

## CURRICULUM VITAE

### **CHRISTIE SHIN**

**ASSOCIATE PROFESSOR OF CREATIVE TECHNOLOGY & DESIGN,  
SUNY FIT**

Christie Shin boasts a distinguished three-decade career as an educator, creative consultant, and design director, specializing in branding, typography, UX/UI design, and digital product design. Currently an Associate Professor at SUNY FIT, she holds key roles, including Curriculum Committee Chair and Co-coordinator of the Creative Technology and Design subject area, with her contributions earning her the 2017 Faculty Excellence Award.

Shin's educational journey includes impactful stints at the Pratt Institute Communication Design Graduate School and Hofstra University, culminating in a Bachelor of Fine Arts in Graphic Design, a Master of Science in Communication Design with a digital design concentration, and a Master of Fine Arts in Digital Product Design.

In 2013, Shin became Partner and Design Director at Cynda Media Lab, collaborating with distinguished clients and amassing over 60 national and international design awards. In 2024, she extended her influence by launching two initiatives: the Design Portfolio Center, emphasizing professional readiness for designers, and co-founding DSGN BY D., a visionary eco-conscious lifestyle brand.

Globally recognized, Shin delivers compelling lectures and presents her work at conferences and esteemed art schools like the Rhode Island School of Design and Cornell University. Her unwavering commitment to excellence and innovation solidifies her as a distinguished leader at the intersection of academia and the creative industry.

## PROFESSIONAL EXPERIENCE

*2013–Present*

Partner/Design Director, Cynda Media Lab, NY

*November 2021–Present*

Founding member, Figma Educator Advisory Board, NY

*October 2008–Aug. 2014*

Design Consultant, MediaA, NY

*May 2006–April 2008*

Web Design Consultant for Hearst Corporation, Ives Advertising, NY

*November. 2001–July 2005*

Lead Web Designer, Kaplan Inc. Corporate headquarters design team, NY

*July 2000–April 2001*

Web Designer, Context Studio, NY

*June 1999–July 2000*

Graphic Designer, Storm Design LLC, NY

*September 1998–May 1999*

Graphic Designer, PM & Co Inc., NY

## PERMANENT COLLECTION

*June 2019*

Poster House Museum, New York

## DESIGN AWARDS

2023 NYX Design Awards, Gold Marcom  
Category: Logo Design

2023 NYX Design Awards, Gold Marcom  
Category: Packaging Design

2023 NYX Design Awards, Gold Marcom  
Category: Brand Promotion

2023 Communication Arts Typography Awards Shortlist  
Category: Logo Design

2023 Communication Arts Typography Awards Shortlist  
Category: Packaging Design

2023 Paris Design Awards, Honorable Mention  
Category: Graphic Design / Packaging

2023 Paris Design Awards, Honorable Mention  
Category: Branding

2023 UCDA Design Awards, Honorable Mention  
Category: Logo Design

2022 MUSE Creative Awards by Clio  
Category: Website Design

2022 MUSE Creative Awards by Clio  
Category: Publication Design

2022 MUSE Creative Awards by Clio  
Category: Identity System Design

2021 UCDA Design Award, Silver  
Category: Publication Design

2021 UCDA Design Excellence Award  
Category: Website Design

2020 PRINT Design Awards, First Place  
Category: Invitation Design

2020 UCDA Design Award, Silver  
Category: Identity System Design

2020 UCDA Design Excellence Award  
Category: Poster Design

2020 UCDA Design Award, Honorable Mention  
Category: Animation and Motion Graphics

2020 The Internet Advertising Competition (ICA)  
Category: Outstanding Online Video

2019 Communication Arts Design Awards  
Category: Poster Series

2019 UCDA Design Excellence Award  
Category: Exhibition Graphics

2019 UCDA Design Excellence Award

Category: Mobile App Design

2019 iF Design Awards

Category: Campaign and Advertising

2019 Communicator Awards, Gold

Category: User Experience Design

2019 Communicator Awards, Gold

Category: User Interface Design

2019 Communicator Awards, Silver

Category: Invitation Design

2018 HOW International Design Awards

Category: Invitations

2018 HOW International Design Awards

Category: Posters

2018 A'Design Awards, Silver

Category: Exhibition Design

2018 Telly Awards, Bronze

Category: Video for Live Event

2017 Communication Arts Typography Awards

Category: Invitations

2017 Communication Arts Typography Awards

Category: Trademarks

2017 Communication Arts Design Shortlist

Category: Environmental Graphics

2017 Communication Arts Design Shortlist

Category: Posters

2017 A'Design Awards, Silver

Category: Branding

2017 A'Design Awards, Bronze

Category: Branding

2017 W3 Awards, Silver  
Category: Arts Websites

2017 W3 Awards, Silver  
Category: Sports Websites

2017 W3 Awards, Silver  
Category: Education Websites

2017 Communicator Awards, Gold  
Category: Branding

2017 Communicator Awards, Silver  
Category: App Designs

2017 Telly Awards, Bronze  
Category: Online Video

2017 HOW International Design Awards  
Category: Invitations

2017 HOW Logo Design Awards  
Category: Trademarks

2017 HOW Logo Design Awards  
Category: People's Choice

2017 iF Design Awards  
Category: Branding

2016 Print Regional Design Awards  
Category: Experiential Graphics

2016 Communication Arts Design Awards  
Category: Trademarks

2016 HOW International Design Awards  
Category: Invitations

2016 IDA Design Awards, Bronze  
Category: Experiential Graphics

2016 Silver W3 Awards  
Category: Online Marketing

2016 Communicator Awards, Gold  
Category: Online Marketing

2016 Communicator Awards, Gold  
Category: Branding

2016 Communicator Awards Gold  
Category: Invitations

2016 Communicator Awards, Silver  
Category: App Design

2016 Telly Awards, Silver Telly (highest honor)  
Category: Online Videos

2015 Telly Awards, Bronze  
Category: Videos for Live Event

2015 HOW In-house Design Awards  
Category: App Design

2015 W3 Awards, Silver  
Category: Personal Websites

2015 W3 Awards, Silver  
Category: Website Visual Design

2015 Communicator Awards, Silver  
Category: Interactive Multimedia

2015 Communicator Awards, Silver  
Category: Content Marketing Image/Infographic

2014 Communicator Awards, Gold  
Category: Interactive Multimedia in Education

2014 Communicator Awards, Gold  
Category: Interactive Multimedia in Children's Audience

2013 HOW Interactive Design Awards  
Category: App Design

## HONORS: EDUCATION

*2022-Present*

Judge, Creative Technology & Design Kinetic Typeface Design Scholarship Award

*2020-Present*

Judge, The One Club For Creativity: Young Ones Student Awards

*2019-2021*

Judge, Adobe Design Achievement Award (ADAA)

*08/20/2018*

Mentor and Judge, The One Club Creative Boot Camp for Inclusion and Diversity

*2016-2018*

Preselection panel judge, Adobe Design Achievement Award (ADAA)

*2016-2017*

FIT Faculty Excellence Award  
Category: Curriculum Innovations

*2015*

Member, Advisory Committee, SanSaeng, Asia-Pacific Center of Education for International Understanding, UNESCO

## CONFERENCE PRESENTATIONS

*11/07/23-11/09/23*

Presenter, The Future is Multi-sensory: Brand Storytelling in the Age of Experience Design  
Event: USFIA Trade and Transportation Conference  
Venue: SUNY FIT

*07/27/23-07/28/23*

Presenter, Redesign Design Education for Digital Product Designers  
Event: Educators Summit  
Venue: One Club NYC Headquarters

*05/24/23-05/26/23*

Presenter, Re-Design Design Education in the Age of Multi-sensory Brand Experience  
Event: 2023 SUNY CIT Conference  
Venue: SUNY Oswego

*05/22/23-05/23/23*

Paper Accepted, Design Education in the Age of Multi-sensory Brand Experience

Event: UCDA Design Education Summit

Venue: Bowling Green University

*\* I was unable to present due to budget constraints.*

*03/29/23–03/31/23*

Presenter, Redesigning Design Education

Event: Seventeenth International Conference on Design Principles & Practices

Venue: Polytechnic Institute of Lisbon

*03/20/23–03/24/23*

Panelist, GDC Educator Summit

Event: 2023 Game Design Conference

Venue: Intercontinental Hotel, San Francisco, CA

*10/01/22–10/03/22*

Presenter, Design Education In The Age of NFT and Metaverse

Event: Korean Society of Fashion Business Conference

Venue: virtual conference

*08/16/22–08/17/22*

Presenter, How To Set Up A Virtual Collaboration Environment

Event: Figma for Education Conference: COMMONS

Venue: virtual conference

*05/23/22–05/24/22*

Presenter, Design Education in the Age of Metaverse

Event: UCDA Design Education Summit

Venue: East Tennessee State University

*06/19/21–06/21/21*

Presenter, Cross-cultural Collaboration for Online and Remote Learning

Event: MODE: Motion Design Education Summit

Venue: virtual conference

*05/25/21–05/27/21*

Presenter, SC-REL™: Synchronous and Collaborative Remote Experiential Learning

Event: SUNY CIT

Venue: virtual conference

*05/11/21*

Presenter, Teaching Systems Thinking In The Design Classroom



Event: Figma In The File Lecture Series  
Venue: virtual conference

*03/26/21*

Presenter, The End of Creativity? The Good, the Bad, and the Ugly of SSOT  
Event: +inspire by Havas Health, NYC  
Venue: virtual conference

*03/03/21–03/05/21*

Presenter, Synchronous and Collaborative Remote Experiential Learning (SC·REL™)  
Event: Fifteenth International Conference on Design Principles & Practices  
Venue: virtual conference

*06/01/20*

Presenter, The Future is Inclusive  
Event: UCDA Design Education Summit  
Venue: virtual conference

*05/08/19–05/10/19*

Panelist, Design Leaders and Future Collaborations  
Event: Adobe Annual Conference, 99U  
Venue: Lincoln Center

*05/28/19–05/31/19*

Presenter, Pedagogy for Inclusive Digital Product Design  
Event: 2019 SUNY Conference on Instruction & Technology (CIT)  
Venue: SUNY Purchase

*05/02/19–05/03/19*

Presenter, The Future is Inclusive  
Event: e-Learning and Innovative Pedagogies Annual Conference  
Venue: Hotel Grand Chancellor Hobart

*03/26/19–03/29/19*

Presenter, Content Design for Digital Displays  
Event: 2019 Digital Signage Expo  
Venue: Las Vegas Convention Center

*05/22/18–05/25/18*

Presenter, #EXPERIENCE: Education for Future Design Innovators  
Event: 27th Annual Conference on Instruction & Technology (CIT)  
Venue: SUNY Cortland, NY

*03/02/18–03/10/18*

Presenter, The So-Called Death of Design Education  
Event: International Conference on Design Principles and Practices  
Venue: Elisava Barcelona School of Design and Engineering, Barcelona, Spain

*02/21/18–02/25/18*

Presenter, Rethink Typography Education for Digital Content Design  
Event: 2018 CAA Annual Conference  
Venue: LA Convention Center, CA

*03/02/17–03/04/17*

Presenter, Rethinking Design Education for the Age of Creative Visionaries  
Event: International Conference on Design Principles & Practices  
Venue: George Brown College, Toronto, Canada

*02/16/17–02/17/17*

Presenter, Dreamer, Thinker, Screwdriver: Lecture and Workshop on Design Thinking  
Event: ITASA East Coast Conference  
Venue: New York University, New York, NY

*05/19/16–05/20/16*

Panelist, Rethinking Brand Identity Design in the Age of Digital Media  
Event: 10th World Summit on Innovation and Entrepreneurship  
Venue: United Nations, New York, NY

*05/31/16–06/03/16*

Presenter, #TYPE: Redesigning Typography Education for the Age of Screen-based Media  
Event: 25th Annual Conference on Instruction & Technology (CIT)  
Venue: SUNY Potsdam, Potsdam, NY

*03/05/16*

Presenter, Research-Based Design Education for the Digital Natives  
Venue: Bergen Community College

*04/07/15*

Presenter, Paperless Tenure & Promotion: A Mentoring and Evaluation Platform for Faculty of the Future  
Event: 9th Annual Sustainable Business and Design Conference  
Venue: FIT, New York, NY

*03/05/15*

Presenter, Research-Based Design Education for the Digital Natives  
Event: 5th Annual Tri-State Best Practices Conference

Venue: Bergen Community College, Bergen County, NJ

*12/13/14*

Coordinator and Panelist, Art and the City Panel Discussion  
Event: Cultural Spheres International Art and Design Exhibition  
Venue: Jamaica Center for Arts and Learning, Jamaica, NY

*10/16/14–10/17/14*

Presenter, Powerful Approaches to Digital Storytelling in Visual  
Communication  
Event: 2014 Taipei International Conference on Animation and New Media  
Venue: National Taiwan University of Arts, Taipei, Taiwan

*05/30/14*

Presenter, The Unicorn Designer Dilemma: Rethinking Graphic Design  
Education in the Age of Creative Visionaries  
Event: SUNY Conference on Instructional Technology Conference (CIT)  
Venue: Cornell University

*05/09/14*

Participant/Presenter, Strategic Planning Think Tank Presentation and  
Discussion  
Participated in the brainstorming session and presented ideas for ensuring  
Academic and Creative Excellence with becoming an innovation center

*05/02/14*

Participant/Presenter, IDEO: Activating Creative Confidence  
Practiced Design Thinking approach for the innovative solution in everyday  
lifestyle. Group activity, including field research, and presented ideas during  
the workshop.

*03/01/14*

Presenter, Teaching Old Tricks to New Dogs: Rethinking Typography  
Education in the Age of Social Media  
Event: 3rd Annual 2014 Tri-State Best Practices Conference  
Venue: Bergen Community College

*11/14/13*

Panelist, Flipped! Redefining The Classroom in the Age of Social Media  
Event: 2013 EduTech Conference  
Organizer: The Technology Development Team (TDT) and The Center for  
Excellence in Teaching (CET)  
Venue: Fashion Institute of Technology

## GUEST LECTURES & PRESENTATIONS

*10/09/13–10/11/13*

Assistant Coordinator, The Tone of Classic Fears and the Color of Youthful Optimism (video installation)

Organizer: World Summit on Innovation and Entrepreneurship

Venue: Museum of Moving Image, Queens, New York

*11/11/11–11/12/11*

Presenter, Digital Media and Cognitive Learning in Preschool Education: A New Playful Learning Experience

Event: 2011 Fourth International Conference on Ubiquitous Learning

Venue: University of California Berkeley, CA

*11/07/23–11/09/23*

Panelist, Thinking & Designing Beyond the Ramp: The Creative Process of Inclusive Design

Event: Civility Week

Venue: SUNY FIT

*06/23/23*

Presenter, Dynamic Branding: Personality, Identity, and Engagement In The Age of Digital Media

Event: Kukbo Design Speakers Program

Venue: Kubo Design, Seoul, South Korea

*06/19/23*

Presenter, Interactive Design Education at FIT

Event: R&D Center Outreach Program

Venue: Samsung R&D Center, Seoul, South Korea

*06/02/23*

Presenter, UX/UI Design Education at FIT

Event: Protopie Collab

Venue: Virtual

*05/20/20*

Guest lecturer, Responsive Web Design

Event: Berghs School of Communication Design Leaders Program

Venue: Virtual

*07/01/18–07/15/18*

Faculty/Author of Curriculum, Digital Product Design Summer Program

Venue: H-FARM Education, Treviso, Italy

*06/18/18–06/29/18*

Faculty Advisor, Workshop for Inclusive Design  
Venue: Fabrica Research Center, Benetton Group, Treviso, Italy

*11/19/17–11/25/17*

Faculty/Author of Curriculum, User Experience and User Interface Design  
Workshop  
Venue: Kun Shan University, Taiwan

*08/07/17*

Faculty/Author of Curriculum, User Experience and User Interface Design  
Workshop  
Venue: Chunghwa Telecom, Taiwan

*09/26/17*

Presenter, What Value Do You Provide? The Future of Content Design  
Event: Academic Open Mic  
Venue: National Opera Center

*09/27/16*

Presenter, The Creative Process of Impactful Language  
Event: Academic Open Mic  
Venue: National Opera Center

*04/05/16*

Presenter, Research-driven Design Education in Digital Publication  
Event: Academic Open Mic  
Venue: National Opera Center

*03/07/15*

Speaker, The Next Wave in Publication Design  
Event: Design Incubation Colloquium  
Venue: Rhode Island School of Design

*06/25/14*

Speaker, Big Idea and Immersive Experience with Visual Storytelling  
Event: Gabia Digital Design Seminar  
Venue: GABIA Inc., Korea

*06/18/14*

Lecturer, Visual Storytelling and Immersive Experience  
Event: The Multi-design Lecture Series  
Venue: Kangwon National University, Gangwon-do, Korea

*06/11/14*

Lecturer, Design and Innovation Through Storytelling

Event: Invisible Cities International Workshop  
Venue: Kun Shan University, Tainan, Taiwan

*06/5/14*

Lecturer, Thinker, Designer, Screwdriver: From Design Heroes to Creative Visionaries

Event: The Design Colloquium Series  
Venue: Hongik University, Seoul, Korea

*06/4/14*

Lecturer, Design and Innovation Through Storytelling  
Event: Invisible Cities International Workshop  
Venue: Gachon University, Seoul, Korea

*01/07/14*

Speaker, Creative Uprising: Designing in the Age of Digital Media  
Event: Gabia Digital Design Seminar  
Venue: GABIA Inc., Korea

*06/08/10*

Lecturer, Creative Design Leader for the Dynamically Evolving Culture: Understanding of Digital Design & Applying it to Branding Strategies  
Event: Design Lecture Series  
Venue: Handong Global University, Gyeongbuk, Korea

## RESEARCH AND PUBLICATION

*October 2022*

Co-author, Design Education in the Age of NFT and Metaverse  
Publication: Beauty in the Metaverse: Keys for Future Innovation Conference Proceedings (peer-reviewed)  
Publisher: Korean Society of Fashion Business

*September 2021*

Co-author, Remote Learning Playbook  
ISBN: 978-0-9883995-3-2

This playbook was published for the 2020-2021 MIT AND FIT Interdisciplinary Workshop sponsored by MIT and Advanced Functional Fabrics of America (AFFOA). Remote Learning Playbook was honored with a UCDA design award in the special publication category.

*June 2021*

Co-author, Synchronous and Collaborative Remote Experiential Learning (SC·REL™)  
Publication: MODE 2021 Conference Proceedings (peer-reviewed)  
Publisher: Motion Design Education Summit

*September 2018*

Co-author and Designer, Design Innovation and Education

ISBN: 978-0-9883995-9-4

Publisher: Cynda Media Lab

This multi-media digital publication included pedagogy and case studies from FIT's Creative Technology and Design subject area. It also featured interviews and insights from world-renowned design educators such as Ellen Lupton and John Maeda.

*May 2014*

Author, Digital Media and Cognitive Learning in Preschool Education

ISBN: 978-0-9883995-1-8

Publisher: Self-published

*December 2014*

Author, Exhibition: Culture Capsules: NYC | 2014 Art & Design

Interdisciplinary Project at FIT

Publication: ArtWIDE: Culture & Arts Information Vol.45 (trade journal)

Publisher: Art & Criticism, Seoul, Korea

*November 2014*

Author, Design Perspective: Fluid Branding in the Age of Digital Media/page 158

Publication: Art Collection + Design (trade journal)

Publisher: Artists, Taipei, Taiwan

*November 2014*

Author, New Media Artist: C.J. Yeh – Solo Exhibition at Museum at FIT/page 21

Publication: ArtWIDE: Culture & Arts Information Vol.44 (trade journal)

Publisher: Art & Criticism, Seoul, Korea

*August 2014*

Author, Invisible Cities: An International Workshop on Design and Innovation Through Storytelling/page 32-23

Publication: ArtWIDE: Culture & Arts Information Vol.41 (trade journal)

Publisher: Art & Criticism, Seoul, Korea

*Spring 2014*

Author, Author, Producer, Maker – Design Education in the Age of Digital Media/page 62-67

Publication: Art & Criticism Vol.43 (trade journal)

Publisher: Art & Criticism, Seoul, Korea

*Spring 2012*

Author, Digital Media and Cognitive Learning in Preschool Education (Part III)/page 82-85

Publication: Art & Criticism Vol.36 (trade journal)

Publisher: Art & Criticism, Seoul, Korea

*Winter 2012*

Author, Digital Media and Cognitive Learning in Preschool Education (Part II)/page 78-81

Publication: Art & Criticism, Vol.35 (trade journal)

Publisher: Art & Criticism, Seoul, Korea

*Fall 2011*

Author, Digital Media and Cognitive Learning in Preschool Education (Part I)/page 78-81

Publication: Art & Criticism Vol.34 (trade journal)

Publisher: Art & Criticism, Seoul, Korea

**SELECTED INTERVIEWS,  
PROFESSIONAL WORKS  
AND WRITINGS  
FEATURED IN MEDIA  
AND PUBLICATIONS**

*02/8/23*

Rebeca Caritas, From UX Beginners to Award Winners

Publication: ProtoPie

Publisher: Studio XID, Inc.

*09/22/21*

Sneha Mehta, Fashion's Online Innovators Will Inspire You To Push Your Digital Designs Into The Future

Publication: Shaping Design

Publisher: Editor X

*08/25/21*

Miguel Cardona, FIT's Principle for Fostering a Collaborative Classroom

Publication: Figma Education

Publisher: Figma

*04/29/20*

Tara Knight, Why User Experience is "In Vogue" at the Fashion Institute of Technology

Publication: Adobe Education Forum

Publisher: Adobe

*October 2019*

Design Annual 60

Publication: Communication Arts

Publisher: Coyne & Blanchard, Inc.



*Winter 2016/2017*

Editor, Regional Design Awards/page 124

Publication: PRINT Magazine

Publisher: F+W Publishing

*12/06/17*

Stephen Garner, NFL Unveils New Merchandise With Graphics Designed by FIT Students

Publisher: MR Magazine

*11/28/17*

Hoda Kotb, Project Superhero

Program: Today Show

Channel: NBC

*10/16/17*

Editor, Top Ten Designs from A'Design Awards

Publisher: Inkult Magazine

*10/16/17*

David Airey, HOW Logo Awards Winners

Publisher: Logo Design Love

*06/21/17*

Amanda Aszman, 23 Creative Design Ideas from the Education Industry

Publisher: HOW Magazine

*Summer 2017*

Amanda Aszman, Space for Imagination/pages 20 to 21

Publication: HOW Magazine

Publisher: F+W Publishing

*Spring 2017*

Caleb Kozlowski, Life of the Party/page 65

Publication: HOW Magazine

Publisher: F+W Publishing

*05/09/17*

Tim Newcomb, Student Designers Create Winning Visual System in NFL Collaboration

Publisher: HOW Design

*04/28/17*

Jiwon Kim, The NFL is Tapping Into Creative Talent of Young Designers

Publisher: PSFK

*04/18/17*

Seungjae Seo, Winners of the NFL Design Competition  
Publisher: Korea Daily

*04/13/17*

Stephen Garner, NFL Taps Students for New Branding  
Publisher: MR Magazine

*04/12/17*

Marquita Harris, NFL just Drafted FIT Student's Design For Their Uniform  
Publisher: Yahoo News

*January/February 2017*

Patrick Coyne, Communication Arts Typography Annual 7/ page 109 and  
118

Publication: Communication Arts  
Publisher: Coyne & Blenchar

*02/15/17*

Ilene Strizver, Communication Arts 7th Annual Typography Competition  
Publisher: Creative Pro

*September/October 2016*

Jean Coyne, Communication Arts Design Annual 57/page 112  
Publication: Communication Arts  
Publisher: Coyne & Blenchar

*08/30/16*

Alexandra Mann, Exhibition Spreads Awareness of the Power of Language  
Publisher: FIT Newsroom

*02/01/16*

Alexandra Mann, Get Excited about Type!  
Publisher: FIT Newsroom

*Winter 2015*

Grant Wenzlau, Innovation from Within/page 61  
Publication: HOW Magazine  
Publisher: F+W Publishing

*November 2014*

Rachel Ellner, Art & Design students explore NYC neighborhoods  
Publisher: FIT

*11/18/10*

News Editor, Spotlight on the Artwork of Englewood Cliffs Artist  
Publisher: Northern valley Suburbanite

*05/10/10*

Vanessa Yurkevich, TV Interview

Englewood Library Seeks Artistic Works for 2011

Broadcasting Company: Channel NY1, Time Warner Cable Enterprises LLC.,  
NY

*07/28/09*

Core Jr, Design project featured on the design and technology website in  
the Core77.com

TapIt: a water bottle refilling network

Publisher: Core 77.com

**INDUSTRY OUTREACH,  
COLLABORATION &  
SPONSORED PROJECTS**

*August 2023–Present*

Coordinator, Canon Wide-format Printing Solutions Division

Established a partnership program that allows IIM department faculty members to  
experiment with cutting-edge printing technology, such as the new Canon color  
matching system and advanced graphic cutter technology.

*05/22/23*

Coordinator and Moderator, FIT x Google Panel Discussion

This field trip and panel discussion focused on the topic of professional  
development in the field of technology and innovation.

*05/04/23*

Coordinator and Moderator, FIT x Work & Co. Panel Discussion

This field trip and panel discussion focused on the topic of professional  
development in the field of digital design.

*05/03/23*

Coordinator and Moderator, FIT x Figma Panel Discussion

This field trip and panel discussion focused on the topic of professional  
development in the field of UX/UI design.

*03/22/23*

Coordinator, Punchcut San Fransisco Headquarters Tour

This visit focused on exploring multi-sensory prototyping using Protopie and  
Unreal Engine in the industry workflow.

*June 2022–June 2023*

Design director, MIT AND FIT

In collaboration with MIT, AFFOA, and DTech, a team of FIT students, faculty, and alumni designed and developed a new website and fundraising materials for the 2023 MIT AND FIT Workshop.

*July 2021–August 2021*

Faculty advisor, NYC Parks Green Roof

A team of FIT faculty and students created a visual system by the Department of NYC Parks to support this sustainability initiative.

*July 2021–August 2021*

Faculty advisor, PETE Prize for Entrepreneurs

A team of FIT faculty and students created an identity system and a promotional strategy for the FIT's PETE Prize for Entrepreneurs. This award recognizes excellence in developing fresh, insightful, and creative ideas translated into an execution-focused business plan that leverages innovative, design-oriented thinking.

*February 2021–July 2021*

Faculty advisor, Fringe Assembly

A team of FIT faculty and students created a flexible identity system for the FIT DTech fashion line, which supports emerging fashion designers.

*December 2020–January 2021*

Design director, MIT AND FIT

In collaboration with MIT and AFFOA, a team of FIT students, faculty, and alumni created a new remote learning platform to facilitate the 2020 to 2021 MIT AND FIT workshop. This teaching/learning platform included a virtual campus utilizing proximity-based video conferencing technology.

*July 2020–October 2020*

Faculty advisor, FIT x Cotton Inc.

A team of FIT faculty and students developed innovative presentation frameworks to communicate advancements in cotton production technologies to fashion designers utilizing cutting-edge technologies such as a 3D virtual runway in Metaverse.

*June 2020–August 2020*

Faculty Advisor, FIT x Girl Scouts of the USA

In collaboration with FIT's DTech Lab, a team of faculty and students designed and developed a responsive website for the Girl Scouts of the USA. This website uses cutting-edge technologies such as 3D volumetric photography and WebGL to present 3D merchandise online.

*July 2019–May 2020*

Faculty advisor, FIT x MLB

A team of FIT faculty and students created products and social media campaign ideas to help Major League Baseball engage with Gen-Z audiences.

## PROGRAM DEVELOPMENTS

*July 2019*

Faculty advisor, FIT x Adidas x Browzwear

This experience design project identified ways to improve digital fashion design workflow by streamlining the user experience of the 3D garment design software, Browzwear.

*Spring 2019*

Faculty advisor/Author of Curriculum, FIT x Adobe #Inclusive: Digital Product Design Challenge

Partners: Adobe XD Team and FIT Diversity Council

*Spring 2023*

Author, Digital Typography Minor

School of Art and Design, FIT

*Spring 2022*

Co-author, Multi-sensory Branding Minor

School of Art and Design, FIT

*Fall 2021*

Co-author, Advanced Motion Graphics Training Program for the Designer at Fresh, Inc.

Center for Continuing and Professional Studies, FIT

*Fall 2021*

Co-author, NFT and Digital Product Design Certificate Program

Center for Continuing and Professional Studies, FIT

*Fall 2021*

Co-author, Fashion Experience for the Metaverse Certificate Program

Center for Continuing and Professional Studies, FIT

*Summer 2020*

Co-author, Design for Social Impact Certificate Program

Center for Continuing and Professional Studies, FIT

*Spring 2020*

Co-author, Fundamental Motion Graphics Training Program for the Designers at Fresh, Inc.

Center for Continuing and Professional Studies, FIT

*Spring 2020*

Co-author, Data-Driven Design for Digital Marketing and Social Media Certificate Program

Center for Continuing and Professional Studies, FIT

*2020*

Co-author, Dynamic Branding Certificate Program  
Center for Continuing and Professional Studies, FIT

*2020*

Co-author, Sonic Branding Certificate Program  
Center for Continuing and Professional Studies, FIT

*2019*

Co-author, UX/UI Master Certification Program  
Center for Continuing and Professional Studies, FIT

*2019*

Co-author, User Interface Design Certificate Program  
Center for Continuing and Professional Studies, FIT

*Summer 2019*

Faculty advisor/author of curriculum, FIT75 Summer Apprenticeship  
Program  
Communications and External Relations, FIT

*Spring 2018*

Co-Author, Creative Technology Minor (major curriculum revision)  
School of Art and Design, FIT

*Winter 2017*

Faculty advisor/author of curriculum, FITxPentagram Winterm Internship  
Program  
Communications and External Relations, FIT

*Summer 2017*

Faculty advisor/author of curriculum, FITxInfor Summer Internship  
Program  
FIT/Infor DTech Lab

*Fall 2016–Spring 2017*

Faculty advisor/author of curriculum, FITxNFL Visual System Design  
Contest  
National Football League (NFL), FIT

*Fall 2023*

**CURRICULUM  
DEVELOPMENTS**

Co-author, Digital Fundamentals for Artists (approved by CT&D program and pending approval for Fine Arts AAS program review)

*Fall 2023*

Reviewer, CT343 3D Modeling for Artists (approved by CT&D program and pending approval for Fine Arts BFA program review)

*Spring 2023*

Co-author, AI-assisted Design (blended course)

*Fall 2021*

Co-author, CT305 Digital Design: Visual Communication (blended course)

*Fall 2021*

Co-author, CT322 Digital Design: Digital Design: Visual Storytelling (blended course)

*Fall 2021*

Co-author, CT342 3D Brand Identity Design

*Fall 2021*

Co-author, CT350 Sonic Branding

*Fall 2021*

Author, CT460 Brand Experience Design Portfolio

*Spring 2019*

Co-author, CT304 Design Systems for UX and UI

*Spring 2018*

Co-author, CT302 Digital Product Design I

*Spring 2018*

Co-author, CT400 Digital Product Design II

*Fall 2017*

Author, CT412 Content-Centric App Design (major revision)

*Fall 2017*

Author, CT372 Typography for Digital Product Design

*Fall 2016*

Author, CT300 Typography for Digital Content Design

*Spring 2016*

Co-author, CT200 Content Design and Research for Artists

*Spring 2016*

Author, CD124 Vector Graphics (major revision)

*Spring 2016*

Author, CD224 Digital Imaging and Narrative (major revision)

*Spring 2016*

Author, CD225 Introduction to Digital Layout (major revision)

*Spring 2016*

Author, CD126 Digital Graphics Intensive I (major revision)

*Spring 2016*

Author, CD226 Digital Graphics Intensive II (major revision)

*Fall 2014*

Co-author, CT331 Media Integration for Photography and Video

*Fall 2014*

Co-author, CT432 Self-promotion Digital Portfolio

*Fall 2012*

Author, CT231 Digital Production (major revision)

## **OTHER EDUCATIONAL INITIATIVES**

*2022–Present*

Organizer and moderator, New Creatives Webinar Series

This webinar series invites thought leaders in the creative industry to discuss the future of digital design. Panelists to date include Sallyann Houghton, Industry Manager at Epic Games, Eric S. Ackerman, VP of Commercial Technologies at Perry Ellis, and Ricardo Medina, Senior UX Designer at Fantasy.

*2017–2021*

Organizer and Coordinator, Digital Design Job & Internship Fair

Unlike traditional portfolio reviews, the twenty best agencies and technology companies with the intent to hire were selected to participate in this technology-focused career fair. Participating agencies/companies include major advertising agencies such as Publicis, Saatchi & Saatchi, and HAVAS, as well as some of the most respected experience design agencies in the world, such as Gensler, Code and Theory, and Anomaly. Infor and Adobe sponsored this event.

*Summer 2020*

Organizer and moderator, Creative Workforce of the Future Webinar Series

This self-enhancement and learning opportunity for the worldwide design community was created during the pandemic. This webinar covered important



and forward-thinking topics ranging from remote collaboration and data-driven design to experiential design. Panelists for this webinar series include thought leaders from major companies, organizations, and agencies such as Verizon, Wikipedia, and R/GA. Over 1,000 people attended this 6-part webinar series.

*2019*

Designer, Credly Badge System for the Center for Continuing and Professional Studies at FIT

This flexible identity system for the certification badges is used for all non-credit programs.

*2013–Present*

Curator, Creative Technology & Design Annual Exhibition

*9/16/2019*

Organizer and moderator, Careers in Digital Design

IBM CIO Design Team visited FIT and discussed career preparations for Visual Designer, UX Designer, Content Designer, Motion Graphic Designer, UI Designer, and UX Researcher.

*02/19/2019–03/15/2019*

Curator and organizer, #IMPACT: The Future is Inclusive

The theme of this exhibition is “cultural diversity and inclusive society.”

Venue: School of Art and Design Gallery at FIT

## GRANTS

*2022*

Recipient, Release Time for Research Grants, Fashion Institute of Technology

Project Title: Non-Fungible Tokens (NFT) for Social Good

*2019*

Recipient, FIT Faculty Development Grant

Project Title: International Conference on eLearning & Innovative Pedagogies

*2019*

Recipient, Diversity Council Grant Project, Fashion Institute of Technology

Project Title: Design Innovations for Civility, Diversity, and Inclusion

*2018–2019*

Recipient, President’s Diversity Council Grant, Fashion Institute of Technology

Grant Title: #IMPACT: Design Innovations for Civility, Diversity, and Inclusion

*2017–2018*

Recipient, FIT Faculty Development Grants and Awards  
Paper Title: Rethink Typography Education for Digital Content Design

*2017–2018*

Recipient, FIT Faculty Development Grants and Awards  
Paper Title: The So-Called Death of Design Education

*2016–2017*

Recipient, FIT Faculty Development Grants and Awards  
Teaching practicum at a world-renowned digital publication design studio,  
Mercury, New York

*2016–2017*

Recipient, President's Diversity Council Grant, Fashion Institute of  
Technology  
Grant Title: Impactful Language  
Designed and produced posters, website, digital publication, and  
coordinated exhibitions.

*May 2014*

Recipient, 2014-2015 President's Diversity Council Grant, Fashion Institute  
of Technology  
Grant Title: Culture Spheres  
Created Digital Publication and coordinated exhibitions

*September 2014*

Recipient, FIT Teaching Institute Merit Award  
Grant Title: The 2014 Taipei International Conference on Animation and  
New Media

*April 2014*

Recipient, FIT Teaching Institute Merit Award  
CIT, Ithaca, NY, May 27-30, 2014

*May 2014*

Recipient, FIT Sustainability Grant  
Grant Title: Paperless Tenure and Promotion  
User Experience (UX) testing and consulting

*December 2013*

Recipient, School of Art and Design Interdisciplinary Grant 2013-2014  
Title: Culture Capsules: NYC, collaboration with the Photography  
Department

- Participated in 2014 Art and Design Senior show, May 2014  
Venue: Museum at FIT, NY
- Showcased in the Media Design Club show, May 2014  
Venue: Helen Mills
- 2014 School of Art and Design Interdisciplinary Grant Exhibition, October 2014  
Venue: Fred P. Pomerantz Art and Design Center, Fashion Institute of Technology, NY

## SOLO EXHIBITIONS

*02/01/22 to 02/07/22*

Layers of New York

Venue: Museum of Digital Arts

*07/4/14–07/31/14*

Invited Solo Exhibition: Time. Place. Memory.

Venue: ANC Gallery, Seoul, Korea

*06/27/14–07/03/14*

Invited Solo Exhibition: Layers of New York

Venue: Gallery AM, Seoul, Korea

*11/01/10–11/30/10*

Juried Solo Exhibition: Crafted Digital Art

Venue: Leonard Hansen Gallery, Englewood Public Library, Englewood, NJ

## SELECTED GROUP EXHIBITIONS

*02/01/22 - Present*

Sanctuary

Venue: The Lynn and Carl Goldstein Gallery, Fashion Institute of Technology

*10/02/2021 to 10/03/21*

51st Annual UCDA Design Conference Exhibition

Venue: East Tennessee State University

*10/11/20 to 10/13/20*

50th Annual UCDA Design Conference Exhibition

Venue: virtual exhibition

*10/12/19 to 10/13/19*

49th Annual UCDA Design Conference Exhibition

Venue: Portland Marriott Downtown Waterfront

*02/12/19–03/28/19*

#IMPACT

Venue: School of Art and Design Gallery at FIT

*11/06/19 to 10/07/20*

A Wow Moment

Venue: The Lynn and Carl Goldstein Gallery, Fashion Institute of Technology

*11/24/18–11/4/19*

Expressions of Civility

Venue: The Lynn and Carl Goldstein Gallery, Fashion Institute of Technology

*10/27/17– 11/20/18*

Self-portrait

Venue: The Lynn and Carl Goldstein Gallery, Fashion Institute of Technology

*05/10/18–07/18/18*

\_NewEXPERIENCE

Venue: Jamaica Center for Arts and Learning

*02/24/18–03/11/18*

New Views 2018: FIT School of Art and Design Faculty Exhibition

Venue: John R. Reeves Great Hall, Fashion Institute of Technology

*10/08/17–10/31/17*

40 x 40 Exhibition Budapest

Venue: Budapest Projekt Galeria

*09/22/17–09/23/17*

Festival of Architecture and Interior Design Conference

Venue: the Lalit Mumbai

*06/16/17– 06/26/17*

A'Winner Designs 2016-2017 Exhibition

Venue: MOOD Museum of Design, Italy

*02/18/17–03/05/17*

New Views 2017: FIT School of Art and Design Faculty Exhibition

Venue: John R. Reeves Great Hall, Fashion Institute of Technology

*November 2016–October 2017*

Monochrome

Venue: The Lynn and Carl Goldstein Gallery, Fashion Institute of Technology

*03/05/16–03/20/16*

New Views 2016: FIT School of Art and Design Faculty Exhibition  
Venue: John R. Reeves Great Hall, Fashion Institute of Technology

*11/23/15–10/20/16*

Mechanism of Forgetfulness  
Venue: The Lynn and Carl Goldstein Gallery, Fashion Institute of Technology

*03/07/15–03/22/15*

New Views 2015: FIT School of Art and Design Faculty Exhibition  
Venue: John R. Reeves Great Hall, Fashion Institute of Technology

*01/24/15–02/07/15*

2015 International Exhibition: Celebrating Diversity of Culture and Creativity  
Venue: Gallery FIT

*12/12/14–01/15/15*

Cultural Capsules: An International Art & Design Exhibition  
Venue: William P. Miller JR. Gallery Jamaica Center for Art & Learning, NY

*11/25/14–10/23/15*

Collection: FIT School of Art and Design Faculty and Staff Exhibition  
Venue: Lynn and Carl Goldstein Gallery, Fashion Institute of Technology, NY

*06/09/14–06/13/14*

Invisible Cities: International Traveling Exhibitions  
Venue: KunSan University, Tainan, Taiwan

*06/02/14–06/06/14*

Invisible Cities: International Traveling Exhibitions  
Venue: Gochon University Seoul, Korea

*05/23/14–05/28/14*

Designing for Social Change: Open Type  
Best Digital Designer Invited International Exhibition 2014  
Venue: Hanyang University's ERICA Campus, Ansan, Korea  
Organizer: Korea Digital Design Council and Hanyang University

*02/09/14–02/16/14*

New Views: FIT School of Art and Design Faculty Exhibition  
Venue: John E. Reeves Great Hall, Fashion Institute of Technology

*12/27/13–12/31/13*

Cutting Edge  
Best Digital Designer Invited International Exhibition 2013  
Venue: Gallery IANG, Seoul, Korea  
Organizer: Korea Digital Design Council

*11/25/13–10/23/14*

Pairings/Collaborations: FIT School of Art and Design Faculty and Staff  
Exhibition  
Venue: Lynn and Carl Goldstein Gallery, Fashion Institute of Technology, NY

*10/08/13–10/27/12*

1st Sunwha Art High School Alumni Art Show: Sense or Nonsense  
Venue: Gallery Bennett, NJ

*04/08/11–4/22/11*

new. An MFA Design Exhibition  
Pratt MFA Design Exhibition  
Venue: Pratt Manhattan Gallery, NY

**SELECTED LIST OF  
RECENT COLLEGE-WIDE  
COMMITTEES AND  
REPRESENTATION IN  
PROFESSIONAL  
ORGANIZATIONS**

*2023–Present*

Member, SUNY FACT2 Task Group for Optimizing Artificial Intelligence for Teaching and Learning  
Representing FIT at this SUNY-wide AI Taskforce. As a part of the pedagogy subgroup, we develop recommendations on how to use AI effectively in teaching and learning.

*2023–Present*

Designer and Contributor, Optimizing AI for Teaching and Learning  
This website will serve as a resource hub for faculty to help utilize AI technologies at SUNY campuses.

*2023–Present*

Member, Faculty Senate Committee to Evaluate Administrative Personnel

*2023–Present*

Mentor, Social Justice Center at FIT  
I serve as a mentor for the FIT Social Justice Center Scholars Program to help guide freshmen at FIT adjusting to college life at FIT.

*2022–2023*

Member, Flexible Learning Committee  
A college-wide working group in support of the fulfillment of the Strategic Plan, Goal One.

*2018–Present*

**SELECTED LIST OF  
RECENT COMMITTEES,  
ADMINISTRATIVE  
ROLES, AND OTHER  
CONTRIBUTIONS**

Member, President's Planning Council for Strategic Planning  
The Planning Council is composed of a cross-section of the entire college community, including members of the board of trustees and the FIT Foundation.

*Fall 2016–Present*

Co-founder and Program Manager, Creative Technology Scholarship  
Initiated and contributed financially to this merit scholarship program which awards \$1,000 annually to students pursuing a Creative Technology minor.

*2018–2022*

Member, Creative Workforce of the Future Steering Committee  
The mission of this committee was to develop non-credit certificate programs focusing on the skills needed for the new creative potentials afforded by cutting-edge technologies.

*2018–2021*

FIT representative, SUNY FACT2 Advisory Group to SUNY Provost  
Representing FIT and serving on this advisory group to the SUNY System Provost on technology for teaching matters.

*2023–Present*

Chairperson, Creative Technology & Design curriculum committee

*2023–Present*

Member, Animation, Interactive Media, and Game Design curriculum committee

*October 12th, 2023*

Coordinator, The New Trends in UX Research: Presented by Patricia Robinson

*October 5th, 2023*

Coordinator in collaboration with the Women In Animation Club at FIT, The Disney Revolt: Jake S. Friedman on The Great Labor War of Animation's Golden Age

*2022–Present*

Member, Integrated Design and Technology AAS Program curriculum committee

*2022–2023*

Chairperson, Animation, Interactive Media, and Game Design full-time search committee

*2021–2023*

Co-chair, Creative Technology & Design curriculum committee

*Spring 2014–Present*

Co-coordinator, Creative Technology Minor

*2012–2022*

Chairperson, Creative Technology & Design Tenure and Promotion Committee

*2021–2022*

Member, Liberal Arts and Sciences full-time search committee

*Spring 2018–2020*

Chairperson, Award, Scholarship, and Competitions Committee

**SELECTED  
MENTORSHIP &  
OTHER EDUCATIONAL  
ACTIVITIES IN  
PROFESSIONAL  
ORGANIZATIONS**

*2015–Present*

Mentor, The American Institute of Graphic Arts (AIGA) Educational Program

*2022–Present*

Mentor, Woman Who Create

*2020–Present*

Mentor, The ANA Educational Foundation Mentorship Program (MADE)

*2020–Present*

Mentor, ADPList

*2022–Present*

Community advocator, Friends of Figma Educators

*07/30/2019*

Reviewer, ACA World Championship Portfolio Review

*2015–2017*

Mentor, The Adobe Design Achievement Award Mentorship Program  
Organizer: International Council of Design

**ACADEMIC DEGREES**

*August 2010–May 2011*

Master of Fine Arts (MFA) in Communications Design, Pratt Institute, New York, NY

*January 2002–May 2006*



Master of Science (MS) in Communications Design, Digital Design  
Concentration, Pratt Institute, New York, NY

*August 1995–May 1998*

Bachelor of Fine Arts (BFA) in Communications Design, Graphic Design,  
Pratt Institute, New York, NY

## **FACULTY APPOINTMENTS**

*September 2019–Present*

Full-time Associate Professor  
Fashion Institute of Technology, New York, NY

*September 2012–2019*

Full-time Assistant Professor  
Fashion Institute of Technology, New York, NY

*September 2008–2012*

Adjunct Assistant Professor  
Fashion Institute of Technology, New York, NY

*January 2007–May 2012*

Adjunct Assistant Professor  
Pratt Institute Graduate School, New York, NY

*January 2007–May 2012*

Adjunct Assistant Professor  
Hofstra University, Hempstead, NY

*September 2007–May 2008*

Adjunct Assistant Professor  
Nassau Community College, Garden City, NY

## **LICENSES & CERTIFICATIONS**

*July 2021*

Certification, Blended Instructor  
Issued By: Fashion Institute of Technology

*October 2020*

Certification, Design for Social Impact Certified Faculty  
Issued By: Fashion Institute of Technology

*August 2020*

Certification, Experience Design Master Certification Certified Faculty  
Issued By: Fashion Institute of Technology

*December 2019*

Certification, User Experience Design Certified Faculty  
Issued By: Fashion Institute of Technology

*December 2019*

Certification, User Interface Design Certified Faculty  
Issued By: Fashion Institute of Technology

*July 2019*

Panelist, AdobeEDU  
Issued By: Adobe