

Willie Baronet
433 Trinity River Circle
Dallas, TX 75203
469-939-0316
willie@williebaronet.com

Education

- 2011** MFA Arts and Technology
University of Texas at Dallas, Dallas, TX
- 1982** BFA Applied Arts (Advertising Design focus)
University of Louisiana at Lafayette (magna cum laude)
Lafayette, LA
- 2000 - 2001** MLS (Master of Liberal Studies)
9 credit hours completed
Southern Methodist University, Dallas, TX

Professional Experience

- 2006 - Present** Adjunct Faculty, Texas Christian University
Life/Business Coach
Design and Marketing Consultant
Artist
- 1992 - 2006** Owner, Creative Director
GroupBaronet (formerly GibbsBaronet), Dallas, TX
- 1989 - 1992** Creative Director
Knape & Knape, Dallas, TX
- 1985 - 1989** Senior Designer
SullivanPerkins, Dallas, TX
- 1984 - 1985** Art Director
Allday & Associates, Dallas, TX
- 1982 - 1984** Art Director
The Graham Group, Lafayette, LA
- 1982 - 1983** Art Director
New South Magazine, Lafayette, LA

Corporate experience included a wide variety of responsibilities in the management and ownership of a marketing communications firm. Managing all departments, creative direction, business development, self-promotion, operations, strategic account planning, managing client relationships and much more.

The bulk of my career was spent in the development and production of creative work, and in hiring, inspiring, managing, and developing designers, art directors and writers. Projects included naming, corporate identity, all forms of print collateral, direct mail, self-promotion, advertising (in all media), interactive, social media, environmental design, motion graphics, and strategic planning. For clients in a variety of sectors: healthcare, travel and tourism, technology, furniture and wallcovering, financial services, shipping, energy, food and beverage, education, museums, consulting, leadership training, and fashion, among others.

Teaching Experience

- 2010 - Present** Texas Christian University, Fort Worth, TX
Adjunct Faculty
Taught classes in Packaging Design, Publication Design, Portfolio Enhancement
- 2001 - 2007** Syracuse University, Syracuse, NY
Adjunct faculty
ISDP – Graduate level (MA) advertising design program
- 1994 - 1995** Texas A&M University Commerce, Commerce, TX
Adjunct faculty
Senior level comprehensive portfolio class
Assigned design projects in order to prepare students for entering the design and advertising job market
- 1988 - 1994** Brookhaven Community College, Dallas, TX
Adjunct faculty
Senior level classes in advertising design, type design, portfolio review

Annuals, Books, Catalogs and Other Publications

- 2005** Print Regional Design Annual 2005
Stationery for Paul Morgan Photography
Promotional mailer for Paul Morgan Photography
- 2004** The Best of Business Card Design 5, by Cheryl Dangel Cullen
Artful Giving Business Card
- Graphis Logo 6
Two Birds Film Logo
- The Power of Paper in Graphic Design, by Catharine Fishel
GroupBaronet Deck of Cards
Silver Snowman Holiday Card 2001
- Print Regional Design Annual 2004
Turtle Creek Chorale Logo

“Willie Baronet has been one of the most insightful and inspired individuals to influence my work. I greatly respect his opinion and can say that being one of his pupils has been a privilege.”

Deni Stoyanova

Student, Texas Christian University, 2011

- 2003** Layout: Making It Fit: Finding the Right Balance Between Content and Space by Carolyn Knight and Jessica Glaser
TITAS Catalog
- Designers in Handcuffs: How to Create Great Graphics When Time, Materials and Money Are Tight by Pat Matson Knapp
Quoted four times throughout the book
- 2002** Information Graphics and Visual Clues, by Ronnie Lipton Green
Video Packaging for Two Birds Film Company
Forest Technology Group Logo
AIDS Arms LifeWalk Logo
Two Birds Film Company Logo
- The Best of Business Card Design, by Cheryl Dangel Cullen
Artful Giving Business Card
Cheryl Polito Manicurist Business Card
- Design Humor, The Art of Graphic Wit, by Steven Heller
LHS Reunion Invitation/Poster
- Color Graphics: The Power of Color in Graphic Design,
by Karen Friedman
Dallas Services Direct Mail Campaign
- The Power of Paper in Graphic Design, by Catharine Fishel
GroupBaronet Self-promotional Deck of Cards
GroupBaronet 2001 Holiday Card
- Print Regional Design Annual 2002
Forest Technology Group Logo
Air Law Symposium Luncheon Invitation
- 2001** Advertising for Dummies, (Premier Issue), by Gary R. Dahl
Technical Editor
- Print Regional Design Annual 2001
AIDS Arms LifeWalk Logo
GroupBaronet Holiday Card
Cheryl Polito Business Card
- Communication Arts Design Annual 42
Green Video Packaging for Two Birds Film Company

"Willie at his core is a mentor. A generous and honest person who only wants to see success and the best come out of whoever is in his presence."

Richard Zeid

*Professor, Columbia College,
Chicago, IL*

Student, Syracuse University, 2001

- 2000** Creative Edge Brochures, by Gail Finke
Andy Post "Flashlight" Promotion
 (includes special mention in introduction by author)

Print Regional Design Annual 2000

Despair, Inc. Logo
Dallas Services ECI Direct Mail
Woman, A Celebration Logo
AIDS Arms "Bungle in the Jungle" Poster

Critique, The Magazine of Graphic Design Thinking
GroupBaronet featured in article "Texas Studio Tour"

- 1999** Critique, The Magazine of Graphic Design Thinking
 (The Big Crit)
Artist Rep Christmas Party Invitation

Graphic Design USA 19: The Annual of the American Institute of Graphic Arts
GTE Mainstreet Motion Graphics

Print Regional Design Annual 1999
Rough, DSVC Newsletter, February 1998 Issue
2121 Flora Ad

- 1998** Print Regional Design Annual 1998
CharlieUniformTango Chromosome Ad
Workplace Partners Logo
Hewitt Associates Promotional Folder

Graphis T-shirt Design 2
GibbsBaronet 5 Year Anniversary T-shirt
GibbsBaronet Walter Ego T-shirt

Critique, The Magazine of Graphic Design Thinking
 (The Big Crit)
charlieuniformtango Direct Mail

- 1997** Print Regional Design Annual 1997
Colberts Ad
Birth Announcement for the Wooley Family

"As my teacher and mentor, Willie Baronet has educated me with knowledge and creativity backed by real-life experiences. In the 20 years since I first took his design class, he has proven himself a committed advocate of art, design and humans. I believe students who are lucky enough to find themselves in his classroom will take away not only incredible design knowledge and skills for a worthwhile career, but also a greater sense of 'being' that will last them a lifetime."

Karen Morales
Freelance Designer
Student, Brookhaven Community College, 1990

1996 Graphic Design USA: 17, The Annual of The American Institute of Graphic Arts

Dean Rogers Music and Sound Design Logo

Design in Texas, A Retrospective Exhibition, American Institute of Graphic Arts

Acadiana Symphony Orchestra Logo

Print Regional Design Annual 1996

DSVC Dallas Show Invitation

La Madeleine French Bakery and Cafe Packaging

Northern Telecom Developments Newsletter

The Best of Business Card Design 2

Phillip Esparza Photography Business Card

Cheryl Pantuso Nail Technician Business Card

Max Wright Business Card

Sheila Kostelny Marketing Consultant Business Card

CustomWerx Business Card

GibbsBaronet Business Card System

1995 Graphis Design 95

Eric Pearle Photography Logo

Alta Ski Resort Logo

Amazon Club Logo

Graphic Design USA: 16, The Annual of The American Institute of Graphic Arts

GroupBaronet Self-promotional Booklet for DCCCD

Hannah McCue Birth Announcement

Print's Best Letterheads & Business Cards 4

Max Wright Business Card

Digital Sight + Sound Letterhead System

Philip Esparza Photography Letterhead System

Print Regional Design Annual 1995

Dream Cafe Ad

1994 Graphis Design 94

Allsteel, Inc. "Election" Brochure

Type Director's Club (New York), Typography 15

Hannah McCue Birth Announcement

"Willie Baronet is a great professor who pushes his students to fully explore their concepts, look at their work from different angles, and think outside of the box. He also encourages students to be confident in themselves and provides them with information and resources to prepare them for life after graduation."

Kandace Green

Student, Texas Christian University, 2011

1994 Communication Arts Design Annual 35*Eric Pearle Photography Logo*Print Regional Design Annual 1994*St. Paul Hospital Obstetrics Ad**Max Wright Business Card**Digital Sight and Sound Stationery**West End Post Ad "Which Is Right?"**Phillip Esparza Photography Stationery**West End Post Sound Design Card***1993** Print Regional Design Annual 1993*West End Post "Bathroom" T-shirt*Graphis Logo 2*Texas Commission on Alcohol and Drug Abuse Logo***1992** Communication Arts Design Annual 33*Kostelny Wedding Announcement*Typographic Design, by DBD International*Dallas Advertising Softball League Logo*Type Director's Club (New York), Typography 14*Kostelny Wedding Announcement*

Also chosen as Judge's Choice Award by Carol Twombly
 (Carol Twombly is an American calligrapher and typeface
 designer who has designed many typefaces, including Trajan,
 Myriad and Adobe Caslon)

1991 Graphic Wit, The Art of Humor In Design, by Steven Heller &
Gail Anderson*LHS Reunion Invitation/Poster*Graphis Poster 91*Mental Health Association of Dallas "Pop Quiz" Poster***1990** Print Regional Design Annual 1990*Strategic Telecom Logo**Mental Health Association of Dallas "Pop Quiz" Poster**HCA Medical Center of Plano "Little Matters" Book**City of Garland Economic Development Corporation Poster/Mailer*

*"There's a long-forgotten
 combination Willie helps you recall
 that unlocks a stash of dormant
 emotion and drive. In short order, it
 refreshes and energizes the brain...
 not to mention the soul."*

Joe Knezic

*Creative Strategist, Harrisburg, PA
 Student, Syracuse University, 2003*

- 1990** Type Director's Club (New York), Typography 11
Cantor Wedding Announcement
- Promo 1, The Ultimate in Graphic Designer's and Illustrator's Self-Promotion
Harper House Imagination Poster
SullivanPerkins Holiday Greeting Booklet
- 1989** Communication Arts Design Annual
HCA Medical Center of Plano "Little Matters" Book
Cantor Wedding Announcement
- Print Casebooks 8, The Best in Covers & Posters
LHS Reunion Invitation/Poster
- Graphis Design Annual 89
King Douglas Photography Logo
- Publication Design Annual 23, The Society of Publication Designers
Cheerleader Supply Company Newsletter/Catalogue
Intertrans Corporation Annual Report 1988
- Print Regional Design Annual 1989
Intertrans Corporation Annual Report 1988
- Sourcebook of Visual Ideas, by Steven Heller and Seymour Chwast
Acadiana Symphony Orchestra Logo
- 1988** 67th Art Directors Annual, The Art Directors Club of New York
KQZY Toy Drive Poster
- Graphic Design USA: 9, The Annual of The American Institute of Graphic Arts
LHS Reunion Invitation/Poster
- Type Director's Club (New York), Typography 9
King Douglas Photography Logo
LHS Reunion Invitation/Poster
Intertrans Corporation Annual Report 1986
- Print Casebooks 8, The Best in Covers and Posters
LHS Reunion Invitation/Poster

"Your teaching helped me know myself better — on levels I've never known before. It was profound, personal, and revealing. It was thoroughly refreshing and extremely positive. My self awareness lead to greater inspiration and stronger innovation."

Scott Sherman

*Assistant Professor, Ad Strategy
 Virginia Commonwealth University,
 Richmond, VA
 Student, Syracuse University, 2003*

- 1987** Communication Arts Design Annual
Harper House "Imagination" Poster/Direct Mail
HCA Medical Center "Teddy Bear" Poster
- Graphis Design Annual 87/88
Sunbelt Nurseries, Inc. Annual Report 1986
- Graphic Design USA: 8, The Annual of The American Institute of Graphic Arts
Sunbelt Nurseries, Inc. Annual Report 1986
- Print Regional Design Annual 1987
Charlton Methodist Hospital Announcement
Intertrans Corporation Annual Report 1986
- Annual Report Trends 7, published by S.D. Warren Company
Intertrans Corporation Annual Report 1986
(Featured full-page illustration by Willie Baronet)
- The Strategies of Annual Reports, published by Potlatch
Intertrans Corporation Annual Report 1986 (4-page feature)
- 1986** The One Show
The Selwyn School Brochure (Merit)
- Print Regional Design Annual 1986
The Selwyn School Brochure
- 65th Art Directors Annual, The Art Directors Club of New York
The Selwyn School Brochure (Distinctive Merit)
VMS Realty Brochure (Merit)
- Type Director's Club (New York), Typography 7
The Selwyn School Brochure
- 1985** Graphic Design USA: 7, The Annual of The American Institute of Graphic Arts
The Selwyn School Brochure
- Communication Arts Design Annual
Acadiana Symphony Orchestra Logo

"Genuine, kind, honest and accessible, Willie created a comfortable, supportive environment while being intensely and seriously committed. He is willing to challenge old thought processes and ask difficult questions. He's not afraid to laugh or dance or expose any of his own flaws. In fact, his willingness to be human and take part in the process with you might be his greatest strength."

Scott McNany

Senior Art Director, Pinckney Hugo Group, Syracuse, NY
Student, Syracuse University, 2007

1985 64th Art Directors Annual, The Art Directors Club of New York
 Acadiana Symphony Orchestra Logo
 Dallas Advertising Softball League Logo

Print Regional Design Annual 1985
 Acadiana Symphony Orchestra Logo
 Dallas Advertising Softball League Logo

Art Directors Club of Houston
 Acadiana Symphony Orchestra Logo
 Dallas Advertising Softball League Logo
 The Selwyn School Brochure

Juried Exhibitions and Festivals

2005 DSVC Dallas Show 2005
 Paul Morgan Direct Mail
 Cirqa Ad Campaign

20th Annual Admissions Advertising Awards
 Dallas County Community Colleges Newspaper Ad Series (Silver)
 Dallas County Community Colleges Television Ad Series

2004 DSVC Dallas Show 2004
 Hussey Photography Website (Silver)
 GroupBaronet Holiday Card 2003
 DSVC Rough "Frozen Issue"
 Broadlane "Get There" Corporate Collateral Package
 VU Stationery System
 Mood Food Restaurant Logo
 Merge Media Ad Agency Logo
 Turtle Creek Chorale Logo
 Print Art Brochure "Bells & Whistles"
 Andy Payne, Attorney Holiday Card

2003 DSVC Dallas Show 2003
 GroupBaronet Holiday Card 2002
 TITAS Season Brochure

*"Willie helped me to take a hard look
 at myself, my life and my goals with
 fresh eyes and a new heart."*

Laura Brittain

Lecturer

Appalachian State University

Student, Syracuse University, 2005

- 2002** DSVC Dallas Show 2002
AIDS Arms Ad
USA Film Festival Ad
Forest Technology Group Logo
ADA Walk for Diabetes Poster
Print Art Brochure
Two Birds Film Logo
Group Baronet Holiday Card 2001
Green Video Packaging
- 2001** DSVC Dallas Show 2001
AIDS Arms LifeWalk Logo
Air Law Symposium Luncheon Invitation
Artful Giving Business Card
- 2000** DSVC Dallas Show 2000
Despair, Inc. Calendar (Judge's choice)
Despair, Inc. Calendar (Gold)
GroupBaronet Website (Bronze)
GroupBaronet Holiday Card 1999
eMake Logo
- London Flash Film Festival
 Finalist, 3D Category
 Finalist, Navigation Category
Motorola Digital DNA Website
- Macromedia Site of the Day (July 7-9)
Motorola Digital DNA Website
- New York Flash Film Festival Finalist, Business Category
Motorola Digital DNA Website
- 1999** DSVC Dallas Show 1999
DSVC Rough "Love/Hate Issue"
- 1998** DSVC Dallas Show 1998
Andy Post "Flashlight" Promotion
CharlieUniformTango Fire/Flame Direct Mail
Westcott Communications Ad Campaign

"Willie is an extraordinary individual. His desire to continuously explore creatively combined with his vast experience makes him a true leader. In addition, he is one of the few truly motivational people in this world, who have the extensive knowledge to really make a difference."

Monica Lewis

*Owner, Prodigy Creative Solutions
 Flower Mound, TX
 Student, Syracuse University, 2007*

- 1997** DSVC Dallas Show 1997
Christmas Rep Party Invitation
GroupBaronet Holiday Card 1996
Nortel Developments Newsletter
- 1996** DSVC Dallas Show 1996
Bednarz Film Ad "Good Direction"
Visual Engineering Direct Mail
- 1995** DSVC Dallas Show 1995
Anatomy of Peace Book Cover
Dream Cafe Ad "Dream at Night"
Dream Cafe Ad "19 Bucks a Pop"
West End Post Ad Campaign
West End Post Print Collateral Package
- The Dallas Advertising League TOPS
GibbsBaronet Deck of Cards (Silver)
West End Post Ad Campaign (Silver)
Valentine Riverside Museum Invitation
- 1994** DSVC Dallas Show 1994
Eric Pearle Photography Logo
GroupBaronet Holiday Card 1993
- The Dallas Advertising League TOPS
GibbsBaronet Logo Book (Gold)
Hannah McCue Birth Announcement (Bronze)
Allsteel Direct Mail Package (Bronze)
Eric Pearle Photography Logo
St. Paul Medical Center "Miracle of Motherhood" Brochure
Rydman Productions Image Ad
- Texas Graphic Excellence Awards, PIA
Dallas Convention & Visitors Bureau "Texas Sized Trading Cards"
- 1993** DSVC Dallas Show 1993
Kimberly Clark Bright Futures Logo

"Willie was my professor at Syracuse. I have never had someone impact my professional life the way he did. His passion for teaching and the well being of his students shows immediately. He not only invests his effort into planning his classes but also his emotions to show students how to live a true creative life."

Javier Escalante

Director at El Laboratorio

Mexico City, Mexico

Student, Syracuse University, 2007

- 1991** DSVC Dallas Show 1991
Dallas County Community Colleges :30 TV spot (Bronze)
Six Flags Mall Shopping Bag
August Knappe Birth Announcement
Wooley Birth Announcement
Connors Moving Announcement
Page Boy Maternity Fashion Ad
Page Boy Maternity Fashion Catalogue
Dallas County Community Colleges :60 TV spot
- 1990** Annual Report Design: A Historical Retrospective 1510-1990
 organized by the Cooper-Hewitt National Museum of Design
Intertrans Corporation Annual Report 1986
- 1990** DSVC Dallas Show 1990
HCA Medical Center of Plano "Little Matters" Book
Harte Hanks "Cover North Dallas" Ad
Harte Hanks "There Goes the Neighborhood" Transit
Mall of the Mainland Real Estate Brochure
"Egg" 30: TV Spot
- Printing Industries of America, Inc., Graphic Arts
 Awards Competition
HCA Medical Center of Plano "Little Matters" Book
- 1989** DSVC Dallas Show 1989
Cantor Wedding Invitation (Gold)
- 1988** The Dallas Advertising League TOPS
King Douglas Photography Logo
Intertrans Corporation Annual Report 1988
- Retailers for Life, AIDS Poster Contest, Dallas, TX First Place
- 1987** DSVC Dallas Show 1987
Harper House "Imagination" Poster/Direct Mail
LHS Reunion Invitation/Poster
- Art Directors Club of Houston 32nd Annual Awards Show
LHS Reunion Invitation/Poster (Bronze)
Jacksonville Landing Ad Campaign
Intertrans Corporation Annual Report 1986

"Willie's class was one of the most memorable and inspiring experiences of my graduate school years. He introduced us to unique ways to get to creative solutions, and some of the things I learned from his class are still applied to my day-to-day design practice. He is also a fun, compassionate and encouraging mentor to his students."

Helena Yoon

*Design Director at Anthem Worldwide
 Toronto, Canada
 Student, Syracuse University, 2007*

- 1987** The Dallas Advertising League TOPS
LHS Reunion Invitation/Poster
Intertrans Corporation Annual Report 1986
Sunbelt Nurseries, Inc. Annual Report 1986
Harper House "Imagination" Poster/Direct Mail
- 1986** DSVC Dallas Show 1986
Allday & Associates "Planning" Poster
Sunbelt Nurseries, Inc. Annual Report 1986
SullivanPerkins 2 Year Anniversary Poster
Sprong Wedding Invitation
King Douglas Photography Logo
Intertrans Corporation Annual Report 1986
Jacksonville Landing Ad Campaign
- 1986** The Dallas Advertising League TOPS
VMS Real Estate Brochure
- 1985** The Dallas Advertising League TOPS
Acadiana Symphony Orchestra Logo
Dallas Advertising Softball League Logo
- 1984** The Dallas Advertising League TOPS
Graham Group Stationery System
- 1982** Ad Club of Acadiana Addy Awards
Cafe Vermilionville Print Ad (Best of show)
Louisiana American Planning Associates (Gold)
New South Magazine (Silver)
Photography - New South Magazine (Silver)
- Ad Club of Acadiana Artist of the Year
- 1981** Bureau for Handicapped Persons, 1981 Louisiana Poster Contest
"Nobody's Perfect" Poster, (First place, College)

"Willie taught me at Syracuse University when he was a visiting professor. His teaching method was informative, enjoyable, and most importantly thought provoking. What else would it be when your first assignment is to design your own tombstone? Thinking outside the box is an understatement. His ambition and work is inspirational, and his approach is wonderful, it would be an honor and a joy to take another class with him. "

Maya Labban
 Beirut, Lebanon

Clients

14+1 Art Collective, Dallas, TX
 Accuro Healthcare, Dallas, TX
 Affiliated Computer Systems (ACS) Dallas, TX
 Allsteel, Muscatine, IA
 American Marazzi Tile, Dallas, TX
 Artful Giving, Dallas, TX
 Bednarz Film, Dallas, TX
 Blockbuster Entertainment, Dallas, TX
 Bob Lilly Professional Promotions, Dallas, TX
 Broadcast.com (now Yahoo!), Dallas, TX
 Broadlane (now MedAssets), Dallas, TX
 charlieuniformtango, Dallas, TX
 Children's Medical Center, Dallas, TX
 City of Garland, Garland, TX
 Cirrus Logic, Austin, TX
 Cirqa Wallcoverings, Louisville, KY
 Colbert's, Dallas, TX
 Cooper Aerobics Center, Dallas, TX
 Copernica, Austin, TX
 Credera, Dallas, TX
 Credit Union of Texas, Dallas, TX
 Cykochik, Dallas, TX
 D Magazine, Dallas, TX
 Dallas Convention & Visitors Bureau, Dallas, TX
 Dallas Convention Center, Dallas, TX
 Dallas County Community Colleges, Dallas, TX
 Dallas Design District, Dallas, TX
 Dallas Farmers Market, Dallas, TX
 Dallas Museum of Art, Dallas, TX
 Deep Ellum Association, Dallas, TX
 Despair.com, Austin, TX
 Dream Cafe, Dallas, TX
 Dynamite Films, Irving, TX
 Forest Technology Group, Charleston, SC
 Fox Video, Los Angeles, CA
 GE Commercial Finance, Norwalk, CT
 GTE, Irving, TX
 Haggar, Dallas, TX
 Handango, Irving, TX
 Harper House, Dallas, TX
 HCA Medical Center of Plano, Plano, TX
 Heads Up Technologies, Dallas, TX

"GroupBaronet brought a great blend of creativity and service. The entire team focused on the project at hand and never said 'it can't be done.' They produced one of the most high profile campaigns in our client's history. Most people thought GroupBaronet had an army working on it, which goes to show what a group of committed and talented people can deliver."

Eric Grafstrom

Senior Manager, Yahoo!

Former client

Healthcare Purchasing Partners International, Irving, TX
 Howie & Sweeney, LLP, Dallas, TX
 International Legal Technology Association, Austin, TX
 Intertrans Corporation, Irving, TX
 JCPenney, Dallas, TX
 JM Lynne Wallcoverings, Dallas, TX
 Kimberly-Clark, Dallas, TX
 La Madeleine, Dallas, TX
 Landstar Homes, Coral Gables, FL
 LaserTrek, Dallas, TX
 Loewinsohn Flegle LLP, Dallas, TX
 McKinney Convention & Visitors Bureau, McKinney, TX
 MedSynergies, Dallas, TX
 Mercer Consulting, Dallas, TX
 MergeMedia, Dallas, TX
 Monitronics, Dallas, TX
 Motorola, Austin, TX
 Muratec, Plano, TX
 Napier Jewelry, New York, NY
 National Hospice and Palliative Care Organization, Alexandria, VA
 Nortel Networks, Richardson, TX
 Northpark National Bank, Dallas, TX
 OnRamp Technologies, Dallas, TX
 Overhill Farms, Los Angeles, CA
 Patty Madden, Inc., New York, NY
 Paul Morgan Photography, Dallas, TX
 Paymentech (Now ChasePaymentech) Dallas, TX
 PayneMitchell Law Group, Dallas, TX
 Pervasive Software, Austin, TX
 Reflect Systems, Dallas, TX
 Sabre Airline Solutions, Southlake, TX
 Salvo Real Estate Solutions, Dallas, TX
 Samsung, Dallas, TX
 Sayles / Werbner, Dallas, TX
 SevenBar Aviation Dallas, TX
 Software Spectrum (now Level 3 Communications), Dallas, TX
 Southwest Properties Group, Dallas, TX
 St. Paul Medical Center, Dallas, TX
 Stagen Leadership Consulting, Dallas, TX
 Symphion, Dallas, TX
 Texas Instruments, Dallas, TX
 Texas Motor Speedway Club, Fort Worth, TX
 The Colony, The Colony, TX
 Tom Hussey Photography, Dallas, TX

"I can't imagine having launched our domestic or global websites without GroupBaronet on our team. They brought their many problem solving skills (creative, organizational, strategic) to the table. They really are true partners."

Andy Spiegel

Creative Director, Motorola
 Former client

USData Corporation, Agoura Hills, CA
 Victory Park, Dallas, TX
 VMS Realty Partners, Chicago, IL
 W Dallas Victory Hotel and Residences, Dallas, TX
 W Hollywood Hotel and Residences, Los Angeles, CA
 WebLink Wireless, Dallas, TX
 West End Post, Dallas, TX
 ZuZu Handmade Mexican Food, Dallas, TX

Non-profit Clients

AIDS Arms, Dallas, TX
 American Heart Association, Dallas, TX
 BlackTie Dinner, Dallas, TX
 Dallas Society of Visual Communications, Dallas, TX
 Dallas Symphony, Dallas, TX
 Susan G. Komen Foundation, Dallas, TX
 TITAS, Dallas, TX
 Turtle Creek Chorale, Dallas, TX

Public Talks, Presentations, Judging

- 2012** "We Are All Homeless," Parish Episcopal School, Dallas, TX
 Sponsored by 29pieces.org
- "We Are All Homeless," Irma L. Rangel Young Women's
 Leadership School, Dallas, TX Sponsored by 29pieces.org
- "We Are All Homeless," Maya Angelou High School, Dallas, TX
 Sponsored by 29pieces.org
- 2011** "Busty Naked Girls Oil Wrestling: From Homeless Signs to
 Pornographic Spam - My MFA Journey," IgniteDallas 4, Dallas, TX
- "Creating, Growing and Managing a Graphic Design
 Business," DSV Working Lunch Series, Panelist
- 2010** "We Are All Homeless," PCI 2010 Engage Conference (Publishing
 Concepts), Dallas, TX
- 2009** "We Are All Homeless," IgniteDallas 2, Dallas, TX

*"Tight deadlines; out-of-the-box
 thinking; killer creative."*

*GroupBaronet has consistently gone
 above and beyond our expectations.
 In the eight years I have worked with
 GroupBaronet, they have remained
 consistent and creative."*

Brandon Cotter

*CreateTech, Broadcast.com,
 Musicforce.com, Stick Networks
 Former client*

- 2006** "Balance in the Workplace," AIGA, DFW Chapter, Dallas, TX

TexasDesign, Online interview/profile
<http://texasdesign.com/willie-baronet/>
- 2005** "Good Thinking," Agency Overview
Northwood University, Dallas, TX
- 2004** "What I've Learned (so far)," LGDA, (Louisville Graphic Design Association), Louisville, KY
- 2003** "Designers in Handcuffs: How to Create Great Graphics When Time, Materials and Money Are Tight," HOW Design Conference, New Orleans, LA, Panelist

"Strategies for Selling in a Down Economy," Business Marketing Association, Richardson Chapter, Richardson, TX
- 2002** "Creating Culture," HOW Design Conference, Orlando, FL

"Creating Culture," UCDA Annual Conference, (University and College Designers Association), Chicago, IL

"The Importance of Learning," Syracuse University Design Department, Syracuse, NY
- 2001** "Dallas - A Marketing Case Study," Business Marketing Association, Dallas/Fort Worth Chapter, TX

"Keeping Competitive," Business Marketing Association, Richardson Chapter, Richardson, TX

"Career Overview - Willie Baronet," Acadiana Ad Federation, Lafayette, LA
- 1999** Judge
Communication Arts Illustration Annual 40
- 1993** University of North Texas School of Visual Arts Advertising Art Awards, Fall Semester 1993 Guest Speaker
- 1987** Judge
Fortune 500 Annual Report Show, sponsored by Dallas Area Paper Merchants

"As my life coach, Willie Baronet has a unique capacity to listen carefully and offer directions for me to explore in my personal development. The results of my working with him have been profound. As a former teacher, I believe that the mastery of subject matter is only a small piece of what makes a successful educator in this modern age. The capacity to connect with students and impart important life skills is equally needed. These skills are what distinguishes Willie as a man, educator, life coach and friend."

Scott Stephenson

Portland, OR

Coaching client

Art: Solo Exhibitions/Performances

2011 "Home is where the heart is," Oral Fixations, McKinney Avenue Contemporary, Dallas, TX

"HOME?," Installation, The Marketing Arm, Dallas, TX

"We Are All Homeless 3 -The Homeless Village People," Interventionist Art Performance, Dallas, TX

2010 "We Are All Homeless 2," Interventionist Art Performance, Dallas, TX

2009 "We Are All Homeless 1," Interventionist Art Performance, Dallas, TX

"HOME?," Hal Samples Gallery, Dallas, TX

Art: Group Exhibitions

2012 "The O.T." (by the CircleWerk Collective), Centraltrak, Dallas, TX

2011 - 2012 "INVASIONEN/INVASIONS," Galerie Carolyn Heinz, Hamburg, Germany Curator: Reinhold Engberding

"Morgan as Mentor," Paul and Lulu Hilliard University Art Museum, Lafayette, LA

2011 "Confirm and Deny" (by the 14+1 Collective), University of Texas at Dallas Art Gallery, Dallas, TX Curators: John Pomara and Greg Metz

"Hello" (by the 14+1 Collective), Design District, Dallas, TX

2011 15th Annual "No Dead Artists," Jonathan Ferrara Gallery, New Orleans, LA
Jurors: Collector and Arts Philanthropist Toby Devan Lewis, New Orleans Museum of Art Director Susan Taylor, 21c Museum Director William Morrow

"FOUR," Centraltrak, Dallas, TX
MFA Thesis Exhibition

*"I am so grateful for the mentoring, coaching, and consulting services that Willie provided. He catapulted my new invention from a patented 'device' into a valid and sellable product in the marketplace. * Willie is genuine and personal, while being incredibly professional, knowledgeable, informed, and well connected. His help and input into my process was priceless to me."*

Melanie Romero

Inventor, She-Edison, LLC

**Over 90% of all patents granted by the USPTO every year never make it to market! Willie helped put us in the upper percentile!*

Coaching client

2009 "Say Anything," University of Texas at Dallas Art Gallery, Dallas, TX
Curator: John Pomara

2007 "Tequila and Salt," Visual Arts Coalition of Dallas Members Show,
Dallas, TX

Graduate Research Projects/Papers

2010 "Marshall McLuhan: 1911-1980" (Profile)
Medium, Media, Mediation, (HUAS 6315)
Professor Dr. Charissa N. Terranova, University of Texas at Dallas

"Marcel Duchamp: A Readymade Life"
Medium, Media, Mediation (HUAS 6315)
Professor Dr. Charissa N. Terranova, University of Texas at Dallas

"Express and Provoke! A Manifesto"
Video as Narrative (HUAS 6393.001)
Professor Dr. Thomas Riccio, University of Texas at Dallas

2010 "I Will Not Make Any More Boring Art, John Baldessari"
Photo/Text/Media (HUAS 6392.501)
Professor Marilyn Waligore, University of Texas at Dallas

2009 "Jill Magid" (Artist profile)
Computer Imaging 3 (ATEC 2382)
Professor Chrissy Lanning, University of Texas at Dallas

"HOMELESS: Four Perspectives" (Curated art exhibit proposal)
Gallery Studies (HUAS 6310)
Professor Greg Metz, University of Texas at Dallas

"3 Artists: Marcel Duchamp, Richard Prince, Jill Magid"
Creativity: Visual Arts Studio
Professor John Pomara, University of Texas at Dallas

"Yasunao Tone" (Artist profile)
Digital Arts and Sound (ATEC 6351.501)
Professor Dr. Frank Dufour, University of Texas at Dallas

*"If you have everything figured out
in life and everything is perfect then
Willie Baronet will not be much help
to you. However, if you feel there's
something that needs changing
or there is part of your soul that is
unsatisfied then he might be the guy
to talk to. I'd been wrestling with a
knot of dissatisfaction way in the back
of my head for over a year that Willie
was able to help unknot after only a
few days with him. Two Thumbs up."*

Jeremy Cranford

Creative Manager

Upper Deck Entertainment

Coaching client

- 2008** "But is it Art? - A Case for Art Education and Awareness for the Masses"
Interdisciplinary Approaches to Arts and Technology
(ATEC 5349.501)
Professor Dr. Thomas Linehan, University of Texas at Dallas
- "The Civilization of Illiteracy, by Mihai Nadin, Book 4"
Interdisciplinary Approaches to Arts and Technology
(ATEC 5349.501)
Professor Dr. Thomas Linehan, University of Texas at Dallas
- "Emergent Aesthetics - Aesthetic Issues in Computer Arts:
What's changed since 1989?" Aesthetics of Interactive Media
Professor Dr. Mihai Nadin, University of Texas at Dallas
- 2000** "Is Copyright Dead? - The Internet and Intellectual Property"
Situation Ethics (SOCL 6310)
Professor Dr. Martin Prager, Southern Methodist University

Community Service

- 2011 - Present** DSVC Board Member
- 2011 - Present** AIGA Texas Chapter, Advisory Board Member
- 2010 - Present** New Tools Circle
Volunteer as part of a team to lead men's circles for inmates in the Dallas County Jail
- 2000 - Present** The ManKind Project - A global, non-profit organization that provides leadership training for men at all stages of their lives
- Staffed 49 training weekends (The New Warrior Training Adventure) in the U.S., the United Kingdom and South Africa
- Certified co-leader of The New Warrior Training Adventure since 2008
- Staffed or led the following trainings: Basic Staff Development Training, Staff Training 1, A Weekend for Couples
- Completed the following trainings: Basic Staff Development Training, Mother's Pillow, Leadership Training 1, Leadership Training 2, Leadership Training 3, Primary Integration Training, A Weekend for Couples, Dialogue Racism: Multicultural Training, The Balanced Man Training
- The ManKind Project of North Texas Council: 2004-present

"Willie has been instrumental in our ability to take our firm to the next level. For my partner and me, he's played the role of coach, consultant, and friend. Whether we come to him with a single issue, or whether he approaches us with important points to consider, his assistance is always invaluable."

Beryt Nisenson

Active Imagination, Inc.

Coaching client

1984 - Present	Dallas Society of Visual Communications, Member
2007	Received The Ron Hering Mission of Service Award, The ManKind Project of North Texas
2011	Metro Dallas Homeless Alliance (MDHA): Homeless Count Volunteer, helped count and interview the homeless in Dallas County
1998 - 2009	Big Brothers Big Sisters, Dallas, TX Volunteered as a Big Brother to two Little Brothers
2003	Big Brothers Big Sisters, Dallas, TX VAP (Volunteer Appreciation Program) Award Recipient
2000 - 2004	White Swan Toastmasters, Host and Organizing Member
1991 - 1992	AIGA Texas, Board Member

"Willie helps me to maintain a healthy perspective along my journey. He reminds me (when I get anxious or discouraged) of the successes and progress I already have achieved that got me to this point, and he skillfully manages to draw me back into focus. He is someone I can trust with my deeper, inner self to provide the safety and containment I need to freely explore my creative energies and realistically assess my personal limitations."

Jeff Rogalski

Dallas, TX

Coaching client