

IT'S A GREAT DAY TO BE A
Judson Eagle

Dan Crask '98 of Maryville, TN is thankful for his Judson experience. At Judson, Dan studied and earned his degree in Visual Communications, and today, he works in a deeply fulfilling role as a Brand Experience Strategist for an organization called [Brand Shepherd](#), which he co-founded.

"My favorite part of the work I do each day is seeing God's hand of providence in every minute detail. I consider nothing to be happenstance or an accident. I love seeing how things happen in different cadences and entrusting my needs to God through it all."



When Dan was deciding where to study and earn his degree, he visited Judson for a preview and says he immediately knew that it was the right place for him.

"I stayed with some guys in Wilson Hall, toured the campus, took in some meals at the Commons, sat in a class, and chatted with the department head about where I wanted to study. Right then, I knew it was the place for me because it had the mix of big ideas and small class sizes I needed. Proximity to a major city, [Chicago] and all it offered was just a bonus."

At Judson, Crask says he discovered the intersection of his passions for theology and design.

"When my theology classes and design classes came together, I learned that when God designed and planned to build his temple, the first people he called on were not priests and theologians. No, he called on the artists, designers, and architects. God is a creator and he created creators. We partake in something that gives him great joy, and so I too get a lot of joy from creating."

Overall, Dan appreciates the holistic Judson's experience which he says is what shaped him the most.

"There is no singular thing from my time on campus that had more influence over me than the others. Each piece of my experience shaped me. Dorm life in Wilson, both as a resident and later as an RA, was equally as important to me as the classes or chapel. The conversations over meals or downtime around campus. Judson is just a special place that truly facilitates meaningful relationships."

Those relationships are some that he still reflects on and carries with him to this day.

"Being part of Judson gives me the one thing that is in low supply these days: I am known. During my four years at Judson, I met and befriended people who I can sincerely call 'friends' to this day. I am loved and loved in return - flaws, disagreements, and all."

In addition to the relationships he built, Dan believes the professional opportunities and growth he experienced at Judson is what empowered him to take on new challenges and embrace opportunities that were greater than he could have imagined.

"God has used my Judson education to take my career in directions I never thought possible. In 2006 I co-founded Brand Shepherd, a branding agency that has taken me in so many rewarding directions with brands. I have been entrusted with a business that puts my Judson education to work every day and provides jobs for people who are supporting their families in the process."