

Brenda Alexandra Andrews
ikonology.studios@gmail.com
619-807-1775



PROFESSIONAL SUMMARY

I am retired and not done yet.

I am an accomplished Artist, Educator, and Creative Executive with deep experience in the corporate, non-profit, commercial, and academic arenas. I have taught at the university level for over a decade as an art historian and fine arts professor, traveled as an international professional artist, curated numerous (digital) community/corporate programs, and owner of a digital agency providing commercial work for a wide array of clients.

Recognized and awarded for proven work ethic, delivering engaging visual communications, collaboration, and dedication to excellence by students, clients, colleagues, and business partners. I am an innovative, strategic intellectual that keeps an eye on the big picture with highly focused tactical execution to meet objectives. I provide outstanding verbal and written communication skills to craft, position, and disseminate programs that resonate with targeted audiences and drive results. Finally, I have been a robust business partner, collaborator, educator, and relationship builder for over three decades.

AGENCY WORK

Director Communications – MCOA, Publicly traded company (62k investors), Los Angeles, California.
2016 – Nov 2022

Concept to Delivery of strategic corporate messaging, investor portfolio messaging, and public relations using UX – experience design as the quantitative touchstone for memorable branding and definitive results. Developed and executed company media channels, public events, press releases, investor presentations, and annual reports. Recognized for supporting a \$2.5 million capital raise. Corporate liaison for philanthropic ventures. Worked in partnership with the Board of Directors, Chairman of the Board, CEO, and across company divisions as required.

Creative Director/Art Director – MCOA, Publicly traded company (62k investors), Los Angeles, California.
2016 – Nov 2022

Management of corporate branding and subsidiary branding for products, packaging, compliance, marketing and sales, and social media channels. Concept through completion of design graphics, multi-media, trade show installations, and videos to tell compelling stories and capture targeted audiences (UX). Reduction of production costs by 37%. Expanded product line and added 40% to the sales increase. Lead conceptualization with IT in building digital platforms of interactive ways for users to engage with Company content, mindful of messaging excellence and innovation on all levels. Direct and manage projects across multiple brands, subsidiaries, partnerships, and staff to meet the company's goals. Interface in budget preparation per project and keep (push) productive timelines. Leveraged market data to develop content themes/topics and executed a plan to expand the assets that support a point of view and educate customers and stakeholders to track critical behavioral metrics.

Art Director Retail branding for commercial tenants
2013 – 2016

The Ratkovich Company, commercial real estate project - The Bloc. Large-scale intercity development in downtown Los Angeles. The project consisted of a 1.9 million-square-foot, open-air urban retail center featuring LA's first Metro portal, the transformation of a 34-story office tower, the Sheraton Grand Hotel, a flagship Macy's, restaurants, shops, and a world-class entertainment complex in the heart of the financial district in downtown LA (4 city blocks). Worked in collaboration with RE Developer, Architectural team, Construction, space planning & branding for tenants. 2.5-year project <https://www.ratkovich.com> **Scope of**

work: Public art direction – large-scale campaigns for print and digital. <https://www.behance.net/ikonologystudios>

CURATORIAL ACADEMIC WORK

Education, Curator, Art Director,
2009 - 2011

Qualcomm – Qualcomm 5G and AI innovations Global cell phone photography project capturing daily life worldwide (50 Countries participated). Art, Education, and Philanthropic alignment - World Beyond Borders Contemporary International Art Fair (San Diego) partnered with Qualcomm hybrid project for Corporate Philanthropic, Research Art Project – Global lectures, presentations, and conversations. <https://www.flickr.com/photos/reenvisioning2009/albums>
Qualcomm: <https://www.qualcomm.com/company/corporate-responsibility>

Qualcomm awarded project collaboration to artist/educator Brenda Andrews to test 3G, 4G, memory cards, and camera technology through this project, resulting in 8 new cell phone patents.

Director of Cultural Arts
2007 - 2009

Silvex Ltd. | SKM / NIRA Architects, Mumbai, India <https://www.niras.com/projects/>
Conceived, pitched, and awarded an 18-month project to create a cultural arts center for displaced villages due to a large-scale real estate project. Completed with Rave Reviews.

Developed Community Cultural Arts Center. Secured funding, programming, space planning, and materials for multi-generational seniors - children in the programming and housing (lost) cultural arts center across all disciplines. A solution to large-scale displacement in a commercial land development venture. Guest Lecturer and Studio Intensives at the University of Mumbai Arts School for undergrad and graduate students.

Art Educational Programs K-12
2004 - 2006

ARTS, "A Reason To Survive" (San Diego countywide), VP board member. Public Art Educational Programs for displaced kids <https://www.areasontosurvive.org/>

Walt Disney | Imagineering – Ryman Arts Program for high schools across Southern California. College Scholarship programs <https://sites.disney.com/waltdisneyimagineering/our-impact/> Secured educational advancement and scholarships for students.

Visionaries Education Program for grades 1-12. Exhibition-informed art immersion curriculum approved by school districts and the State of California. Orange County and Orange County Museum of Art <https://www.ocmaexpand.org/>.

Directed ICL (Institute of Continued Learning – seniors). Created, scripted, and presented lectures and studio programs for academic learning and cross-functional metrics: developed programs, symposiums, classes, and philanthropic ventures.

ACADEMIA

1996-2011

Art History, Fine Arts Courses | National and International Artist in Residence | MFA Art, Art History, Critical Writing

The New Children's Museum (San Diego County). Founded educational programming for K-12, a college volunteer program, and a teen council. Developed visual archive and resource library for SD County educational programs. Space planning for 25,000 sq. ft. Arts Education / Community Center. Developed teacher lesson plans, San Diego County public schools, University internships, and cross-border exchange

programming. Worked closely with the Board of Education Office of San Diego Unified School District to secure educational metrics for student credit hours for the state of California.

Chapman University (Orange County). Adjunct professor: Art History, Studio Arts, Digital Media, and Photography. Please see my academic Resume for a complete listing of courses.

University of California San Diego (San Diego). Scholar in Residence; Adjunct professor: Art History, Studio Arts, Digital Media, Critical Studies, Hybrid Studio/Art History courses, Art and Technology. Please see the academic Resume for a complete listing of courses.

San Diego Museum of Art | UCSD partnership. Created and facilitated. Adjunct professor | Artist in Residence

USC, Chapman University, Ryman Arts, Walt Disney Corporation (Imagineering). Program Director, Master Instructor | Artist in Residence

Orange County Museum of Art + Orange County School District. Master Instructor | Artist in Residence. Collaboration across disciplines, institutions, business development, and philanthropic ventures. Chaired symposiums, lecture series, curatorial installations, and fundraising engagements. Drove educational development and continuous growth across disciplines and generational programming. Supported / Mentored independent study programs for students to further artistic growth and career planning.

Artist in Residence | Professional work – Visual Communication | 25 years

ReEnvisioning, A World Beyond Borders (San Diego). Curated Art Experience. Pitched the concept to Qualcomm's upper management and was awarded the project in alignment with philanthropic efforts. A Showcase Installation featuring real-time cell phone and digital photo imagery from participants worldwide-over 5,000 entries. Images were transmitted wirelessly, uploaded to a global website, and showcased as an Art & Technology Installation at San Diego International Art Fair. Partners: QUALCOMM, SDSU, UCSD, KPBS, Building a Worldwide Community. <https://www.flickr.com/photos/reenvisioning2009/albums>

Mapping Rockwell's World (Orange County). Curated Art Experience. Pitched the project concept to upper management and was awarded the international project using Conextent technologies to bring Rockwell International Family together in real-time video lectures and introduce companywide technology innovations. Culminated in the large-scale installation of painted map abstractions displayed as Rockwell's globally interconnected world and met with resounding success with publicity. Exhibition installation became corporate holiday card and annual report cover. Partners: Rockwell, Conextant, OCMA, and Visionaries. <https://www.e-rockwell.com/international/>

Art of the Book (Orange County | San Diego Founder of Artist in Residence. Teacher Outreach Program for OCMA and Orange County high schools. Lectures and in-studio art projects. Culminating in Museum Exhibition practices, awards, and scholarship programs. Partners: OCMA, Dana Hills High School, Ryman Arts, and various established Artists. Repeated in San Diego County-SDMA. <https://www.ocmaexpand.org/exhibitions?pgid=jt6j16bh-70670a89-843c-4ff0-868e-dafc06626f17>

Exhibition-driven programming for OCMA, Orange County Museum of Art; SDMA: LACMA; Delaware Contemporary Museum; and numerous University Museum spaces. Focused on fundraising and grant support.

§ <https://ocma.art/exhibitions-past/>

§ <https://www.sdmart.org/>

§ <https://www.lacma.org/>

§ <https://www.decontemporary.org/>

§ <https://artsandhumanities.ucsd.edu/>

§ <https://www.chapman.edu/arts/index.aspx>

§ <https://arts.usc.edu/>

§ <https://www.art.ucla.edu/>

INTERNATIONAL CONSORTIUM OF WOMEN ARTISTS

Please see Professional Artist CV

PHILANTHROPIC ALIGNMENTS

Volunteer work | 25 years

World Beyond Borders Global cell-phone photography project with Qualcomm and the City of San Diego
Community Cultural Arts Center, Mumbai, India. Program Director / Chair / Liaison – SKM / NIRA
Architecture, Australia

ARTS, A Reason to Survive (San Diego). Vice Chair, Art Programming

The Consortium of Women Artists. Global caravan of professional women artists exhibiting in countries around the world.

Education: Graduated with Presidential Honors: CalArts | California Institute of Arts
Double MFA Contemporary Art, Art History, Critical Writing | BFA Fine Art | BA Art History
Nursing Degree, Accomplished Classical Dance, Classically trained Musician.