

## **SoPA Media + Design students win big at 2025 ADDY® showcase**

February 24, 2025 2:30 PM Alicia Jasmin  
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Media + Design students at the Tulane School of Professional Advancement earned 18 awards including Best of Show Overall during the 2025 Advertising Club of New Orleans.

A spotlight is shining on students in the [Media + Design](#) program at the Tulane School of Professional Advancement (SoPA). The students collectively won an impressive 18 awards in the student division during the 2025 American Advertising Awards (ADDY®) hosted by the Advertising Club of New Orleans.

This year's ADDY® Awards gala was held Thursday, Feb.13, at The Civic Theatre in New Orleans under the theme "Queen of Hearts." Student winners will now compete in the national ADDY® competition.

[Rebecca Carr](#), Media + Design program director and senior professor of practice, said the list of accolades, which includes five Gold, eight Silver, and five Best of Show awards is an achievement that reflects the students' hard work and the industry-ready skills they are developing in the program.

"Our students continue to amaze us with their creativity, dedication and talent," said Carr. "Moments like these remind us why we do what we do—helping students grow into confident, innovative professionals who are ready to make an impact."

Kiana Bartolome, a Media + Design student studying graphic design and interactive design, won the competition's highest student award of the night. Bartolome's product packaging for a vinyl record and sleeve titled, "Mighty Mighty Bosstones Packaging" was awarded "Best of Show Overall."

"I was completely stunned and proud that my packaging was selected from all the other stunning projects," said Bartolome. "I hope my win helps push me to go ever further with my design choices and that future employers will be attracted to my ADDY award."

The students weren't the only winners of the evening. [Tamar Gregorian](#), Media + Design associate program director and professor of practice, was honored as the 2025 Educator of the Year.

"The Ad Club Educator of the Year Award motivates me to prioritize mentoring and guiding the next generation of strategic communicators," said Gregorian. "I am deeply committed to helping our students understand the impact of thoughtful, purpose-driven communication in driving real change. This honor reinforces that passion, and I'm grateful to contribute to their growth."

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**Click the image below to view a slideshow of this year's winning entries.**



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## **BEST OF SHOW OVERALL**

*Mighty Mighty Bosstones Packaging*  
Kiana Bartolome

## **BEST DESIGN**

*Concours D'elegance Poster & Ticket*  
Jo Herman

## **BEST STORYTELLING**

*Lifecycle of a NOLA Pothole Graphic*

Lisa Wurtzel

## **BEST VIDEO**

*Visit New Mexico Ad Spot*

Arlen Albert

## **BEST ILLUSTRATION**

*Mass Shootings USA Poster*

Sofia Von Der Schulenburg

## **SALES & MARKETING - PRODUCT OR SERVICE SALES PROMOTION - PACKAGING**

### **GOLD ADDY AWARD**

*Mighty Mighty Bosstones Packaging*

Kiana Bartolome, Designer

Donna Smith, Professor

### **SILVER ADDY AWARD**

*The Weeknd Album Packaging*

Toni Weick, Designer

Donna Smith, Professor

## **SALES & MARKETING - COLLATERAL MATERIAL- SPECIAL EVENT MATERIALS**

### **SILVER ADDY AWARD**

*Concours D'elegance Poster & Ticket*

Jo Herman, Designer

Donna Smith, Professor

## **SILVER ADDY AWARD**

*Rewind Invite & Social*

Arlen Albert, Designer

Rebecca Carr, Professor

## **OUT-OF-HOME & AMBIENT MEDIA - POSTER - SINGLE**

### **GOLD ADDY AWARD**

*Mass Shootings USA Poster*

Sofia Von Der Schulenburg, Designer

Amanda Garcia, Professor

## **OUT-OF-HOME & AMBIENT MEDIA - OUTDOOR & TRANSIT ADVERTISING - SITE**

### **SILVER ADDY AWARD**

*Music to My Ears Mural*

Mari Krane, Designer

Donna Smith, Professor

## **ONLINE/INTERACTIVE - WEBSITE (DESKTOP OR MOBILE)**

## **GOLD ADDY AWARD**

*Lifecycle of a NOLA Pothole Graphic*

Lisa Wurtzel, Designer

Donna Smith, Professor

## **ONLINE/INTERACTIVE - APP (MOBILE OR WEB-BASED)**

### **SILVER ADDY AWARD**

*Soundcheck App Design*

Anneliese DePano, Designer

AJ Durand, Professor

### **SILVER ADDY AWARD**

*Mindura App*

Meredith Winchell, Designer

Sam Barnes, Professor

## **FILM, VIDEO & SOUND - TELEVISION ADVERTISING - SINGLE**

### **GOLD ADDY AWARD**

*Visit New Mexico Ad Spot*

Arlen Albert, Designer

Phil Molay, Professor

### **GOLD ADDY AWARD**

*Memrise Ad Spot*

Toni Weick, Designer

Phil Molay, Professor

## **ELEMENTS OF ADVERTISING - TYPEFACE DESIGN**

### **SILVER ADDY AWARD**

*Typographic Illustration*

Amy Martin, Designer

Nikita Prokhorov, Professor

## **ELEMENTS OF ADVERTISING - ANIMATION OR SPECIAL EFFECTS**

### **SILVER ADDY AWARD**

*Weekend Sketch Logo Animation*

Amy Morvant, Designer

Phil Molay, Professor

"Our students continue to amaze us with their creativity, dedication and talent."

Rebecca Carr, Media+Design Program Director