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517 / 648 / 1512

recent work

Project Manager / 2011 - Present

Responsible for developing the user experience for the “Big Ideas” pilot project which seeks to create, collect and curate assets from across the university. Conducted research through observations, interviews, surveys and prototype building.

MSUglobal

AgShare Project Research Assistant / 2009-11

Conducted research through observations of user behavior and conversations to generate models about how work is structured among people in participating AgShare universities.

Michigan State University

I work on a variety of **design, research, education and advocacy** projects

education

Fall 2010 M.A., Telecommunications Information Studies & Media
Michigan State University, East Lansing, MI

Thesis / Group work across the curriculum: a case study of leveraging social media in the classroom.

Spring 2004 B.F.A., Studio Art, with High Honors
B.F.A., Art Education, with High Honors
Michigan State University, East Lansing, MI

audio

Writing Center Podcast / 2008-10

Managed the production of 22 podcasts including: workshops, guest speakers, conference presentations and topics on grammar.

Guestlist / 2008-09

Managed the production of a 2 hour weekly radio show for WDBM East Lansing. Developed initial program concept, recruited and trained 12 student producers, collected interviews and edited audio content.

“What is a Cyclotron” / 2008

Audio piece commissioned by the National Superconducting Cyclotron Laboratory for NSF Radio. Collected on-site interviews, wrote copy and edited final product.

“Student Organic Farm” / 2007

Produced the audio piece for WDBM East Lansing. Collected on-site interviews, wrote copy and edited final product.

photo

Press Photography

Exit to Windsor / 2004

Studiosone / 2004

Daniel Edwards / 2002

Wedding Photography

Engle Wedding / 2006

Hornfeld Wedding / 2006

Fulk Wedding / 2004

Nordheim Wedding / 2004

Photojournalism

Studied Abroad in London (2002) exploring British culture through pictorial assignments, meetings with photographers, curators and editors and visits to galleries and museums.

design requires an understanding of how media is **culturally situated** within social, technical, and economic discourses.

print

2010

2008

2007

58-page program for the East Central Writing Centers Association Conference.

2 full-color invitations for the Michigan League of Conservation Voters awards banquet and benefit concert.

40 page book showcasing collages made between 2004-2007.

2009

179 page Polaroid book, showcasing photography between 2006-2009

Full-color, tri-fold brochure + inserts for the National Superconducting Cyclotron Laboratory outreach program.

2004

Full-color 2-sided holiday promotion greeting card for the ReStore Home Improvement Center, Springfield, MA.

3 full-color 11x17” posters used by the National Superconducting Cyclotron Laboratory for their monthly lecture series.

branding

2008

Mesoscopic Theory Center, National Superconducting Cyclotron Laboratory logo

Internationalizing the Student Experience, Michigan State University logo + brochure template

2007

Toutie.com logo + HTML mock-ups

Associated Students of Colorado logo

2003

Michigan Agriculture and Natural Resources Education logo

awards

1st Place-Talk Show / Michigan Assoc. of Broadcasters / 2008

3rd Place / MSU Study Abroad Photography Contest / 2002

2nd Place - Best in Show / Undergrad. Art Show / MSU / 2002

1st Place - Drawing / Undergrad. Art Show / MSU / 2002

Honorable Mention - Drawing / Undergrad. Art Show / MSU / 2000

Geraldine Potchin Award / MSU Art Dept. / 2001

1st Place-Sports Play by Play / Michigan Assoc. of Broadcasters / 1999

design/development

Baked Potato Application / 2010

Created prototypes using a Behavior Driven Development approach. Initially creating low-fidelity paper prototypes to refine our scenarios, then high-fidelity prototypes were created in Axure RX Pro to create interactive simulations to test different versions of our application in a more real-world environment.

East Central Writing Centers Assoc. / 2010

Developed the web presence for the ECWCA conference hosted at Michigan State University using the Drupal framework including submission, peer-review and scheduling applications.

writing.msu.edu / 2008 - 2010

Developed the online strategy with custom interfaces and tools for specific user groups using the Drupal framework. Developed tools to create and manage blogs, writing topics, writing groups, workshops, forums and podcasts. Conducted user research using focus groups and staff interviews to inform incremental changes.

ItsMiLife.org / 2009

Developed the online strategy for posting questions, answers, blogs and videos for high schools students to interact with college students and counselors using the Drupal framework.

OurMichiganAvenue.org / 2009

Worked with a team of students to research and develop a community supported website applying Agile programming and Focus Group methodologies using the Ruby on Rails framework.

cloverlink.org / 2008

Worked with a team of students to interview 4H youth and parents about their online lives. Designed a social networking tool that allows users to gather, discuss, and publish resources using the Tikiwiki framework..

Tribal DDB / 2007

PHP and MySQL coding for sfprojectignition.com and sfredportfolio.com. Front end HTML, Javascript and CSS development for 50millionpounds.com, built on the .NET framework.

Delaware Mentoring Council / 2006

Revamped online presence of both udel.edu/dmcvista and delawarementoring.org websites including: layout, color, and wiki functionality.

tools

design

Adobe Photoshop CS5
Adobe Illustrator CS5
Adobe Indesign CS5
Axure RP Pro

audio/video

Hindenburg
Logic Pro
Pro Tools
Final Cut Pro

web development

PHP
MySQL
Javascript
jQuery
CSS/HTML
Drupal 6+
Wordpress 3+

conferences

2011

Baked Potato Extended Abstract
(Under Review)

CHI Student Design
Competition

2010

Online Group Work Across the
Curriculum

Writing Across the Curriculum
Conference, Indiana University

2009

Rethinking the Role of the
Writing Center Online

East Central Writing Centers
Association, Purdue University

Qualitative Research Network

Conference on College
Composition &
Communication

2008

Engaging New Technology:
Initiating and Creating Podcasts
for Your Writing Center

International Writing Center
Association Conference

The Effects of Podcasts in Writing
Centers

International Writing Center
Association Conference

The Role of Podcasts in Writing
Centers

Michigan Writing Centers
Association Conference,
Madonna University

teaching experience

Graduate Writing Consultant

Michigan State University / 2008-2010

Consulted daily with writers at all levels of proficiency and across university disciplines, in one-on-one and group settings. Co-facilitated workshops for students in small group settings.

Instructor / AL 201 (Writing Tutorial)

Michigan State University / 2009-2010

Delivered two semesters of writing studio instruction. Course pedagogy prioritized discussion and shared experience using a peer-review approach.

Instructor / Saturday Morning Art Program

Michigan State University / 2003-2004

Designed and delivered two semesters of art instruction to students age 7 - 18. Curriculum focused on thinking strategies, thematic exploration and experimentation across genres.

“We are moving from the age of information to the age of noise on the web, **the problem might be that the web is not noisy enough.**” David Weinberger

institutional workshops

Presentations and workshops were delivered to MSU students at The Writing Center, Michigan State University, East Lansing, MI, 2007-2010

Copyright and Plagiarism in Academic Work
Communicating Effectively with Poster Displays
Communicating Effectively with Websites
Understanding Remix in Composition
Digital Storytelling
Peer Response Workshop
Visual Rhetoric
InDesign Workshop
Audio Editing Workshop
Video Editing Workshop

research projects

AgShare / 2009-11

Graduate Research Assistant

AgShare is a Bill and Melinda Gates Foundation Grant for an 18-month planning and piloting initiative during which Michigan State University (MSU) worked with African anchor partners to build the foundation of the AgShare Open Educational Resources (OER) collaboration.

I conducted research through observations of user behavior and conversations to generating models about how work is structured among people in participating AgShare universities.

Baked Potato Project / 2010

Co-Researcher

Baked Potato is an HCI application geared at addressing the imbalance of power between those who market and those who consume food products. Baked Potato was designed as part of a course at MSU on Information Design.

Our design team conducted a series of observations using a contextual inquiry approach to locate a particular opportunity for an HCI intervention of people's relationship to the food system. Modeled user behavior and used rapid prototyping techniques to test user reaction to the application. Provided evidence that preference patterns combined with reward mechanisms are successful incentives for people to act on food recommendations.

Masters Thesis / 2010

Lead Researcher

Although There are many interesting uses of social media. We do not have; however, many models that inform how to use social media successfully in academic settings.

As part of my masters thesis I designed a qualitative and quantitative study examining how students and instructors from different writing courses at MSU use the writing center website within their classroom. I provided evidence that students negotiate multiple environments when using social media within a classroom.

advocacy work

Field Organizer / 2006-07

Student Empowerment Training Project, Chicago, IL

Developed a campaign to pass affordable textbook legislation resulting in Senate Bill 325, 326 and 327 being introduced into the Illinois House of Representatives. Trained student governments on grassroots organizing, lobbying, working with the media and leadership development.

Field Organizer / 2006

Indiana Public Interest Research Group, Bloomington, IN

Worked on a New Energy Future campaign to secure commitments from U.S. Congress candidates for clean energy reform. Engaged candidates, key constituent organizations and media outlets. Organized students and residents. Hosted a candidate response forum on the campus of Indiana University, Bloomington.

Volunteer / 2005

Red Cross, Delmarva Chapter, Wilmington DE

Assisted in food distribution and transportation for Hurricane Katrina and Rita victims and Red Cross volunteers.

AmeriCorps VISTA Leader / 2004-05

Delaware Mentoring Council

Implemented a comprehensive recruitment and marketing campaign including attending career fairs and making presentations to students, faculty and community service leaders. Provided support for incoming members. Assisted them in finding housing, completing paperwork, and accessing University benefits. Provided information and technology support for VISTA members.

AmeriCorps VISTA / 2004-05

ReStore Home Improvement Center

Developed custom product inventory database, including a label-based printing system. Coordinated a lead awareness campaign to educate customers about reused building material concerns. Presented topics on sustainability in home improvement to students at University of Massachusetts-Amherst.

Coordinator / 2003-04

Michigan State University Food Bank

Collected bread from local bakeries, coordinated products for distribution, and organized student volunteers during distribution days.