
KIMBERLY MITCHELL

DESIGNER + EDUCATOR
kmitch57@utk.edu

EDUCATION

2008

DEGREES HELD

Iowa State University, Ames, Iowa

Master of Fine Arts in Graphic Design with a minor in Gerontology

Thesis title: Design for aging eyes: an in-depth look at fast-food menu displays

Published 2008. 163 pages. ISBN: 9780549688204

2006

The School of the Art Institute of Chicago, Chicago, Illinois

Post-Baccalaureate MFA Certificate in Visual Communications

2005

Bradley University, Peoria, Illinois

Bachelor of Fine Arts in Graphic Design

graduated *summa cum laude*

ADDITIONAL EDUCATION

2012

Adobe Digital Publishing Suite Training

Phoenix, Arizona

2006

Google Sketch-Up Training

Beginner and Intermediate Level Certification

2004

European Summer Session

Bradley University in London England, Munich Germany & Igls Austria

2004

Bradley University J-Term Study Abroad

Bradley University in London England

EMPLOYMENT

2020 - present

TEACHING EXPERIENCE

University of Tennessee-Knoxville | Assistant Professor, Graphic Design

2019 - 2020

Bradley University | Assistant Professor, Graphic Design

2018 - 2019

Bradley University | Assistant Professor of Residence, Graphic Design

2010 - 2013

Academy of Art University | Adjunct, graduate-level, Graphic Design

2008 - 2018

Northern Arizona University | Tenured Associate Professor, Visual Communication

2007 - 2008

Iowa State University | Instructor, Graphic Design

2006 - 2007

Iowa State University | Teaching Assistant, Design History

INTERNSHIP COORDINATOR

2013 - 2015

School of Communication Internship Coordinator

I advised roughly 75 students each year for all 6 program areas within the School of Communication at Northern Arizona University. I was responsible for establishing and maintaining relationships with internship site supervisors and guiding students through the process of seeking and securing an appropriate internship.

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UNDERGRADUATE COURSES TAUGHT

My standard teaching load is 2/2 at UTK. Previously, it had been a 3/3. I designed and taught 100% of the courses outlined below.

ART 205 Typography
ART 305 Editorial Design
ART 406 Senior Capstone
ARTD 451 Advanced Graphic Design
ArtGR 275 Graphic Design Technology I
ArtGR 276 Graphic Design Technology II
GRDS 102 Graphic Design Foundations II
GRDS 103 Graphic Design Foundations III
GRDS 272 Graphic Design II
VC 101 Communication Design
VC 161 History of Graphic Design
VC 251 Computer Imaging
VC 202 Introduction to Typography
VC 329 Typographics I
VC 330 Typographics II
VC 331 Graphic Design I
VC 333 Graphic Design III
VC 343 Environmental Design
VC 343 Social Impact of Design
VC 370 Special Topics Advanced Layout
VC 370 Special Topics Publication Design
VC 370 Special Topics Environmental Graphic Design
VC 543 Experimental Typography

GRADUATE COURSES TAUGHT

I have been an adjunct professor at the Academy of Art University and have taught graduate-level courses in their online graphic design program. In addition to teaching, I was also an Independent Contractor for them as I worked as an Instructional Designer for a class redesign.

GR600 Visual Communications Lab
GR616 Making Ideas Visible
GR618 Visual Literacy

PROFESSIONAL EXPERIENCE

2005 - present

Artifact, LLC, *Graphic Designer + Consultant*

Design work has included identity design, annual reports, invitations, brochures, websites and other business collateral. Some clients include

The Grand Canyon Association, Northern Arizona University School of Communication, the Oasis Bird Sanctuary, Paw Placement of Northern Arizona, Wanderlust Brewery, Western National Parks Association, and Iowa State University.

2012

Gannett, *Graphic Designer*

Worked directly with other designers and print platform managers to design the *Arizona Republic's* daily newspaper.

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- 2005 - 2008 **Tazewell County Children’s Advocacy Center, *Graphic Designer***
Designed annual reports and brochures.
- 2006 **Marshall Fields and Company, *Visual Merchandiser***
Maintained and created the visual feel of the store. Created in-store displays.
- 2004 **Prairie Center of the Arts, *Graphic Designer***
Created entire identity. Created logo, brochures, stationery, website design and advertisements.

AWARDS & REVIEWS

- 2008 - 2018 Highly Meritorious ranking, annual reviews, Northern Arizona University
- 2013 - 2014 Awarded Exemplary Performer, Northern Arizona University
- 2005 Graduated Summa Cum Laude, Bradley University, Peoria, Illinois
- 2004 - current Phi Kappa Phi Honor Society
- 2004 - 2005 National Dean’s List
- 2004 Prairie Center of the Arts Brand Identity Contest winner
- 2001 - 2005 Dean’s List
- 2001 - 2005 Fine Arts Talent Scholarship

GRANTS

- 2016 **AIGA INNOVATE Grant**
Grant Recipient. Amount: 15,000
This grant was used to develop a game that exposes design to underserved high school students that do not typically have access to art and design.
- 2014 **Flagstaff Community Grant**
Grant Recipient. Amount: 1,000
This grant was used to pay for signage materials for wayfinding signage my students designed for a heavily traveled walking, biking and horseriding trail (Soldier’s Trail) at Coconino County Fort Tuthill Park.
- Geile Charitable Fund Grant**
Grant Recipient. Amount: 500
This grant was used to develop maps for a heavily traveled walking, biking and horseriding trail (Soldier’s Trail) at Coconino County Fort Tuthill Park.
- 2011 **School of Communication Online Course Transition Grant**
Grant Recipient. Amount: 3,000
This grant was used to develop an in-person Visual Communication course to an online format.
- 2009 **Irma B. Dobkins Universal Design Grant**
Grant Recipient. Amount: 1,500
This grant was used to help fund a symposium that I brought to the Northern Arizona University’s campus. Three guest speakers, and design experts, were invited to our campus to discuss their own personal experiences with the term, “Universal Design”. The money from the grant was used to help them travel to our campus.

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2008 **Office of Academic Assessment Mini Grant**
Grant Recipient. Amount: 1,500
I applied for this grant with two other colleagues. This grant was used to fund our research of evaluating the oral presentation skills of our undergraduate students in the Visual Communication program.

PUBLICATIONS
2008 BOOKS (PEER, EDITORIALY REVIEWED)
Kimberly Melhus, “**Design for Aging Eyes: An In-Depth Look at Fast-Food Outdoor Menu Displays,**” Iowa State University Press, August 2008

2021 CHAPTERS IN BOOKS (INVITED, PEER REVIEWED)
Kimberly Mitchell, “**Disruptive Innovation: Designing a Shifting Pedagogy for Creative Disciplines in Higher Education Learning,**” a peer-reviewed paper accepted to be published in *Advances in the Human Side of Service Engineering book, vol 1208*, Springer, 2021

2020 Kimberly Mitchell, “**Creating Socially Conscious Designers Through the Lens of Empathy,**” a peer-reviewed paper accepted published in *Advances in the Human Side of Service Engineering book, vol 1208, pp. 175-181*, Springer, Cham, 2020

2019 John Gialanella & Kimberly Mitchell, “**Teaching Empathy in Underserved Audiences through Game Based Learning,**” a peer-reviewed paper in Antona M., Stephanidis C. (eds) *Universal Access in Human-Computer Interaction. Theory, Methods and Tools. HCII 2019. Lecture Notes in Computer Science, vol 11572, pp 69-90*, Springer, Cham, July 2019

2013 Kimberly Melhus Mitchell, “**Designing Spaces for Aging Eyes,**” a peer-reviewed paper published in a Chapter in *Advances in Affective and Pleasurable Design* book, pp.11-20. CRC Press Taylor & Francis Group, 2013

2013 JOURNALS (BLIND-PEER REVIEWED)
Kimberly Melhus-Mitchell, “**Graphic Design III- A Case Study: The Transition from Face to Face to an Online Format,**” a peer-reviewed paper in *The International Journal of Visual Design*, Common Ground Publishing, 2013

2011 Kimberly Melhus Mitchell, “**The Importance of Cross-discipline in an Undergraduate Graphic Design Curriculum,**” a peer-reviewed paper in *Design Principles and Practices: An International Journal, Volume 5, Issue 5, pp.129-148*. Common Ground Publishing, 2011

2010 Kimberly Melhus, “**Usability Study of the Motorola Razr V3 Cellphone,**” a peer-reviewed paper in *Design Principles and Practices: An International Journal, Journal Volume 4, Issue 5, pp. 233-256*. Common Ground Publishing, July 2010

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2009 Kimberly Melhus, “**Design for Aging Eyes: A Look at Fast-Food Outdoor Menu Displays,**” a peer-reviewed paper in *Design Principles and Practices: An International Journal, Journal Volume 3, Issue 3, pp.97-116*. Common Ground Publishing, May 2009

2007 Kimberly Melhus, “**Pet Ownership and the Effect on Elderly Health,**” in *Gerinotes Section on Geriatrics, American Physical Therapy Association, 14: 6, pp 7-9*, A meta-analysis on the effect of owning a pet on elderly health, November 2007

ARTICLES (INVITED, EDITORALLY REVIEWED)

2010 Kimberly Melhus, **The Art of Graphic Design in a Globalized World,**” an article in *NAU Global: A Publication of the Center of International Education, p. 8, Spring 2010*

CONFERENCES PRESENTATIONS

2021 **Addressing Dementia Disparities Using Socially Assistive Robots, 2nd Latinos & Alzheimer’s Symposium,** virtual, May 2021, Presented collaborative research with department of Mechanical, Aerospace, and Biomedical Engineering.

An Educational Crisis or an Exciting Breakthrough? A Case Study of Transitioning from F2F to an Online Format, *College Arts Association,* virtual, February 2021, Presented my paper about how I used technologies and my freelance design experience to shift traditionally in-person classes to successful, engaging online courses.

2020 **Designing Convergence: A Collaborative Experience Across Curriculums** *UCDA Design Education Summit,* virtual, July 2020, Presented my paper about a collaboration between the IDEA FACTORY, Graphic Design, and Interactive Media students.

Creating Socially Conscious Designers Through the Lens of Empathy *11th International Conference on Applied Human Factors and Ergonomics,* virtual, June 2020, Presented my paper about teaching empathy to undergraduate students.

2019 **Teaching Empathy in Underserved Audiences Through Game Based Learning** *13th International Conference on Universal Access in Human-Computer Interaction (UAHCI 2019),* Orlando, FL, June 2019, Presented my co-authored paper about human-centered design and game based learning.

2018 **Parallel: A Game of Design** *AIGA MAKE,,* Indianapolis, IN, June 2018, Co-presentation and workshop with John Gialanella.

The Making of a Game *UCDA Design Education Summit: Good Design Works,* Youngstown, OH, May 2018, Co-presentation and workshop with John Gialanella.

2017 **Parallel: A Game of Design** *AIGA Method Madness,* Phoenix, AZ, October 2017, My grant team of 5 was invited to speak on the main stage on behalf of our game project. In addition, we led a workshop where participants played our game.

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- 2016 **MOOC-ING Design Education? A Look at the Future of Lower Division Design courses. A Panel Discussion**
AIGA FRONTIER, Bozeman, MT, October 2016, Leading a panel discussion on the future of design education. Panelists: William Culpepper, Lisa Hammershaimb, Jason Mitchell, & Gary Rozanc
- Small Talk on the CTA**
Northern Arizona University, School of Communication, April 2016, Presented my sabbatical work from the previous semester.
- The Development of a Public Wayfinding System for a Popular County Trail**
International Conference on the Constructed Environment, Tucson, AZ, April 2016, Presented a paper about my VC 370 Environmental Design classes interaction and design of a wayfinding system for a popular urban trail.
- 2015 **An Unlikely Collaboration: Creating a Cross-Disciplinary Undergraduate Course in Geodesign**
9th Annual International Conference on Design Principles & Practices, Chicago, IL, March 2015, Presented a co-authored paper about the collaborative efforts of the Visual Communication faculty and the Geography and Urban Planning faculty on designing a cross-disciplinary course.
- 2014 **Consume, Calculate and Communicate: A Study of Differing Critique Methods in An Undergraduate Design Education**
Hawaii International Conference on Arts and Humanities, Honolulu, Hawaii, January 2014, Presented a co-authored paper about different critique methods used in an undergraduate graphic design curriculum.
- 2013 **Possibilities and Challenges for Online Teacher-Scholar-Student Communities**
Northern arizona university social and behavioral science teaching day, January 2013, Presented and was a facilitator for a presentation regarding online teaching and learning.
- 2012 **Designing Spaces for Aging Eyes**
1st International Conference on Affective and Pleasurable Design at the 4th International Conference on Applied Human Factors and Ergonomics, San Francisco, July 2012, Invited Speaker to present a paper about research of an Assisted Living Facility.
- Graphic Design III- A Case Study: The Transition from Face to Face to an Online Format**
6th Annual International Conference on Design Principles & Practices, UCLA, January 2012, Presented a paper about research completed after redesigning Graphic Design III into an online course.
- 2011 **Cross-discipline in Online Learning Environments in an Undergraduate Graphic Design Curriculum**
5th Annual International Conference on Design Principles & Practices, Rome, February 2011, Virtually presented a paper about research completed after creating online courses.

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Transitioning into the Virtual World

Hawaii International Conference on Arts and Humanities, Honolulu, Hawaii, January 2011, Presented a panel topic with Paul Bruski, Iowa State, and Min Sun Lee, University of Montevello.

2010

Usability Study of the Motorola Razr V3 Cellphone

4th Annual International Conference on Design Principles & Practices, Chicago, February 2010, Virtually presented a paper about research completed in collaboration with two engineering students at Iowa State University

The Rose of Ames: A Designer's Perspective. A Series of Case Studies Involving the Design & Communication Within an Assisted Living Facility

Hawaii International Conference on Arts and Humanities, Honolulu, Hawaii, January 2010, Presented a research paper that combines gerontology, graphic design, and architecture.

Cross-Disciplinary Ideas For an Undergraduate Graphic Design Classroom

Hawaii International Conference on Arts and Humanities, Honolulu, Hawaii, January 2010, Presented a revised edition of another paper I've co-authored that looks at Graphic Design curriculums.

2009

The Importance of Cross Discipline in an Undergraduate Graphic Design Curriculum

University and College Designer's Association (UCDA), Mobile, Alabama, May 2009, Presented a co-authored paper dealing with Graphic Design curriculum.

Social Impact of Design

Premiere Graphics, Phoenix, Arizona, Invited speaker for an afternoon "lunch and learn" through Premiere Graphics, a design firm in Phoenix, Arizona.

Design for Aging Eyes: A Look at Fast-Food Outdoor Menu Displays

3rd Annual International Conference of Design Principles & Practices, Berlin Germany, February 2009, Presented a paper about research completed during my graduate studies at Iowa State University.

SYMPOSIUMS & LECTURE SERIES

2010

Universal Design Symposium, *Coordinator*, Northern Arizona University
Organized and arranged three guest speakers to come to Northern Arizona University's campus to discuss the term "universal design" in the areas of their expertise. Guest lecturers included: Robert Hoekman, Jr., *Web Developer and founder of Miskeeto*, Debra Satterfield, *Associate Professor of Graphic Design at California State University* and Paul Bruski, *Assistant Professor of Graphic Design at Iowa State University*. All travel costs were paid for by the Irma B. Dobkins Universal Design Grant award.

2010 - 2018

Visual Communication Lecture Series, *Coordinator*, Northern Arizona University
I was in charge of the annual lecture series, where we invited 3-4 guest speakers to come to campus to speak to our undergraduate students. I found the speakers, set up the dates, arranged travel, and advertised the events.

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EXHIBITIONS
2013

CURATOR, ART DIRECTION

GRAFIK INTERVENTION

I worked with students in my VC370 Environmental Graphic Design course on a one night digital projection exhibition on unused building spaces. This required me contacting property managers, the City of Flagstaff, and the Flagstaff Police department to obtain permission and permits in Flagstaff, Arizona.

www.grafikintervention.com

2012

COMMUNICATE: YEAR TWO

Together with the AIGA students, I put together a collaborative School of Communication exhibition.

2011

COMMUNICATE: YEAR ONE

Together with the AIGA students, I put together a collaborative School of Communication exhibition.

>>REWIND, Flagstaff, Arizona

Together with the AIGA students, I put together an end-of-the-year Visual Communication exhibition.

2010

TAKE TWO, Flagstaff, Arizona

Together with the AIGA students, I put together an end-of-the-year exhibition where students redesigned award-winning movie posters.

2009

BACK/TRACK/ING, Flagstaff, Arizona

Together with the AIGA students, I put together an end-of-the-year Visual Communication exhibition.

VISUAL COMMUNICATION 101 EXHIBITION, Flagstaff, Arizona

Together with another Visual Communication colleague, Patricia Murphey, I put together an exhibition showcasing our student work from our Visual Communication 101 course.

2019

SOLO / GROUP WORK DISPLAYED

FOR DESIGNERS, BY DESIGNERS, WITH DESIGNERS,

Bowling Green, Kentucky, Three separate designs were selected by blind peer-review to be displayed in the Corridor Gallery in the Department of Art on Western Kentucky University's campus

DEPARTMENT OF ART AND DESIGN FACULTY EXHIBITION, Peoria, Illinois, Displayed several pieces of design work at the annual faculty show.

2012

SCHOOL OF COMMUNICATION FACULTY SHOW

Displayed several pieces of design work at the annual faculty show.

2005

IN OUR SHOES, Peoria, Illinois

Bradley University senior graphic design show.

FOUR TAKES, Peoria, Illinois

BFA exhibition with three other students.

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SERVICE

UNIVERSITY COMMITTEES & SERVICE

Gender & Equity Committee, Member, 2019 - 2020
Faculty Senate, Senator, 2019 - 2020
OLLI Adult Learning, Instructor, 2019
Graduate Faculty, Member and Advisor, 2018 - 2020
Faculty Advisory Committee, Chair, 2016 - 2018
Center for International Education, Faculty Mentor, 2016 - 2018
Academic and Standards Committee, College of Social and Behavioral Representative, 2015 - 2018
Scholarship Committee, Member, 2008 - 2010, 2013 - 2018
Academic and Curricular Affairs Committee, Member, 2009 - 2010
Annual Review Committee, Chair, 2010 - 2012
Visual Communication Search Committee, Member, 2011, 2013, 2014, 2017
Extended Campus Search Committee, Member, 2014
School of Communication Search Committee, Member, 2013, 2017
Communication Core Committee, Member, 2011 - 2013
AIGA Faculty Advisor, Member, 2008 - 2020

TO MY PROFESSION

2020 - present **Reviewer, Common Ground Research Networks**

2020 **Abstract Reviewer, AIGA Design Educators Community (DEC) Design Symposium**

2019 **Abstract Reviewer, UCDA Design Education Summit**

2015 **Abstract Reviewer, AIGA H3 Conference**

2013 **Associate Editor, The International Journal of Design Education**
Blind-peer reviewed 3 journal papers in Volume 6, Issue 2 and Volume 6, Issue 1 of the International Journal of Design Education.

2012 - 2013 **Midpoint Thesis Committee, Academy of Art University**
I sat in on several midpoint thesis reviews for the Academy of Art University online. I offered my feedback and voted with the committee on whether the thesis proposal should move forward for further study.

2012 - 2013 **Graduate Thesis Review Committee, Academy of Art University**
I sat in on several final thesis presentations for the Academy of Art University. Together with the committees, I offered feedback and voted on whether the student should pass and graduate, or retake the and rework their thesis project for another review.

2012 **Associate Editor, Design Principles and Practices: An International Journal**
Blind-peer reviewed 4 journal papers for the Design Principles and Practices: An International Journal.

TECHNICAL PROFICIENCY

Thorough knowledge with both PC and Mac in the following programs:
Adobe Creative Cloud, Dreamweaver, QuarkXPress, HTML, CSS, Google Sketch-Up, CCI Newsgate, Microsoft Office, Digital SLR and regular SLR cameras, regular and 3-D printers, scanners