



## **Curriculum Vita Fall 2026**

**Instructor:** Jeff Barfoot, Adjunct Professor

**Academic Department:** Art (Communication arts)

**University Address:** (Giving office address – adjunct with no campus office)  
Jeff Barfoot  
Trace Element  
8147 San Leandro Drive  
Dallas, Texas, 75218

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**Faculty Web Page Address:** <http://www.traceelement.com>

### **EDUCATION**

BFA – Design, University of Arizona, 1999

BFA – Illustration, University of Arizona, 1999

### **TEACHING EXPERIENCE**

2019 – 2020, Adjunct Professor, University of North Texas

2025 – Present, Adjunct Professor, East Texas A&M University

### **PUBLICATIONS AND AWARDS**

Jeff's work has been recognized and highlighted by most major design industry publications and award shows. A partial list:

American Advertising Federation

American Institute of Graphic Arts (AIGA)

The AR100 (Annual Reports Competition)

Communication Arts Design Annual

Communication Arts Illustration Annual

Communication Arts Typography Annual

Dallas Society of Visual Communications (DSVC)

Graphis Stationary Annual

Graphis Poster Annual

Graphis Design Annual

Graphis Annual Reports  
New York Art Directors Club  
New York Type Directors  
Print Magazine  
The Neenah Paper Show  
The Mohawk Paper Show  
The One Show

#### **PUBLICATIONS AND AWARDS**

Jeff has been asked to speak and show his work, and in some cases judge student competitions at the following universities:

Arizona State University  
Dallas College Brookhaven  
Oklahoma Christian University  
Montana State University  
University of Arizona  
University of North Texas  
University of Oklahoma  
University of Texas A&M – Commerce  
University of Southern Mississippi

#### **PUBLICATIONS AND AWARDS**

In addition to several student competitions, Jeff has been asked to judge several professional design competitions:

Communication Arts Design  
Neenah Paper Show  
Mohawk Paper Show  
RGD Awards (the Canadian equivalent of the AIGA  
(American Institute for Graphic Arts))

#### **EXPERIENCE**

2021 – Present, Partner, Co-CEO, and Chief Creative Officer, Trace Element

<http://www.traceelement.com>

After leading the team at RBMM/The Richards Group for 10 years, Jeff struck out on his own in January of 2021 along with his business partner, Lindsey Phaup, founding brand design agency \*Trace Element. \*Trace Element specializes primarily in brand identity (“branding”) and packaging design, but has and can execute on a plethora of other types of design projects, including animation, annual reports, brand standards,

campaigns, digital content, environmental design, event activations, experiential design, icon system design, illustration, mural design and installation, photography art direction, point of purchase and store kit design, print collateral, social media asset design, trade show design, website design. Jeff serves as Co-CEO and Chief Creative Officer, leading the creative workforce and managing the studio's creative product and output. Jeff also helps manage the team of account directors and strategists and helps to lead the agency's brand strategy efforts, essential to the success of both the agency and its work product. He is proud to have collected an impressive stable of clients, including Central Market/HEB, Pizza Hut, Shiner Beer, Coca-Cola Southwest Beverages, Newrez, Lavazza Coffee, the Amon Carter Museum of American Art, The Crow Museum of Asian Art, Crystal Bridges Museum of American Art, Nickelodeon, and The Perot Museum of Nature and Science.

2010-2020, Managing Principal, RBMM (Brand Design Arm of The Richards Group, now called TRG)

<http://www.trg.agency>

In 2010, Jeff sold his independent practice, BarfootWorldwide, and joined RBMM, brand design arm of the nation's largest independent ad agency (at the time), The Richards Group (now TRG), as a principal. In 2012, Jeff was named managing principal of the firm, overseeing five fellow principals each with their own clients along with staff. As managing principal, Jeff was responsible for all aspects of the business – staffing, profitability, etc., in addition to managing the firm's collective creative staff and output. As an affiliate of The Richards Group, Jeff worked with clients directly through RBMM, but also worked with the larger agency for Fortune-500-level clients on national initiatives, including Chick-fil-A, The Home Depot, and AT&T, to name a few.

2008-2010, Design Director, CommerceHouse

<http://www.commercehouse.com>

2005-2008, Creative Director, TractorBeam

<http://www.tractorbeam.com>

2005-2010, Founder and Principal, BarfootWorldwide

<http://www.barfootworldwide.com>

2005-2020, Founder and Principal, Bee Things

<http://www.bee-things.com>

2004-2005, Senior Designer, then Associate Creative Director, Sibley Petet Design  
Dallas

1999-2004, Designer, then Senior Designer, then Associate Creative Director,  
Eisenberg & Associates

<http://www.eisenberginc.com>

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| <b>BIO</b> |
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Jeff is a founding partner, Co-CEO, and the Chief Creative Officer at brand design agency \*Trace Element. He holds degrees in graphic design, illustration, and almost ecology from the University of Arizona. His design and illustration work has been recognized by most major design competitions and publications, including Communication Arts, the Art Directors Club of New York, Graphis, Print magazine, the AR100 (for annual report design), the American Institute of Graphic Arts (AIGA), The One Show, the American Advertising Federation, and the Dallas Society of Visual Communications (DSVC) where he is one of the most decorated designers in the club's 69-year history.

Jeff is a past president of the Dallas Society of Visual Communications, and served on its board of directors for twelve years. He is past editor-in-chief of Rough magazine, the monthly publication of the DSVC.

Jeff has also served on the board of directors of the Dallas/Fort Worth chapter of the AIGA. He has been asked to show his work and address several professional groups and university programs, and is honored to have judged several design competitions, among them the prestigious Communication Arts Design Annual.

He is extremely proud to be the founder of the National Student Show & Conference, the nation's largest creative competition and conference for visual arts students. Each year, the event attracts over 700 students and educators from across the United States and doles out over \$20,000 in scholarships and show prizes. Just celebrating its 20th year, the event has awarded over \$350,000 dollars in prizes and scholarships.

Over the course of his career, he has done brand identity, retail branding, product design, and investor communications projects for 7-Eleven, the American Heart Association, the Amon Carter Museum of Modern Art, AT&T, Baylor Scott & White Health, Blockbuster, Chick-fil-A, Coca-Cola Southwest Beverages, Central Market/HEB, Crate & Barrel, Crystal Bridges Museum of Modern Art, the Dallas Museum of Art, the

Dallas Theater Center, Fossil, Hallmark, Hasbro, IBM, Lavazza Coffee, Neenah Paper, Neiman Marcus, Newrez, Nickelodeon, PepsiCo, the Perot Museum of Nature and Science, Pizza Hut, Sappi Fine Paper, Shiner, Sony, and Wyndham Hotels and Resorts.

Jeff has two moppy-haired sons and three miniature wiener dogs, all five of which eat his food. If you haven't guessed by now, his marine ecology training is not very useful to him at this time, but he hopes that someday a world-class aquarium will need an new identity and will know who to call.

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| <b>CLIENT LIST</b> |
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Over the course of his career, Jeff has done design and illustration work for clients big and small. Among them:

7-Eleven  
AARP  
The American Heart Association  
American Institute of Graphic Arts (AIGA)  
The Amon Carter Museum of Modern Art  
AT&T  
Baylor Scott & White Health  
Bellagio Hotel and Casino  
Bell Helicopter  
Billingsley Company  
Blitz Moped  
Blockbuster  
Blue Marble Brands  
BNSF Railway  
Central Market  
Charles Schwab  
Cheerios Crate & Barrel  
Chick-fil-A  
Chuck E. Cheese's  
The City of Memphis  
Clampitt Paper  
C.O. Bigelow  
Coca-Cola Southwest Beverages  
Collins Aerospace  
Cooper Aerobics Center  
Crate & Barrel

The Crow Museum of Asian Art  
Crystal Bridges Museum of Modern Art  
Current Energy  
Dallas Center for the Performing Arts  
Dallas Child Magazine  
The Dallas Museum of Art  
Dallas Society of Visual Communications (DSVC)  
The Dallas Theater Center  
The Dallas Zoo  
DDB  
Discovery Channel  
Etsy  
Fossil  
Goldhouse Animation Studios  
Haggar Clothing  
Hallmark  
Harcourt Books  
Hasbro  
HEB  
The Home Depot  
Hyperactive Magazine  
IBM  
Jasper Group  
KEXP Seattle  
La Duni  
La Quinta  
Lavazza Coffee  
Mary Kay  
Mountain Dew  
Mystic Tan  
The National Student Show & Conference  
Naturesweet  
Neenah Paper  
Neiman Marcus  
New Page  
Newrez  
The New York Times  
Nickelodeon  
Omni Hotels & Resorts

On the Border  
Overstock  
Papyrus  
Parragon Publishing  
PepsiCo  
The Perot Museum of Nature and Science  
Pizza Hut  
Publix  
Sally Beauty Supply  
Sappi Fine Paper  
Shiner  
Shockwave  
Sony  
Southwest Airlines  
SPCA of Dallas  
Studio Movie Grill  
Sub-Zero Wolf  
The Tallest Man on Earth  
Target  
Texas Instruments  
Tribal DDB  
The Tucson Zoological Society  
TXU  
Uclick  
The United States Navy  
Van's Kitchen  
W Hotels  
Williamson Printing  
Wyndham Hotels and Resorts  
Yum!  
Zeus Jones