



UNT TAUGHT US THE BUSINESS OF SUCCESSFUL DESIGN.

— *Stephen Zhang ('94), Fossil® vice president and image director*
Tim Burkhardt ('87), vice president specialty sales
Susie Farr ('97), creative director
Lori Massey ('92), creative director
Tracy Suber ('95), creative director
(counterclockwise from right)

The evolution of the Fossil® brand is in the hands of a well-trained team of designers and marketers who keep the company's products the first choice among consumers. About half of the graphic designers at Fossil, Inc. are University of North Texas graduates. They credit the rigorous, quality-focused communication design program at UNT with preparing them to meet the creative and business challenges in today's competitive retail environment.

*At UNT, we shape
leaders who shape
the future.*

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