

CURRICULUM VITAE
ASSAF AVNI
DOCTORAL CANDIDATE, ADVERTISING
Nurturing Creativity in Advertising Teams

CONTACT INFORMATION

Assaf Avni

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The University of Texas at Austin
Advertising Department
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Austin, TX 78712

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Austin, TX 78759

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EDUCATION

Ph.D. Candidate (ABD), Advertising, May 2008 (anticipated graduation)

Dissertation Topic: Nurturing Creativity in Advertising Teams

Department of Advertising
The University of Texas at Austin

M.A., Advertising, Texas-Creative, 2004

Department of Advertising
The University of Texas at Austin

B.A., Advertising w/Graphic Design concentration, 2001, Summa Cum Laude

Department of Advertising, Department of Art and Art History
Michigan State University

RESEARCH

Avni, A. (defending May 2008). Nurturing Creativity in Advertising Teams. Ph.D. Dissertation. The University of Texas at Austin.

Avni, A. (March 2007). Nurturing Creative Teams - Managing for Innovation. American Creativity Association 2007 Annual Conference, Austin TX.

Avni, A. (2004). Aren't We All Creative? The Creative Process and the Way It Differs In Art Directors' vs. Copywriters' Work. Unpublished Master's Thesis. The University of Texas at Austin.

Avni, A. (2004). The Pedagogical Principles Behind Hebrew Exit Exams. National Association of Professors of Hebrew (NAPH) International Conference on Hebrew Language, Literature and Culture. Austin, Texas.

AWARDS, FELLOWSHIPS, AND GRANTS

2007 Texas Exes Teaching Award

Each year the Texas Exes allow students to choose the best educators on campus. In 2007, the Texas Exes Teaching Award recognized 28 educators at UT whose commitment to students has an effective, positive influence on the educational experience and lives of those they teach.

2007 William S. Livingston Outstanding Graduate Student Academic Employee Award

This \$4000 award recognizes one outstanding Assistant Instructor at The University of Texas at Austin for their teaching performance and contribution.

2005 Ray Hall Fellowship Award

This \$3000 fellowship is awarded to graduate students majoring in Advertising in recognition of their talent in advertising media or in the creative area of advertising. Awarded by The University of Texas at Austin's Department of Advertising.

2004 Internet, Culture, and Society Conference, Digital Poster Award, Second Place

Presentation Title: How Advertising Really Works

Sponsored by the Science, Technology and Society (STS) program at The University of Texas at Austin, College of Liberal Arts.

TEACHING ACTIVITIES

Course Instructor

ADV 316: Creativity and American Culture

Department of Advertising,

The University of Texas at Austin, Fall 2006, Fall 2007

- Teaching a cross-listed class of approximately 350 undergraduate students

ADV 303: Advertising and Popular Culture

Department of Advertising,

The University of Texas at Austin, Spring 2007

- Taught an advertising class of approximately 300 undergraduate students

HEB 507: Modern Hebrew - First Year / Second Semester

Department of Middle Eastern Cultures and Languages,

The University of Texas at Austin, Spring 2004

- Taught a class of 25 undergraduate and graduate students

HEB 506: Modern Hebrew - First Year / First Semester

Department of Middle Eastern Cultures and Languages,

The University of Texas at Austin, Fall 2003

- Taught a class of 30 undergraduate and graduate students

HEB 101 / HEB 102: Modern Hebrew - First Year

Department of Linguistics and Germanic, Slavic, Asian and African Languages,

Michigan State University, Fall 1998 - Spring 1999

- Taught a class of 20 undergraduate and graduate students

Course Assistant

ADV 334: International Advertising - Study Abroad Course in London

Department of Advertising, w/ **Dr. Minette Drumwright**

The University of Texas at Austin, Summer 2006 (including a pre-seminar in Spring 2006)

- Assistant Instructor for a 30 students study abroad class at the University of London

Advertising Creative Lab - Texas Creative Portfolio Sequence

Department of Advertising,

The University of Texas at Austin, 2004-2006

- Proctored the Texas Creative Lab and assisted advertising portfolio students with design software

ADV 325/387: Intro to Advertising Creativity

Department of Advertising, w/ **Maria Rivera**

The University of Texas at Austin, Fall 2005, Spring 2006

- Assistant Instructor for 260 and 170 undergraduate and graduate advertising students

ADV 325: Intro to Advertising Creativity

Department of Advertising, w/ **Dr. Glenn Griffin**

The University of Texas at Austin, Spring 2005

- Teaching Assistant for a class of 130 undergraduate and graduate advertising students

ADV 316: Creativity and American Culture

Department of Advertising, w/ **Dr. Glenn Griffin**

The University of Texas at Austin, Fall 2004

- Assisted in teaching a cross-listed class of approximately 120 non-advertising undergraduate students

ADV 343K/483: Advertising Portfolio Development

Department of Advertising, w/ **Dr. Glenn Griffin**

The University of Texas at Austin, Fall 2004

- Assisted in teaching a class of approximately 40 undergraduate and graduate students in the Texas Creative sequence

ADV 325: Intro to Advertising Creativity

Department of Advertising, w/**Dr. Deborah K. Morrison**

The University of Texas at Austin, Summer 2004

- Assisted in teaching a class of approximately 80 undergraduate and graduate advertising students

MKT F370: Marketing Policies

The McCombs School of Business, Department of Marketing, w/ **Dr. Herb Miller**

The University of Texas at Austin, Summer 2004

- Assisted in teaching a class of approximately 40 upper-level undergraduate marketing students

HEB 507: Modern Hebrew - First Year / Second Semester

Department of Middle Eastern Cultures and Languages, w/ **Yaron Shemer / Monica Yaniv**

The University of Texas at Austin, Spring 2003

- Assisted in teaching a Modern Hebrew class of approximately 30 undergraduate and graduate students

HEB 312K: Modern Hebrew - Second Year / Second Semester

Department of Middle Eastern Cultures and Languages, w/ **Yaron Shemer / Monica Yaniv**

The University of Texas at Austin, Spring 2003

- Assisted in teaching a Modern Hebrew class of approximately 30 undergraduate and graduate students

HEB 506: Modern Hebrew - First Year / First Semester

Department of Middle Eastern Cultures and Languages, w/ **Dr. Esther Raizen**

The University of Texas at Austin, Fall 2002

- Assisted in teaching a Modern Hebrew class of approximately 30 undergraduate and graduate students

HEB 313L: Modern Hebrew - Second Year / First Semester

Department of Middle Eastern Cultures and Languages, w/ **Dr. Esther Raizen**

The University of Texas at Austin, Fall 2002

- Assisted in teaching a Modern Hebrew class of approximately 30 undergraduate and graduate students

TC 848: Interactive Multimedia Design

Department of Telecommunication, w/ **Dr. Carrie Heeter**

Michigan State University, Sep - Dec 2001

- Assisted a Flash and Interactive Multimedia Design class of approximately 25 graduate students

INVITED PRESENTATIONS AND LECTURES

BUS 456: Special Topics in Marketing / Advertising Campaign

School of Business

Huston-Tillotson University, Austin, TX, Fall 2007

- Nurturing Creativity in a Business Setting

ADV 325/387: Intro to Advertising Creativity

Department of Advertising

The University of Texas at Austin, Fall 2005, Spring 2006, Fall 2007

- Agency Creative Roles
- Creative Teams - The Creative Process in Teamwork
- Managing for Creativity

CMS 316: Interviewing - Principles and Practices

Department of Communication

The University of Texas at Austin, Fall 2006

- Branding Your Life - Planning Your Future

ADV 305: Fundamentals of Advertising

Department of Advertising

The University of Texas at Austin, Fall 2005, Spring 2006, Fall 2007

- Creativity in Advertising - Theory x Practice
- Play Well With Others - Idea Generation Techniques

Department of Middle Eastern Cultures and Languages,

The University of Texas at Austin, Fall 2004

- Honk If You Like Bumper Stickers - Israeli Politics, History and Language through Pop-Culture

SERVICE ACTIVITIES

American Academy of Advertising (AAA), 2006-Present

Webmaster / Web Designer

- Established an online community forum, member-directory, and membership management system
- Established an online payment system for membership renewals and past journal purchases.
- Initiated and managed the AAA online conference registration system
- Work directly with AAA President, Executive Committee and Publication Committee to increase membership through online presence and communication

American Creativity Association (ACA), 2007

- Assisted in promotions and marketing for the organization and its events

Destination ImagiNation, 2006

Volunteer Judge

- Destination ImagiNation is a community-based, school-friendly program that builds participants' creativity, problem solving, and teamwork in enjoyable and meaningful ways.

Intellectual Entrepreneurship Mentor Program, 2005-2006

Department of Communication

The University of Texas at Austin

- Mentored undergraduate students who are interested in graduate school opportunities

Explore UT, 2004

Department of Advertising, Texas Creative Sequence

The University of Texas at Austin

- Represented the Texas Creative program at the university-wide open-house

National Association of Professors of Hebrew (NAPH)

International Conference on Hebrew Language, Literature and Culture

Austin, Texas, June 2004

- Assisted in organizing the 2004 NAPH conference

Explore UT, 2003

Department of Middle Eastern Cultures and Languages,

The University of Texas at Austin

- Represented the Hebrew Studies program at the university-wide open-house

BUSINESS AND NON-ACADEMIC EXPERIENCE

Founder, Web Designer, and Chief Editor

The Creative Intensive Network (CIN)

<http://www.CreativeIntensive.org>

- An online community dedicated to the promotion of creativity and innovation in research and education

Founder

Advertising Theory in Practice (AdTIP)

- Organization dedicated to bridging the gap between theory and practice in advertising

Founder, Web Designer, Maven, and Connector

<http://www.creativi-t.com>

- Design websites, logos, marketing communication and branding
- Professional development training in the areas of teamwork, innovation, and creativity

Art Director / Designer

Unique Image Advertising, New York, NY, Dec 2001-July 2002

- Art directed and designed ads, websites, and PR material

Art Director, Internship

McCann-Erickson, NY, Jun - Sep 2001

- Art directed and designed ads for the L'Oreal Paris group

Assistant Director

Department of Residence Life, Owen Graduate Center

Michigan State University, Jan 1999 - May 2001

- Facilitated community development and multicultural competence for over 800 students
- Advised graduate students

Web Designer

Michigan State University, Apr 1999 - May 2001

- Designed, developed and maintained websites for four departments at MSU

International Orientation Program Coordinator

Office for International Students and Scholars

Michigan State University, Summer 1999, Summer 2000

- Coordinated one of the largest international orientation programs in the U.S.

Government

Air-Force Administration Officer, First Lieutenant

Israeli Air Force, 1993-1997

- Served as an Administration Officer in a 500 soldiers unit and as a direct commander of six soldiers

MEMBERSHIPS

American Academy of Advertising (AAA)

- Webmaster (2006-2009) and Member (2004-2007)

Advertising Graduate Council, The University of Texas at Austin

- Creative Director (2003) and member (2004-2007)

International Advertising Association (IAA)

- Internship Program, NYC, Summer 2001

American Advertising Federation (AAF), Michigan State University Chapter

- Art Director, 2000-2001

Advertising Association, Michigan State University

- Member, 1998-2001

- American Center for Design (ACD), Michigan State University Chapter

Member, 1998-1999

Michigan State University Friends of Israel

- Founder, President and Web Designer, 1999-2001

OTHER PROFICIENCIES AND LANGUAGES

- Excellent communication skills
- Great multi-tasking abilities
- Extensive managerial and administrative experience
- Conflict resolution and problem solving skills
- Advanced multimedia, web design, online database management, and web programming skills

English: Fluent in speaking, reading, and writing

Hebrew: Fluent in speaking, reading, and writing

Professionally trained mediator and facilitator

- Certified by the Dispute Resolution Program, Department of Communication Studies, The University of Texas at Austin
- Completed 40 hours training established by the Texas Mediation Training Roundtable under the 1987 Texas alternative Dispute Resolution Procedures Act
- Completion 50 additional hours for a total of 90 hours of learning and practice

Trained in acting and improvisation

- The Actors Institute, NY (2001) - The Creative Dynamic (Mastery) - Through performance, coaching, and improvisation, this workshop addresses many of the challenges one faces in communicating to an audience. I've been involved with this workshop for over 9 years, in Israel, NY and Austin, TX.
- The Hideout Theater, Austin TX (2005) - Beginning Improv class.

PERSONAL INTERESTS

- Life, people, art, design, human behavior, nature, advertising, and paragliding, to name a few
- Traveling and learning about other cultures is also a big part of my life. I participated in a number of cross-cultural communication programs and led a few others. I have been to Spain, Portugal, UK, Italy, Israel, Egypt, Kenya, Mexico, and Canada and camped across the U.S.

ACADEMIC REFERENCES

Dr. Isabella C. Cunningham, Department Chair
Department of Advertising
The University of Texas at Austin
Telephone: 512-471-8126
Email: isabella.cunningham@austin.utexas.edu

Dr. Tommy Darwin, Director of Professional Development and Community Engagement, Office of the Vice
Provost and Dean of Graduate Studies
The University of Texas at Austin
Telephone: 512-232-3632
Email: tdarwin@mail.utexas.edu

Dr. Minette Drumwright (Ph.D. Course Committee Chair / Dissertation Advisor)
Department of Advertising
The University of Texas at Austin
Telephone: 512-471-2367
Email: mdrum@mail.utexas.edu

Dr. Deborah K. Morrison (Master's Advisor)
School of Journalism and Communication
University of Oregon
Telephone: 541-346-1797
Email: debmor@uoregon.edu

Dr. Esther Raizen, Department Chair
Department of Middle Eastern Cultures and Languages
The University of Texas at Austin
Telephone: 512-475-6654
Email: raizen@mail.utexas.edu

Dr. Jef Richards, AAA President-Elect, 2007
Department of Advertising
The University of Texas at Austin
Telephone: 512-471-8118
Email: jef@mail.utexas.edu