



TIRELESS AND BRIGHT: STORIES OF CCAD SUCCESS IN THE NEW CREATIVE ECONOMY

#myccad ccad.edu

Pictured: a few projects by our talented alumni



Why Hire CCAD Grads?

Employers want people who offer more than just a degree. CCAD grads are tenacious; they carry the diverse and balanced skills needed for success in any business environment.

“ It’s an approach to work that the most skilled people in any field use ... we start every task with how can I do this better? And that’s a creative endeavor no matter what you’re doing. Artists just happen to be taught and are expected to make things better every time they do something. The CCAD grads I’ve worked with will give everything they’ve got to make it right. **It’s this deep work ethic—that ready-to-jump-in-and-work mentality—that I think a CCAD grad embodies.**

Jeni Britton Bauer

Founder and Chief Creative Officer,
Jeni’s Splendid Ice Creams

“ Not only is a creative career personally fulfilling and soul-satisfying but it can also be quite lucrative. ... I’m always looking for thoughtful, creative talent who views the world through a unique lens and can help bring interesting and innovative ideas to life.

Amy Stevenson

Senior Vice President, Chief Marketing Officer,
Designer Shoe Warehouse



A CCAD education trains you to succeed within and beyond art and design. We nurture ambition, focus talent, and establish the groundwork so you can take off running. Our alumni have gone on to start their own businesses, work at Fortune 500 companies, and use their art and design degrees in a variety of ways. **Here are stories of independent and corporate leadership, entrepreneurial grit, freelance ingenuity, not-for-profit service, and global impact.** What becomes clear from these stories is simple: **CCAD is a great investment.**

**A return on
your college
investment**

83.7%

of graduates have jobs or higher
educational plans a year after graduation

85.5%

of BFA graduates identified their primary post-graduation occupation as somewhat or very related to their program of study. This is higher than the average responses reported by other AICAD (Association of Independent Colleges of Art and Design) schools at 76%.

Source: Respondents to 2019 survey of 2018 CCAD graduates

Freelance Success



“ Every day at my social media marketing agency, I use skills that I can trace back to courses I took at CCAD.

Tia Ramey

Class of 2011, Fashion Design
Marketing Director, Ramey Marketing LLC



“ Coming into CCAD as a freshman, I was nervous about everything I didn't know about film, gear, and the technical jargon of the art world. I always tell everyone that I didn't even know what a jpeg was when I started. I think this is a testament to just exactly how much you can learn in four years if you have the desire to do so. My time at CCAD, specifically at the CCAD Student Agency, gave me the ability to cut my teeth as a storyteller in the world of marketing, which is where I work today.

Darrin Faires

Class of 2019, Film & Video
Digital Content Specialist, Memorial Health

“ The biggest thing I appreciate about CCAD is that it wasn't easy. Work-life balance is important, but when I came to Abercrombie, staying here until 7 or 8 a couple nights a week, I did not feel stressed. **I learned a standard at CCAD, and that standard was high.**

Kyoko Seki

Class of 2005, Fashion Design
Senior Designer, Abercrombie & Fitch
Co-founder, mrlly



“ CCAD has fostered a culture where both professors and fellow students encouraged us to experiment outside of our comfort zone. Oddly enough, **learning how to be comfortable with being uncomfortable has been one of the most valuable lessons I've carried into the first steps of my career.** However, the most valuable gift from CCAD, was that while I was there I met the best group of peers I could've asked for. Not only are they amazing friends, but as fellow designers they would challenge me to look for inspiration and lessons outside of the classroom.

Teodoro Viera

Class of 2018, Advertising & Graphic Design
Designer, E. & J. Gallo Winery



Our alumni have gone on to work in places large and small, and many have branched out on their own as freelancers, where they've found the opportunity to work where they want, for whom they want, to explore the world and their medium.

Kelsey shoots for publications such as *The New Yorker* and the *New York Times*, and does commissions for companies including Apple and Zappos (above).

“ In addition to instilling the importance of relationships with peers and mentors, CCAD developed in me the essential mind-set of persistence, improvement, (over)preparedness, and positivity in my work as a freelancer.

Kelsey McClellan

Class of 2012, Photography
Freelance Photographer
Winner 2017 *Photo District News* Objects of Desire contest

CCAD students can minor in Business—but even if they choose not to, all students experience a curriculum in which they'll learn such key skills as marketing, finance, and intellectual property. That way, they're prepared for success no matter what, whether they're starting their own business, freelancing, or working for a big-name company.

Entrepreneurial Success



Left: Jewelry designers Anne Holman and Jen Townsend, both CCAD Fine Arts alums, own and operate The Smithery in the Columbus suburb of Grandview. Columbus is supportive of the arts and has a low cost of living, they say.

Right: Online Ceramics, a design company founded by Fine Arts grads Elijah Funk and Alix Ross, has won raves from *GQ*, *Vogue*, *Vice*, and even *The Wall Street Journal*. Funk says the personal brand of weirdness that distinguishes the brand was encouraged by CCAD faculty and staff.

“ My work ethic incubated at CCAD. Learning to practice technique and develop ideas is so crucial. It’s important that you learn how to take criticism, and so many people get discouraged or don’t find ways to engage in critiques. **Critiques in art school are so incredibly valuable and supportive, and I don’t know if you can fully realize it while you’re there.** Because once you have graduated, there is nothing more you want than to find somebody to give you honest critical feedback.

Anne Holman

Class of 2002, Fine Arts
Co-owner, The Smithery

“ CCAD was hard, things had to be perfect, up to the millimeter. And having to learn technical drawing and oil painting and color theory ... at the time, it was like, ‘Why are they making me do all these little mundane things?’ (But) **I appreciate the work ethic CCAD instilled in me. And I learned so many life skills that you wouldn’t learn at a ‘normal’ school.**

Elijah Funk

Class of 2012, Fine Arts
Co-founder, Online Ceramics

The numbers

don't lie

Columbus is:

No. 1

opportunity city in the U.S. ¹

No. 2

city for gamers in the Midwest ²

No. 3

city with most fashion designers—behind New York and Los Angeles ³

No. 4

best city to start a business ⁴

No. 5

best city for new college grads ⁵

1. *Forbes*, Sept. 18, 2014
2. *WalletHub*, June 10, 2020
3. *Emsi*, 2014
4. *Inc.com*, May 2, 2017
5. *SmartAsset*, April 9, 2020



Now is the time for artists and designers to change the world, and a CCAD education helps you do just that. **Our grads see the world from informed perspectives and have the tools to make real change.**

■ ■ CCAD taught me valuable lessons in and out of the classroom. Above all else, the relationships I made (there) have been the most impactful. At Creative Control Fest, we are able to involve students from CCAD, specifically the Black Student Leadership Association, a group we started while in school. Hard work, relationships, and disrupting different spaces ultimately create opportunities.

Marshall Shorts

Class of 2006, Industrial Design, Advertising & Graphic Design
Co-Founder, Creative Control Fest
Owner, Soulo Theory Creative

■ ■ I developed an insane work ethic [at CCAD] that I don't believe I would have received at any other institution. I also learned the importance of networking and relationship building. Creative Control Fest has sparked a conversation in Columbus about the lack of diversity in creative industries. I believe our local impact will initiate a ripple that will be felt on a national level as we continue to grow this conference.

Corey Favor

Class of 2003, Illustration
Co-Founder, Creative Control Fest
Entrepreneur and Creative Professional



A group of Columbus College of Art & Design grads has spearheaded a creative new approach—Art Your Way—to help high school students cope with one of life's challenges—bullying. Born from a 2014 Liberal Arts class project between CCAD and the You Will Rise Project with students from the Arts and College Preparatory Academy, the program provides Columbus high school juniors and seniors with one-on-one mentoring from creative professionals and art therapists to help them manage bullying.

■ ■ In these trying times, it's more important than ever to bring awareness to issues of abuse, discrimination, harassment, and oppression affecting all ages, races, and backgrounds," said Miller, cofounder and executive director of Art Your Way, and a programming director with You Will Rise.

Madeline Miller

Class of 2015, Illustration
Director, Art Your Way Foundation

In a recent survey from SNAAP

90%

of recent arts alumni report that they've supported the arts in their community by volunteering, donating money, or attending an arts event.

91%

rated their overall educational experience as "good" or "excellent".

86%

of arts alumni would recommend the experience to other students.

95%

reported their arts education was very relevant to their current work.

World Impact



An art and design education encourages possibility. Students who learn to be comfortable in the uncertainty of possibility have the depth and guts to go far. CCAD prepares students for success in many fields, and many environments. Recent grads are now building careers in **Canada, Chile, China, Colombia, Cyprus, Denmark, Dominica, Finland, Germany, Greece, India, Indonesia, Italy, Jamaica, Japan, Mexico, Nigeria, Norway, Russia, Scotland, Singapore, South Korea, Sri Lanka, Switzerland, Taiwan, Thailand, United Arab Emirates, United Kingdom, and Venezuela.** Our grads are impactful across industries and around the world.

“ When I first moved back to Asia, I saw a low demand for design techs in corporate team structure. Despite my training in design, I decided to take on a newly established pre-production role. By identifying and solving problems, I found my way to my current role in innovation for Mast Global. I was able to pivot in my career and land well precisely because I had the technical training and confidence in creative thinking.

Queenie Lee

Class of 1999, Fashion Design
Director of Innovation, Mast Global

“ I really value the skill of critiquing and receiving critiques that CCAD instilled in me. It can be a very tricky subject, especially when working with people of different cultures and nationalities. It’s an area about which I am still learning every day how to act more professionally with my team and others around me, I think CCAD established a good foundation for that in the classroom critiques.

Wes Talbott

Class of 2005, Illustration
Design Master, LEGO Group

“ CCAD showed me that if you really want something, you can work and make it happen. I valued the opportunity to stretch out of comfort zones and try new creative outlets.

Susana Madrid

Class of 2010, Fashion Design
Founder and Designer, Susana Madrid

“ [CCAD is] one of the best art schools in the Midwest, and it has really amazing facilities and good resources. The MFA program is such an open program that helped me a lot in building up my own theory of creativity and art.

Dalong Yang

Class of 2015, Master of Fine Art’s
Freelance Photographer

On this page (from top): Wes Talbott, LEGO Elves model design; Susana Madrid, shoe design for Susana Madrid; Dalong Yang, *Shanghai Baby 1*



**We’ve got
your number**

68.4%

of CCAD’s undergrad alumni who responded to a survey said they completed at least one internship, co-op, assistantship, or other form of service learning while working on their degree.

Among those with internships

73.7%

said their internships were paid

87.2%

said their internship helped prepare them for their workplace and their careers

100%

of internships leading to hire were paid



Columbus College
of Art & Design

Admissions
60 Cleveland Ave.
Columbus, OH 43215

“ CCAD’s reputation speaks for itself. While working in New York the last eight years, it is always a known college whenever I mention it. The school prepares its students for the reality of working in an arts/design-based environment—and employers have taken notice.

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Cassandra Lyon

Class of 2010, Industrial Design