NICHOLAS ROCK

Designer, educator, and founder of Station. Associate Professor of Graphic Design at Boston University.

ACADEMIC	Associate Professor, Graphic Design Director of Graduate Studies School of Visual Arts, Boston University
PRACTICE	Founder, Creative Director Station Design Studio
TEACHING	Boston University since 2011 · 124 course sections
WEB	www.nicholasrock.design

01

Education

2008

MFA Graphic Design

Yale University

Rock, Nicholas. “Discovery in Design.” Yale University, School of Art, 2008.

This graphic design thesis explored the development of a process and methodology for graphic design practice. Under the premise that the process of discovery is a method for communication, I developed a body of work demonstrating this concept across multiple forms of content and media. This thesis culminated in the development of a publication and exhibition of this body of work.

2001

BFA Studio Arts

University of Rhode Island

02

Professional Practice

2008–Present

Art Director, Designer, Founder

Station — Providence, RI / Boston, MA

I partner with organizations to articulate a clear vision and mission for their work while leveraging this work to inform strategic objectives and tactics for their brand's future. The outcome of this work is guiding principles and strategy documentation, including strategic planning and visual branding.

CLIENTS American Express, Apple, Boston University, Capital One, FarmFresh RI, Giant Shoulders, GLSEN, Habitat for Humanity, Harvard Graduate School of Design, PeaceLove, The State of Rhode Island, Yale School of Architecture, Yale University Art Gallery.

2009–2011

Senior Designer / Web Design Lead

Korn Design — Boston, MA

Led graphic design projects for print and web, including branding, website design, promotional materials, editorial publication design, and advertising.

CLIENTS Palm Restaurant, CS Technology, MIT, Sage Restaurant Group, and Interface FLOR.

2008–2009

Senior Designer

Tank Design — Cambridge, MA

Led graphic design projects for print and web, including but not limited to: branding, website design, promotional materials, editorial publication design, and advertising.

CLIENTS Puma, Cityvoter, Essential Design, and others.

2006

Designer

OPEN — New York, NY

Worked on various editorial and visual identity design projects for clients, including Good Magazine, Architecture Research Office, Michael Van Valkenburgh Landscape Architects, and The National MS Society.

2003–2004

Civil Affairs Specialist

United States Army (in Iraq)

Acted as liaison between civilians, military and foreign governments. Responsibilities included negotiating problems in foreign communities and organizing and planning the redevelopment of countries affected by war.

03

Awards + Exhibitions

2026	Tend — Participatory Exhibition	ImagineCo Studio, Providence, RI
2022	Gold Award: Packaging	Davey Awards
2018	Volunteer of the Year	PeaceLove Studios
2015	Form and Pedagogy Book Exhibition and Launch	Cambridge, MA
2013	Best Book Design	AIGA Best of New England
2013	Faculty Spotlight	Boston University
2013	AIGA Best of New England — Design Retrospective Exhibition	Boston, MA
2013	AIGA Best of New England — Traveling Design Exhibition	Providence, RI
2013	X-Dialogue: For Nature and the Future	Beijing Forestry University, Beijing, China
2012	Roma per Obama 2012	Rome, Italy
2012	A Line in the Andes Book Launch + Exhibition of Work	Quito, Ecuador
2008	Roma per Obama	Rome, Italy
2008	Competition Winner, Manifest Hope Competition	Manifest Hope
2008	Dawdle & Gape	Beijing, China
2008	Manifest Hope — Democratic National Convention	Denver, CO
2008	Left Right Up Down Under Over	New Haven, CT

2007 — Award for Typographic Excellence
Type Directors Club, NY

04

Published in Anthology

Design work

Gross, Jennifer, and Shepard Fairey. "Unite Us, Poster, 2008." *Art for Obama: Designing Manifest Hope and the Campaign for Change*, Abrams Image, New York, 2009.

Perry-Zucker, Aaron, et al. "Unite Us, Poster, 2008." *Design for Obama: Posters for Change, A Grassroots Anthology*, Taschen, Köln, 2009.

05

Teaching

2024–Present — Associate Professor, Graphic Design · Director of Graduate Studies
Boston University, School of Visual Arts

Full-time faculty at Boston University's College of Fine Arts responsible for teaching 15 contact hours per semester; participating in college recruitment and admission processes; serving on School and College-wide committees, and mentoring and advising students through the individual development of projects and skills.

2011–2024 — Assistant Professor, Graphic Design
Boston University, School of Visual Arts

2020 — Visiting Critic, Innovation Studio
Rhode Island School of Design (RISD)

Critic for final project presentations for an interdisciplinary initiative, co-sponsored by Industrial Design and Landscape Architecture at RISD, that typically tackles large scale environmental or infrastructure problems.

2013 — Visiting Critic, BFA Degree Project
Rhode Island School of Design (RISD)

Critic for final degree project presentations and reviews of BFA Graphic Design Candidates.

2010

Adjunct Faculty, Graphic Design
Art Institute, Boston

Part-time faculty responsible for developing and teaching Typography 1 course.

2009

Adjunct Faculty, Graphic Design
University of Connecticut

Part-time faculty responsible for teaching multi-week workshop as part of Senior Design Studio course.

06

Published Abstracts

2024

Rock, Nicholas. “A New Framework and Database for Exploring Works of Experience Design.” Design Incubation Colloquium 11.1, Boston University, 2024.

A project to organize and catalog resources to facilitate specific reference searches and discover experience design information. October 25, 2024.

designincubation.com/publications/abstracts/a-new-framework-and-database-for-exploring-works-of-experience-design

2020

Rock, Nicholas. “Design, Food and Human Connection.” Design Incubation Colloquium 6.3, Fordham University, 2020.

A research project with the intent of understanding the parallels between chefs and designers. March 16, 2020.

designincubation.com/publications/abstracts/design-food-and-human-connection

07

Speaking, Presenting, Participating

2024	SPEAKER	Design Incubation Colloquium 11.1: Boston University
2024	JUROR	Young Ones Student Design Awards, The One Club for Creativity
2022	STARTUP COACH	Startup City Acceleration Program (SCAP)
2022	PANELIST	Design Thinking 2022 Chicago
2022	JUROR	Young Ones Student Design Awards, The One Club for Creativity
2022	PANEL MODERATOR	Facilitate, Participate & Interact
2021	SPEAKER	RI Design Week 2021
2021	JUROR	Young Ones Student Design Awards, The One Club for Creativity
2021	INTERVIEW	"5 Keys to Developing Meaningful Connection and Powerful Cultures Remotely."
2020	SPEAKER	Design Incubation Colloquium 6.3: Fordham University
2018	FACILITATOR	#InRealLife: Design Thinking Workshop
2018	VOLUNTEER + PARTNER	PeaceLove Storytellers Exhibition
2018	SPEAKER	Global Disruptors: Lightning Talks on International Innovations
2017	FACILITATOR	IDEAS Salon: Mapping the Human Condition
2016	PANELIST	Design Incubation — Graphic Arts in the Liberal Arts

2016	Arts and Ideas in Action: Art + Business + Social Impact
2015	MIY Story Studio
2015	FACILITATOR IDEAS Salon: Fruition Labs
2014	LECTURE What is design really and how to work with designers?
2013	CO-DIRECTOR + DESIGNER AIGA Best of New England Design Exhibition

08

Courses Taught

Boston University · 2011–Present

124
SECTIONS

16
COURSES

1,266
ENROLLMENTS

15
MFA THESES MENTORED

COURSE	NUMBER	SECTIONS	YEARS TAUGHT
Directed Study Graphic Design	AR 404, AR 984, AR 983	25	2012–2015, 2017–2018, 2020–2022, 2024–2026
Junior Graphic Design Studio	AR 382, AR 381	24	2011–2012, 2014, 2016, 2020–2026
Graduate Graphic Design 2	AR 884, AR 883	20	2012–2013, 2015–2016, 2018–2024
Senior Graphic Design Studio	AR 483, AR 484	11	2012–2013, 2016–2018
Experience Design	AR 597, AR 581	10	2012–2013, 2015, 2017, 2020–2024
Graphic Design: Studio Practice	AR 523	10	2015–2016, 2020, 2022–2026
Graphic Design Elective	AR 389	6	2013–2014, 2022–2025
Sophomore Graphic Design Studio	AR 226	4	2015, 2017

Sabbaticals: Spring 2019, Fall 2025. The full version lists every section by term.

COURSE	NUMBER	SECTIONS	YEARS TAUGHT
Graduate Typography	AR 601, AR 604	3	2017–2019
Kilachand Keystone Directed Study	KHC HC504	2	2016, 2018
Senior Typography	AR 487	2	2011
Visual Arts Summer Institute	AR 150	2	2013–2014
Web Design 1	AR 581	2	2014
Graduate Certificate Design Studio	AR 782	1	2018
Graduate Graphic Design 1	AR 881	1	2015
Kilachand Honors Project Advisor	KHC HC503	1	2015

Sabbaticals: Spring 2019, Fall 2025. The full version lists every section by term.

09

Student Mentorship

Undergraduate Research Opportunities Program

2022 MANG, JACQUELINE

"Framework and Database for Exploring Works of Experience"

Graduate Thesis Supervision

Izsák, Carolina 2024

"Array: Parts and Parcels"

Gutiérrez, Valeria Alvarado 2023

"Learning Threads"

Acra, Regina 2022

"In Conversation: Curiosity, Storytelling, Connection"

Kumar, Arjun 2022

"Hello World"

Bula, Claire 2021

"I Explain Better in Writing. I Evoke Better Through Design."

Kumar, Vaish 2018
"Layered Narratives + the Handcrafted Experience"

Malia, Kristen 2018
Title to come

Nikolaeva, Daria 2018
Title to come

Samendinger, Nicholas 2017
"Ambivalent Virtues"

Albanyan, Moneira 2016
"You Think You Can Buy It"

Donovan, Alice 2015
"Disrupt the Disregard"

Leech, Katie 2015
"Systems for an Expressive Variation"

Marshall, Melissa 2015
"There is Magic in Letting Go: Encouraging Improvisation in the Design Process"

Kitz, Keith 2013
"Confront"

Co-Advised, Outside Graphic Design

Beisaw, Gary 2018
"Outdoor Music Festival Design and Production"

Boston University, College of Fine Arts, School of Visual Arts

10

Academic Service

Boston University

COMMITTEE OR ROLE	POSITION	YEARS
Director of Graduate Studies, School of Visual Arts		2020–2026
TA/GA Supervisor, College of Fine Arts		2025–2026
School of Visual Arts Strategic Planning Committee	Committee Member	2023
School of Visual Arts Curriculum Committee	Committee Member	2012–2015, 2019–2022

COMMITTEE OR ROLE	POSITION	YEARS
Strategic Planning Committee	Committee Member	2015–2016, 2022
College of Fine Arts Executive Committee	Committee Member	2012–2014, 2019–2021
Co-Chair, Undergraduate Graphic Design		2019–2021
University Council Committee on Undergraduate Academic Programs & Policies	Committee Member	2017–2019
Cross College Challenge Committee	Committee Member	2016–2018
President's Committee on Entrepreneurship	Committee Member	2016–2017
School of Visual Arts Admissions and Outreach Committee	Committee Member	2016–2017
College of Fine Arts Dean's Task Force	Member	2015–2016
School of Visual Arts Faculty Search Committee — Sculpture	Member	2011–2013
College of Fine Arts Academic Conduct Committee	Member	2012–2013
Faculty Search Committee — Graphic Design	Member	2012–2013
School of Visual Arts Self Assessment Committee	Member	2012

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Professional Memberships

AIGA — The Professional Association for Design

College Art Association

The One Club for Creativity