



## SARA TACK

six windfield lane  
troy, new york 12180  
518.577.4479  
saratack@smithandjones.com

*in no particular order - designer, art director, artist, teacher | www.saratack.com*

## PROFESSIONAL HIGHLIGHTS

**2008–Present**  
EVP Image & Identity  
at Wanderlust  
createwanderlust.com

Wanderlust – a Branding Agency specializing in travel and destination marketing. Client experience includes: The Chickasaw Nation, Glimmerglass Festival, Historic Deerfield, Howe Caverns, Long Island’s South Shore Bayway, MoHu Fest, NYS Communities & Waterfronts, Mount Snow and Windham Mountain.

**1985–Present**  
Principal and  
Creative Director at  
Smith & Jones  
smithandjones.com

Smith & Jones – a New York State based Advertising Agency. Experience includes a range of local, regional, national and international clients: Adidas, Albany Institute of History & Art, Cellular One, Capital Repertory Co., Crane & Co., Ellis Medicine, GE, Farm Family Insurance, Heineken, Hudson Valley Community College, Legacy Banks, MapInfo, Michelin, NYS Health Department, Pitney Bowes, Planned Parenthood, Proctor’s Theatre, Provident Bank, The Sage Colleges, Silhouette Optical, Union College, Vassar Brothers Medical Center.

### Publications

*AdWeek, American Corporate Identity, Fuel Your Branding, Get Visual Blog Spot, Graphic Design USA, Logo Lounge, Logo Lounge Masters Library Book 4 - Typography, Step-By-Step Graphics.*

### Awards

AIGA New York State of Design, American Graphic Design Awards, CEBA Awards, Creativity, Graphic Design USA, Logo Lounge, Macromedia People’s Choice Awards, MarCom Awards, National Healthcare Advertising Awards, New York Festivals, One Show, Rebrand 100, Telly Awards.

## TEACHING EXPERIENCE

**1996-2014**  
Lecturer or  
Adjunct Professor,  
Rensselaer  
Polytechnic  
Institute  
electronic  
media arts &  
communication  
[EMAC]

Brand Identity,  
Color Theory,  
Intro to Visual  
Communication,  
Typography,  
Advanced Typography,  
Visual Design

**2012-2013**  
Adjunct Professor,  
Hudson Valley  
Community  
College  
Digital Media  
Program

2D Animation

**2003**  
Visiting Assistant  
Professor,  
Skidmore College  
Department of Art  
& Art History

Advanced  
Communication  
Design

**2001**  
Visiting Professor,  
Maryland Institute  
College of Art  
New Media  
Graduate Program

Typography  
for Multimedia

## EDUCATION

**Rensselaer Polytechnic Institute**  
MFA, Electronic Arts

**Purchase College**  
BFA, Graphic Design





## SARA TACK

six windfield lane  
troy, new york 12180  
518.577.4479  
saratack@smithandjones.com

*in no particular order - designer, art director, artist, teacher | www.saratack.com*

## EXHIBITIONS

- |             |   |             |  |             |   |
|-------------|---|-------------|--|-------------|---|
| <b>2011</b> | The Art Center of the Capital Region, Troy, NY<br><i>Memoirs Project - Text as Art</i><br><i>Video Poetry Installation - "mermaid"</i>            | <b>2001</b> | Maryland Institute College of Art,<br><i>Faculty Show, artist's book - "wadyasay"</i><br>Nickle Arts Museum, Calgary<br><i>Contact Zones, The Art of CD-ROM, installation - "deliverysystem"</i> | <b>1998</b> | Herbert F. Johnson Museum, Cornell University*<br><i>Contact Zones, The Art of CD-ROM, curated by Tim Murray, CD-ROM- installation "deliverysystem"</i>   |
| <b>2009</b> | Fulton Street Gallery, Troy, NY<br><i>Women Artists -Digital prints- "larger than life"</i>   | <b>2000</b> | The Art Center of the Capital Region, Troy, NY<br><i>Interactive installation - "the way it is"</i>  | <b>1997</b> | The Kitchen, NY, NY<br><i>CD-ROM installation - "deliverysystem"</i>  |
| <b>2004</b> | Firlefan Gallery, Albany, NY<br><i>Shock &amp; Awe, Some American Art - Flash animation - "Autumn"</i>  |             | Albany Center Galleries, Albany, NY<br><i>Bookends - Visual Texts, curated by Sarah Cunningham, video installation &amp; artist's book - "wadyasay"</i>  | <b>1996</b> | The Loft, Albany, NY<br><i>Video screening - "Talking to God"</i><br><br>Chapel & Cultural Center, RPI<br><i>Video screening - "Talking to God"</i><br><br>Bard College<br><i>Video screening - "Talking to God"</i><br><br>Bennington College<br><i>Video screening - "Talking to God"</i> |
| <b>2003</b> | Skidmore College, Schick Art Gallery<br>Saratoga Springs NY<br><i>Faculty Exhibition: "and it has been said"</i>                                  | <b>1999</b> | Virginia Film Festival<br><i>CD-ROM installation - "deliverysystem"</i>  |             | RPI Playhouse, Troy, NY<br><i>Performance, sound piece - "Sounds From the First Year"</i>   |
|             | The Art Center of the Capital Region, Troy, NY<br><i>Gala Exhibition: Out of the Box</i><br><i>Interactive installation - "Conscription Game"</i> |             | Centro De La Imagen, Mexico City<br><i>Contact Zones, The Art of CD-ROM, installation - "deliverysystem"</i>   |             |   |
| <b>2001</b> | Firlefan Gallery, Albany, NY<br><i>Grand Opening Show - Digital print "memory in duct tape &amp; plastic"</i>                                     |             | Museum of Art at the Dick Institute, Scotland<br><i>Millennial Minutes, curated by Daniel Reeves, video installation - "and they say"</i>  |             | *Permanent Collection   |
|             | Vancouver Video Poem Festival,<br><i>Furied Show - "and it has been said"</i>   |             |  |             |   |

