Design Mentor Program. He also participated in

AIGA Minnesota's 2013 "60-Minute Mentor" luncheon and MCAD's inaugural, all-school "Mix & Match" mentor event. He served as a mentor in the University of Minnesota's Multicultural Undergraduate Research Opportunities Program, now known as the Multicultural Summer Research Opportunities Program, during summer 2000. Even while still in high school at [Pope] Pius XI High School, Milwaukee, Wisconsin, as vice president of the school's Future Teachers of America (FTA) chapter, Patrick was the coordinator of the school's tutoring program. Patrick is author of "The Design Mentor," which was published in *AIGA/MN Issues, The Official Newspaper of AIGA/MN*, The American Institute of Graphic Arts, Minnesota Chapter, Minneapolis, August 1999, p. 2, 6. The topic "Designers Mentoring Designers" inclusion as an "Affinity Session" in the national conference was a result of Patrick's presentation proposal for the event. See speaker bios at the design conference website.

He is a member of the College of Design Alumni Society, University of Minnesota Alumni Association – he served as a Board Member of the College of Human Ecology "CHE" [formerly known as the College of Home Economics with DHA "Design, Housing and Apparel" later becoming part of the University of Minnesota's College of Design] Alumni Society during the early 1990s... he served as Co-Chair of the early CHE Alumni Mentoring program (now known as the [College of Design Mentor Program](#)). He also volunteered as a mentor.

He is a *former* member of:

- AdFed (the Advertising Federation of Minnesota, AdFed.org, a member club of the American Advertising Federation, AAF.org)
- The Greater Minneapolis Chamber of Commerce, Minneapolis
- The Saint Paul Area Chamber of Commerce, Saint Paul, Minnesota.

2014 is the 35th Anniversary of Patrick Redmond's (January 1979-February 1980) term as AIGA Minnesota's President

### **AIGA Minnesota**

formerly known as

[the Minnesota Graphic Designers Association](#)

- Chairman > President (1979-1980)

- Board Member (1979-1981)
- Design for Society Award Committee Member (1983-1985), Chair (1985)
- Editor, first AIGA Minnesota (MGDA) Newsletters, early precursors of AIGA Minnesota's digital publication *Distiller* (See important explanation re: the unique process of producing these early newsletters under "1979 Firsts" at "[Re: AIGA Minnesota](#)" webpage).
- AIGA Minnesota's (MGDA, Minnesota Graphic Designers Association's) first "Design Camp"<sup>®</sup> [when it was known as the Lutsen Design Conference, Lutsen, Minnesota] committee member
- AIGA Minnesota 30th Anniversary Celebration (2007) committee member
- AIGA Minnesota Expert Designers committee (formerly known as "Veteran Designers" [working title] committee) founding member/committee member (2009-2012)
- AIGA Minnesota 2010 "Portfolio 1-on-1"<sup>®</sup> reviewer recruiter subcommittee member
- AIGA Minnesota 2010 Design Camp<sup>®</sup> 30th Anniversary subcommittee member
- AIGA Minnesota 2011 "evolvedesign" roundtable discussion event *ad hoc* volunteer ("greeter")

Member, College of Design Alumni Society,  
 University of Minnesota Alumni Association,  
 University of Minnesota;  
 Past Board Member (1992-1995),  
 Past Co-chair, Alumni Mentor Program  
 (now known as [College of Design Mentor Program](#))  
 College of Human Ecology Alumni Society (CHEAS)  
 [formerly known as College of Home Economics],  
 University of Minnesota Alumni Association

Alumnus, University Without Walls,  
 University College  
 [now known as Program for Individualized Learning,  
 College of Continuing Education],  
 University of Minnesota  
 See University of Minnesota Career & Internship Services, [Alumni Career Profiles](#),  
[Program for Individualized Learning Alumni "Designer – Patrick Redmond Design"](#)



Note: University of Minnesota's University Without Walls was also affiliated with the [Union for Experimenting Colleges and Universities](#), UECU, formerly based at Antioch College, Yellow Springs, Ohio, later based in Cincinnati, Ohio.

MCAD (Minneapolis College of Art & Design)

[Minneapolis School of Art]

Non-[MCAD]-degreed alumnus

Note: Attended MCAD first two years of college (1968-1970) (cohort class of 1972) prior to transferring to University of Minnesota

Note: This is a revised working draft, 05.08.2104 version of 04.17.2014 version of 03.11.2014 version.

*Other significant sections also need to be added.* For further information re: this summary, contact Patrick Redmond, [Redmond@PatrickRedmondDesign.com](mailto:Redmond@PatrickRedmondDesign.com), 651-646-4254.

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