



Nike VP, Creative Director, Heather Amuny-Dey joins MIAD Creativity Series March 3

For release: February 9, 2016

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Summary: MIAD Creativity Series with Heather Amuny-Dey, Thurs., March 3, 6 p.m. 273 E. Erie St., Free Admission, miad.edu/creativityseries

PRESS RELEASE

MILWAUKEE...Nike Vice President, Creative Director for the Art Department, Heather Amuny-Dey, joins the MIAD Creativity Series Thursday, March 3, 6 – 7 p.m., in the **Fourth Floor Raw Space** of the Milwaukee Institute of Art & Design, 273 E. Erie Street.

During her visit, Amuny-Dey gives a public presentation “**Creating a graphic voice. Connecting to your consumer through narrative & design.**,” which is followed by a Q&A. She is joined by fellow Nike creatives and MIAD alumni **Steve Green '01 and Jeremy Pettis '07**, who will be working with students throughout their visit.

Green is the current Art Director of Apparel and Footwear for Nike SB (Skateboarding). Since joining Nike in 2011, Green has served as design director for the 2014 Winter Olympics medal stand jack, multiple seasons of the Nike Track and Field collection, and the Nike Air Collection, among others.

Pettis is the Product Graphic Designer for Nike Sportswear's "Style Incubator" Emotion of Sport line, assigned to Nike Court (lifestyle tennis) and Nike International (lifestyle running). Pettis has contributed to numerous apparel categories, including: the NFL, US 2016 Olympics, Jordan Brand, Women's Training and Nike Running, among others.

About Heather Amuny-Dey:

Amuny-Dey received a BFA in Communication Design from the University of North Texas, after which she began her career with Nike Image Design, creating graphic work for NikeTown stores and helping to launch apparel and footwear concepts. Amuny-Dey then worked with Nike Brand Design – the design extension of Nike’s Marketing efforts, where she was a key member of the design of Nike’s award-winning Women’s only concept stores – Nike Goddess and a leader for global initiative projects, such as the 2004 Olympics.

After serving as the Design Creative Director for Nike Women's she became the Vice President, Creative Director for Nike’s Tee, Headwear and Socks businesses, which led her to form the Nike Art Department. The Art Department is a team of over 100 designers who create the narratives, content, branding and art across the spectrum of industry-leading Nike products. Amuny-Dey resides in Portland, Oregon with her husband and two daughters.

About the MIAD Creativity Series:

Immediate Past MIAD Board Chair Madeleine Kelly Lubar and her husband, David, founded The MIAD Creativity Series in 2012. The MIAD Creativity Series brings distinctive and internationally renowned creatives to Milwaukee from a range of visual arts disciplines.

Previous visiting creatives include: Mark Rios, Dana Schutz & Ryan Johnson, James Ludwig, Nicola López & Gandalf Gaván, Dana Arnett, Mark Dziersk, Robert Sabuda and Amos Kennedy.

At the Milwaukee Institute of Art & Design, students driven to become creative professionals have the freedom to develop their talents beyond traditional boundaries while immersed in a transformative studio, academic and career-driven curriculum. On graduation, they join thousands of successful MIAD alumni whose talents are continuously in demand, and whose lifework is driven by the passion to inspire, problem solve and innovate for our economy and society.