

JEREMY SWANSTON

CURRICULUM VITAE

Assistant Professor of Graphic Design, Program Head

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EDUCATIONAL HISTORY

University of South Dakota / Vermillion SD

M.F.A. Graphic Design / May 2015

Northern State University / Aberdeen SD

B.A. / Graphic Design / May 2003

Minor / Theater

ACADEMIC EXPERIENCE

2015-Present / University of Iowa / School of Art & Art History

Assistant Professor of Graphic Design

2013-2015 / University of South Dakota / Department of Art

Graduate Research Assistant / Instructor of Record

PROFESSIONAL AFFILIATIONS

American Institute of Graphic Arts (AIGA)

Graphis

GRANTS & FELLOWSHIPS

2020 / Federal Grant / \$1,000,000 / Substance Abuse and Mental Health Services Administration (SAMHSA)

Project PEER: Prevent, Engage, Empower, Respond. E. Johnson (Co-PI), C. Merckerson (Co-PI), **J. Swanston** (Senior Personnel/Creative Director).

2019 / Micro Grant / \$1,500 / Office of Outreach and Engagement

Community-Based Participatory Research in Counseling: Reaching Marginalized Youth through Engagement and Art. **J. Swanston** (Co-PI), G. Bardhoshi (Co-PI).

2019 / Public Policy Center Summer Scholars / \$6,000 / University of Iowa Public Policy Center

Capturing the Experiences of Rural Latinx High School Students through Photovoice: An Interdisciplinary Approach . L. Locke (Co-PI), **J. Swanston** (Co-PI), & G. Bardhoshi (Co-PI).

2017 / Community Impact Grant / \$10,000 / Office of Outreach and Engagement

Leveraging Design Thinking To Engage Communities and Promote Sustainable Solutions. **J. Swanston** (PI).

2017 / Education Research Impact Grant / \$89,908 / Roy J. Carver Foundation

Engaging At-Risk Latinx Students' Sense of Belonging in High School. G. Bardhoshi (Co-PI), **J. Swanston** (Co-PI), & L. Locke (Co-PI).

2017 / Obermann Fellowship / \$18,000 / Obermann Center For Advanced Studies

Capturing the Experiences of Rural Latinx High School Students through Photovoice: An Interdisciplinary Approach . G. Bardhoshi (Co-PI), **J. Swanston** (Co-PI), & L. Locke (Co-PI).

2016 / Astronomy and Astrophysics Grant / \$405,011 / National Science Foundation

Understanding Merger-Driven Galaxy Evolution with a Uniform Sample of Sub-Galactic-Scale Binary Active Galactic Nuclei. H. Fu (PI), **J. Swanston** (Collaborator).

2016 / Old Gold Summer Research Fellowship / \$3,000 / University of Iowa College of Liberal Arts & Sciences
Word Thug. J. Swanston (PI)

2016 / Faculty Innovators Grant / \$2,500 / University of Iowa
SO.BE Stories, J. Swanston (Co-PI) & G. Bardhoshi (Co-PI)

2015 / Community Impact Grant / \$10,000 / Office of Outreach and Engagement
Social Behavioral Stories in the Classroom. G. Bardhoshi (Co-PI), & J. Swanston (Co-PI).

2014 / Academic & Creative Research Grant / \$500 / University of South Dakota Graduate Office
SO.BE Stories. J. Swanston (PI).

HONORS & AWARDS

2018 / International Travel Award / \$1,200
60th Annual EB-ACA Conference: Counseling Around the World - Reaching Beyond Borders, International Programs

2018 / International Travel Award / \$900
2018 International Conference on Human Systems Engineering and Design Conference, International Programs

2016 / Platinum Winner
Exposing Violence (Social Justice Poster Series), Hermes Creative Awards, Association of Marketing and Communication Professionals.

2016 / Gold Winner
SO.BE Stories (Mobile App), Hermes Creative Awards, Association of Marketing and Communication Professionals.

2016 / Gold Winner
SO.BE Stories (Mobile App), AVA Digital Awards, Association of Marketing and Communication Professionals.

2016 / Merit Winner
Exposing Violence (Social Justice Poster Series), Graphis.

2015 / Silver Winner
SO.BE Stories (Mobile App), 45th Annual UCDA Design Competition.

2015 / Merit Winner
Beer Gear (Package Design), Wilber Stilwell Student Awards Exhibition

2012 / U.S. Presidential Inauguration
Selected to design all materials for the 2013 Presidential Inauguration

2012 / GPO LEAD Program
Nominated for and successfully completed an intensive professional development series that prepares candidates for leadership opportunities.

SCHOLARSHIP AND CREATIVE ACTIVITY

Professional Positions

2019-Present / Design Consultant / TransPerfect / Sioux Falls, SD
• Clients include: Adobe, Hewlett Packard Enterprise, Lavazza, Lufthansa, and Royal Caribbean International.

2014-Present / Design Consultant / HolacracyOne, LLC / Spring City, PN
• Clients include: ARCA, Precision Nutrition, Zappos.com, and David Allen Company.

2014-Present / Design Consultant / MJM Marketing / Sioux Falls, SD
• Clients include: Abbott Medical Optics, Alcron, Allergan, Glaukos, Imprimis Pharmaceuticals, TearLab, and Vance Thompson Vision.

2008-Present / Freelance Designer / Woodrow Wilson International Center for Scholars, Smithsonian Institute / Washington DC
• The Wilson Center, chartered by Congress as the official memorial to President Woodrow Wilson, is the nation's key non-partisan policy forum for tackling global issues through independent research and open dialogue to inform actionable ideas for the policy community.

2013-2018 / Design Consultant / South Dakota Counseling Association / Sioux Falls, SD

- The South Dakota Counseling Association (SDCA) is a partnership of associations representing professional counselors who enhance human development by providing benefits, products and services to expand professional knowledge and expertise; to promote recognition of counselors to the public and media; and to represent member's interests before federal, state, and local government.

2011-2017 / Design Consultant / Association for Specialists in Group Work / Alexandria, VA

- The Association for Specialists in Group Work—a division of the American Counseling Association—exists so that members and other helping professionals are empowered with the knowledge, skills, and resources necessary to practice effective, socially just, and ethical group work in a diverse and global society.

2008-2012 / Government Printing Office / Washington, DC / Visual Information Specialist

- Responsible for providing brand analysis and comprehensive visual communication strategies by delivering an assortment of multimedia, web, print and video design materials for various Government agencies around the country.
- Utilized video production and multimedia design to effectively communicate GPO's mission and goals and connect with a target audience.
- Led client meetings and played an active role in presenting and incorporating industry best practices for each project. Managed projects from concept development through completion while ensuring the highest quality of work, effective coordination of services and departments and meeting multiple deadlines.

2005-2008 / Woodrow Wilson Int'l. Center for scholars / Washington, DC / Visual Information Specialist

- Provided visual communication solutions and production expertise. Collaborated directly with staff on all levels to meet their goals of enhancing communications and/or conveying specific messages on a variety of media including multimedia, publications, promotional materials and displays.
- Coordinated with the web editor to plan and create visually attractive and effectively optimized multimedia materials for the Woodrow Wilson Center website.
- Collaborated with program officials and writer/editors on various design projects to develop visual communications, as well as manage project timelines and budgets.

2004-2005 / Aerospace Network / University of North Dakota / Grand Forks, ND / Visual Communications Specialist

- Collaborated with staff to conceptualize, design, and deliver interactive user interfaces and experiences as well as various multimedia and print strategies and products that were cross-functional in promoting the UND School of Aerospace Sciences.
- Conceptualized the branding of a learning management system to include identity graphics while analyzing business orientation and marketing objectives and viability to both internal and external clients.
- Planned and assigned projects to ASN student designers and provided creative and administrative oversight.

Professional Production

2020 / HolacracyOne: Educational Materials (print design)

Designed educational materials to be used for training sessions for Holacracy's national and international clients.

Vision Foundation Mobile App (2020 Spring Edition) (interactive design)

Mobile app design and development for the Vision Foundation regional conference, which is distributed on Apple and Android devices.

2019 / HolacracyOne: Illustrations (illustration)

Designed a series of digital illustrations that visually communicate the key benefits of utilizing Holacracy's organizational framework. These illustrations currently appear on Holacracy's main homepage and will be used to promote and increase their national and international client-base.

Vision Foundation Mobile App (2019 Fall Edition) (interactive design)

Mobile app design and development for the Vision Foundation regional conference, which is distributed on Apple and Android devices.

Washington's Classical Guitarist (interactive design)

Redesigned the website for Michael Kolmstetter, a critically acclaimed guitarist based in the Washington D.C. metropolitan area, who has performed for numerous national and international corporations and associations, including ExxonMobil, Eli Lilly, Tiffany's, Airline Pilots Association, American Society of Internal Medicine, and Goldman Sachs.

Sensational Smiles (interactive design)

Designed and developed the new website for Sensational Smiles, a family dentistry practice committed to offering the highest quality dental care with a complete focus on their patients.

Orthopedic Institute of Sioux Falls (*interactive design*)

Designed and developed the new website for the Orthopedic Institute of Sioux Falls, a practice focused on providing exceptional orthopedic care across the Midwest region.

Sidecar (*interactive design*)

Ongoing design and development for the Sidecar website, a company specializing in solutions, expert guidance, and interactive training to assist chiropractic businesses in achieving success throughout the nation.

Vision Foundation Mobile App (2019 Summer Edition) (*interactive design*)

Mobile app design and development for the Vision Foundation regional conference, which is distributed on Apple and Android devices.

Vision Foundation Mobile App (2019 Spring Edition) (*interactive design*)

Mobile app design and development for the Vision Foundation regional conference, which is distributed on Apple and Android devices.

2018 / Advanced Reproductive Center of Hawaii (*interactive design*)

Website development and design for Advanced Reproductive Center of Hawaii, an international infertility clinic devoted to helping couples achieve the dream of parenthood.

HolacracyOne: Educational Cards (*print design*)

Designed an educational card set for Holacracy's wide range of training materials, which are used by their national and international clients.

Century Vision Global (*interactive design*)

Website development and design for Century Vision Global, whose mission is focused on creating and sustaining long-term partnerships with entrepreneurial eye care providers throughout the nation who want to grow their practices.

Vision Foundation Mobile App (2018 Fall Edition) (*interactive design*)

Mobile app design and development for the Vision Foundation regional conference, which is distributed on Apple and Android devices.

Sidecar (*interactive design*)

Ongoing design and development for the Sidecar website, a company specializing in solutions, expert guidance, and interactive training to assist chiropractic businesses in achieving success throughout the nation.

Vision Foundation Mobile App (2018 Spring Edition) (*interactive design*)

Mobile app design and development for the Vision Foundation regional conference, which is distributed on Apple and Android devices.

SD Synod (*interactive design*)

Website development and design for the South Dakota Synod, one of the 65 Synods of the Evangelical Lutheran Church in America, that consists of 212 congregations with approximately 340 rostered leaders.

Equinox (*ui/ux design, prototype*)

Designed the user interface and user experience for the Equinox app prototype. Equinox is a company focused on developing innovating treatments for Glaucoma. This app serves as a monitoring device for patients and doctors during the treatment process.

FiveFour (*interactive design*)

Website development and design for FiveFour, a management consulting agency that aims to grow businesses through specialized expertise and interactive training content.

South Dakota Counseling Association Website (*interactive design*)

Designed and maintained the online presence of the South Dakota Counseling Association.

2017 / Word Thug (*branding, interactive design*)

Designed and developed the identity system and website for Word Thug, a critical multimedia space for community artists and writers whose works challenge dominant language and culture.

Central American Eye Clinics (*interactive design*)

Website development and design for Central American Eye Clinics (CAEC), an organization that partners with local doctors to restore vision so whole families can experience the freedom of sight.

Street Psalms (*interactive design*)

Website development and redesign for Street Psalms, a non-profit organization that serves as a resource center for life-giving perspectives and practices that foster transformation in vulnerable urban communities.

Vision Foundation Mobile App (Back To The Future Edition) (*interactive design*)

Mobile app design and development for the Vision Foundation regional conference, and distributed on Apple and Android devices.

MyCare Suite (*interactive design*)

Multimedia website design and development for MyCare Suite, Eye Care Leaders' powerful family of new and existing eye care solutions. Eye Care Leaders is the premiere source for top-rated ophthalmology-specific EHR and Practice Management systems and is trusted by more than 7,500 physicians nationally.

HolacracyOne: Educational Materials (*print design*)

Designed a collection of educational materials for Holacracy's national and international clients.

Sidecar (*interactive design*)

Multimedia website design and development for Sidecar, a company specializing in solutions and expert guidance to assist chiropractic businesses achieve success.

CORE Orthopedics (*interactive design*)

Multimedia website design and development for CORE Orthopedics & Sports Medicine, an independent group of orthopedic surgeons serving communities in the South Dakota, Minnesota and Iowa region.

Vision Foundation Mobile App (Secret Agent) (*interactive design*)

Mobile app design and development for the Vision Foundation regional conference, and distributed on Apple and Android devices.

South Dakota Counseling Association Website (*interactive design*)

Designed and maintained the online presence of the South Dakota Counseling Association.

Association for Specialists in Group Work Newsletter (*print design*)

Responsible for designing each issue of the ASGW newsletter, The Group Worker, which is a triannual publication that is distributed nationally.

2016 / HolacracyOne: Branding Materials (*print and interactive design*)

Responsible for redesigning numerous print and interactive materials for Holacracy to create a cohesive brand for their products.

IntegrityEMR Website (*interactive design*)

Multimedia website design and development for IntegrityEMR, a nationally recognized innovator in EMR software for ophthalmic practices.

Vision Foundation Mobile App (Home Coming Edition) (*interactive design*)

Mobile app design and development for the Vision Foundation regional conference, and distributed on Apple and Android devices.

Woodrow Wilson Int'l. Center for Scholars: Canada Institute Report (*print design*)

Responsible for designing the *Getting the NAC[W]for the NALS: Assessing the Competitiveness Workplan Within the North American Leaders' Summit 2016* report that is available through print and electronic distribution.

Creating Options Together Conference (*interactive design*)

Responsible for designing and developing the website for the Creating Options Together 2016 Conference, a national conference that brings together religious and spiritual leaders with the goal of combating poverty.

Ocular Science Website (*interactive design*)

Multimedia website design and development for Ocular Science, an innovative biotech company based out of California that specializes in revolutionizing the patient experience through exceptional post-operative care.

Vision Foundation Mobile App (*interactive design*)

Mobile app design and development for the Vision Foundation regional conference, and distributed on Apple and Android devices.

ClearView Eyes Website (*interactive design*)

Multimedia website design and development for ClearView, a regionally recognized clinic for excellence in the field eye care.

HolacracyOne: Educational Materials (*print design*)

Designed a collection of educational materials for Holacracy's national and international clients.

South Dakota Counseling Association Website (*interactive design*)

Designed and maintained the online presence of the South Dakota Counseling Association.

Association for Specialists in Group Work Newsletter (*print design*)

Responsible for designing each issue of the ASGW newsletter, The Group Worker, which is a triannual publication that is distributed nationally.

2015 / **Woodrow Wilson Int'l. Center for Scholars: CommonsLab Report Series** (*print design*)

Designed a report series template that will be utilized by CommonsLab for future publications.

HolacracyOne: Talks at Google (*presentation design*)

Presentation design for Holacracy that was presented at the Talks at Google program.

HolacracyOne: Constitution (*print design*)

Designed the constitution book for Holacracy's national and international clients.

DC Science Hack Day at the Wilson Center (*print design*)

Designed the DC Science Hack Day report that is available through print and electronic distribution.

Castle Care (*interactive and identity design*)

Visual identity and website design for a growing senior care company located in the southeast.

Vermillion Downtown Cultural Association (*identity design*)

Designed the branding for a community-based, nonprofit organization dedicated to the inclusion of arts and celebration of culture in everyday life.

Vermillion Theaters (*interactive and identity design*)

Designed the identity system for a historic theater located in Vermillion, SD as part of a preservation and restoration initiative, including a logo, apparel, marketing materials, and website.

South Dakota Counseling Association Website (*interactive design*)

Designed and maintained the online presence of the South Dakota Counseling Association.

Association for Specialists in Group Work Newsletter (*print design*)

Responsible for designing each issue of the ASGW newsletter, The Group Worker, which is a triannual publication that is distributed nationally.

2014 / **Woodrow Wilson Int'l. Center for Scholars: The Brown Capital Africa Forum** (*print design*)

Responsible for designing the *The Brown Capital Africa Forum* flyer for the The Woodrow Wilson International Center for Scholars.

Woodrow Wilson Int'l. Center for Scholars: The Boeing Company and Wilson Center Partnership (*print design*)

Responsible for designing the *The 100 Years of Leadership: The Boeing Company and Wilson Center Partnership* flyer for the The Woodrow Wilson International Center for Scholars.

Woodrow Wilson Int'l. Center for Scholars: The Leaders of Tomorrow (*infographic design*)

Responsible for designing an infographic titled *The Leaders of Tomorrow* for the Environmental Change and Security Program, which was displayed in various print and digital materials.

Woodrow Wilson Int'l. Center for Scholars: One Issue, Two Voices (*print design*)

Responsible for designing the *Dairy Policy in Canada and the United States: Protection At Home or International Trade?* report for the Canada Institute, which is available through print and electronic distribution.

HolacracyOne: Book Graphics (*illustration*)

Designed a series of graphics which were used in the *Holacracy: The New Management System for a Rapidly Changing World* book, published in 2015.

HolacracyOne: Educational Meeting Cards (*print design*)

Designed a series of educational cards to be used during training sessions for Holacracy's national and international clientele.

Northern Lights Lasik (*interactive design*)

Multimedia website design and development for Northern Lights Lasik, which specializes in premier vision correction.

South Dakota Counseling Association Website (*interactive design*)

Designed and maintained the online presence of the South Dakota Counseling Association.

Association for Specialists in Group Work Newsletter (*print design*)

Responsible for designing each issue of the ASGW newsletter, The Group Worker, which is a triannual publication that is distributed nationally.

2013 / **Woodrow Wilson Int'l. Center for Scholars: Citizen Science Report** (*print design*)

Responsible for designing the *Citizen Science Report* for the Science and Technology Innovation Program, which is available through print and electronic distribution.

Woodrow Wilson Int'l. Center for Scholars: On Cybersecurity, Crowdsourcing, and Social Cyber-Attack (*print design*) Responsible for designing the *On Cybersecurity, Crowdsourcing, and Social Cyber-Attack* policy memo for the Science and Technology Innovation Program, which is available through print and electronic distribution.

Woodrow Wilson Int'l. Center for Scholars: The National Broadband Map (*print design*)

Responsible for designing the *The National Broadband Map: A Case Study on Open Innovation for National Policy* report for the Science and Technology Innovation Program, which is available through print and electronic distribution.

Woodrow Wilson Int'l. Center for Scholars: Tweeting Up A Storm (*print design*)

Responsible for designing the *Tweeting Up A Storm: The Promise and Perils of Crisis Mapping* report for the Science and Technology Innovation Program, which is available through print and electronic distribution.

South Dakota Counseling Association Website (*interactive design*)

Designed and maintained the online presence of the South Dakota Counseling Association.

Association for Specialists in Group Work Newsletter (*print design*)

Responsible for designing each issue of the ASGW newsletter, The Group Worker, which is a triannual publication that is distributed nationally.

2012- (*Selected Works*)

2004 / **57th Presidential Inauguration Materials** (*print and security design*)

Every four years the Government Printing Office is tasked with the responsibility of designing and printing all the materials for the Presidential Inauguration. In 2012, I was honored to be chosen as the lead designer to create these items, which included inaugural tickets, maps, security designs, invitations and programs. This project required extensive collaboration with the Joint Congressional Committee throughout the year and a methodical approach to the design to ensure a successful event.

Broadcasting Board of Governors (*interactive design*)

Website design for the Broadcasting Board of Governors, an independent federal agency that oversees all U.S. civilian international media, including Voice of America, Radio Free Europe/Radio Liberty, the Office of Cuba Broadcasting, Radio Free Asia, and the Middle East Broadcasting Networks.

Securities and Exchange Commission (*print and identity design*)

Identity for the Securities and Exchange Commission's Office of Investor Education and Advocacy. The project included a custom typeface that is combined with the SEC's seal, a folder, brochure and publication designs. All publications have electronic 508 compliant PDF and e-book versions available online.

D.C. Pretrial Services Agency (*print design*)

Annual report design that aims to illustrate the unique services of the District of Columbia Pretrial Services Agency, as well as highlight the different areas of specialty in which the Agency displays leadership.

Department of Commerce (*identity design*)

New identity for the Office of Inspector General for the Department of Commerce. The design merges the history of the Agency with its various sub division to create a unified mark.

Election Assistance Commission (*print design*)

Four color annual report that was used to appeal to a younger demographic due to the excitement generated during the 2008 presidential election.

Millennium Challenge Corporation (*print design*)

Annual report design for the Millennium Challenge Corporation that highlights the bold thinking and groundbreaking action that defines a new vision for development to best reflect 21st century realities.

Model Maritime Service Code (*print design*)

Book design for the U.S. Coast Guard's Model Maritime Service Code, which provides a legal framework to address emerging maritime safety and security concerns.

Powering Green Energy Exports (*print design*)

Brochure design that acts as a Federal resource for U.S. firms in the Renewable Energy and Energy Efficiency (RE&EE) sectors.

Malcolm Grow Medical Clinic (*print design*)

Designed a brochure series for the Malcolm Grow Medical Facility, which is affiliated with the Department of Defense.

Peer-to-Peer Violence and Bullying: Examining the Federal Response (*print design*)

Designed the report cover for the United States Commission on Civil Rights. The purpose of the report is to examine the role played by the U.S. Departments of Education and Justice in addressing peer-to-peer discrimination on the basis of race, national origin, religion, disability, sex and/or LGBTQ status.

Federal Maritime Commission Brochure Series (*print design*)

Designed a brochure series that would appeal to the public and serve as a template for future brochures. The Federal Maritime Commission regulates U.S. International Ocean Transport System for businesses and individuals.

Department of Justice (*security design*)

Designed the security credentials for Justice Protective Service agents.

Government Publishing Office (*security design*)

Designed the security credentials badge for law enforcement agents serving the Government Publishing Office.

Joint Force Quarterly (JFQ) Magazine (*print design*)

Designed multiple issues of the National Defense University's quarterly publication that reflects its purpose to inform and educate national security professionals.

South Dakota Counseling Association Website (*interactive design*)

Designed and maintained the online presence of the South Dakota Counseling Association.

Association for Specialists in Group Work Newsletter (*print design*)

Responsible for designing each issue of the ASGW newsletter, The Group Worker, which is a triannual publication that is distributed nationally.

Washington's Classical Guitarist (*interactive and identity design*)

Identity and website design for Michael Kolmstetter, a critically acclaimed guitarist based in the Washington D.C. metropolitan area, who has performed for numerous national and international corporations and associations, including ExxonMobil, Eli Lilly, Tiffany's, Airline Pilots Association, American Society of Internal Medicine, and Goldman Sachs.

The Brazil Institute (*print design*)

Designed various publications for the Brazil Institute, including the *Brazilian Perspectives on the United States: Advancing U.S. Studies in Brazil*, *Thinking Brazil* (policy brief series), and their annual report. The Institute is part of the Woodrow Wilson Center's Latin America Program, founded in 1978 to serve as a bridge between the United States and Latin America, encouraging a free flow of information and greater communication between the two regions.

The Canada Institute (*print design*)

Designed various publications for the Canada Institute, including *Advancing The Dialogue* (annual report), *Canada Institute Occasional Paper* (series), and *One Issue, Two Voices* (series). The Canada Institute, a program of the Woodrow Wilson Center, promotes a free flow of ideas and policy options for deepening understanding, communication, and cooperation between the United States and Canada by engaging policymakers and members of the scholarly, business, and not-for-profit communities in creative dialogue.

Wilson at 150 (*print design*)

Designed the materials, including the invitation, program, commemorative coin, and environmental graphics, for the 150th birthday of President Woodrow Wilson, which culminated a day long seminar to reflect on his life and presidency.

Environmental Change and Security Program (*print design*)

Designed various publications for the Environmental Change and Security Program, including *Water Stories: Expanding Opportunities in Small-scale Water and Sanitation Projects* and *Navigating Peace: Water Conflict and Cooperation* (policy briefs). The Program, part of the Woodrow Wilson Center, explores the connections between environmental, health, and population dynamics and their links to conflict, human insecurity, and foreign policy.

Science and Technology Innovation Program (*print design*)

Designed various publications for the Science and Technology Innovation Program, including the 2011 *Social Media + Emergency Management Camp: Transforming the Response Enterprise*, the *Synthetic Biology Project* (report series), and the *Project on Emerging Nanotechnologies* (PEN series). The Program, part of the Woodrow Wilson Center, explores emerging technologies through vital conversations, making science policy accessible to everyone.

Aerospace Network (*identity, print, and interactive design*)

Identity, print, and interactive design for EZ, a learning management system, which included a branding system and various marketing materials in addition to designing custom user interfaces and experiences for both internal and external clients.

John D. Odegard School of Aerospace Sciences (*print and interactive design*)

Designed various marketing materials for the John D. Odegard School of Aerospace Sciences at the University of North Dakota, including the college's website.

Creative Research

2020-Present / Project PEER (*socially-conscious design / community engagement / public awareness campaign*)

Project PEER (*Prevent, Engage, Empower, Respond*) is a partnership between The University of Iowa and Southern University and Agricultural & Mechanical College-Baton Rouge campus (SUBR) to develop and implement a culturally-responsive, Human Immunodeficiency Virus (HIV) and Substance Use Disorders (SUDs) prevention program for African American young adults (ages 18-25).

2019-Present / At This Table (*socially-conscious design / community engagement / human-centered design*)

At This Table aims to develop a scalable model (methods and tools) for communities throughout the country to foster empathy and understanding, gain empowerment, and create new futures. The focus will be to engage in, and with, communities that feel disenfranchised to purposefully prioritize the knowledge and experience of the community. A diverse group of community members are invited to visualize their lived experiences through various forms of art-making (i.e., photography, letterpress, audio/written storytelling, collage, etc.), and engage in open dialogue for how to reach an alternative future through a variety of methods. We are primarily focused on discovering the right participatory conditions for creating empathy and identification in order to foster collaborative problem solving, empowering the community to drive the transformation. We will use approaches that are both human-centered and systems-based to build on the work of individuals and local organizations.

2015-Present / SO•BE Stories (*educational app / human-centered design / interdisciplinary collaboration*)

SO•BE Stories is a collaboration with a faculty member specializing in social-emotional learning and child development. I utilized human-centered design to drive the development of interactive stories and games to help kindergarten students navigate social dilemmas and practice positive behaviors. From conceptualizing characters, story environments, and game play, to usability testing and interface design, this project illustrates the importance of placing the user at the center and inhabiting their experiences. Designed specifically with kindergarten students in mind, this interactive project showcases how effective human-centered design can emotionally connect with the user and create measurable change.

2019 / PhotoVoices (*socially-conscious design / community engagement / interdisciplinary collaboration*)

PhotoVoices project is an interdisciplinary collaboration that involved the design and implementation of an intervention with Latinx students enrolled in a rural Iowa High school. Through photography and dialogue, this collaboration gained insight about Latinx high school students' experiences in school, their thoughts and feelings about their community, as well as their aspirations for the future. This project culminated in a poster series that presented an innovative way of combining visual and qualitative data through both photographs that were taken by the students, as well as quotes that were shared during group discussions. The resulting poster series has been displayed in various public art shows and forums, where community and school stakeholders were invited to reflect on the results presented in the posters, as well as continue the dialogue initiated by the students, eliciting valuable community input and exchange and raising awareness about the barriers and needs of Latinx students in rural Iowa schools.

2018 / Project Perry/Proyecto Perry (*socially-conscious design / community engagement*)

Project Perry/Proyecto Perry employed problem-and project-based learning, as well as principles of design thinking, to engage with the rural and socio-economically diverse community of Perry, IA. A total of twelve students, six from the University of Iowa and 6 from Iowa State University, spent five days living in the community, reaching out and engaging with leaders and residents, and co-identifying community challenges and solutions. Students formed small teams and engaged residents on a variety of challenges that were essential to community vitality, including, but not limited to, economic development, education, community engagement, and cultural inclusiveness.

2017 / GravBox (*interactive educational tool / human-centered design / interdisciplinary collaboration*)

GravBox is a collaboration with a faculty member specializing in physics and astronomy, I utilized human-centered design to drive the development of an interactive learning tool that simulates gravitational dynamics in a physical sand box to help students experience principles of astrophysics in real time. Utilizing a 3D camera, the user inputs information through an app, which is then projected via computer-generated graphics onto the surface of the sand. Putting the young user at the center of this design project was essential to effectively bridge abstract concepts in a visual format that resulted in a fun and engaging learning experience. For this project, the functionality of the simulator and potential for teaching depended on the app component and its intuitive design, with user interaction, interface, and usability testing being an essential component to its realization.

2016 / Illuminating The On Campus Experience Of LGBTQ Students Through Photovoice (*socially-conscious design / community engagement / cross-disciplinary collaboration*)

Illuminating The On Campus Experience Of LGBTQ Students Through Photovoice project is a study that combined qualitative research methodology with participant photography to illuminate the on-campus experiences of lesbian, gay, bisexual, transgender, and queer college students attending a public university in the Midwest. Participants attended 6 photovoice sessions, which the authors transcribed and analyzed, using student photographs and key quotes to contextualize themes. Overarching themes reflected in student photography and discussions revealed several negative experiences on campus, including feeling categorized and practicing self-censorship. However, students also identified positive experiences on campus, including LGBTQ safe zones and advocacy. Participant photographs and key quotes were graphically rendered and presented to the campus community and key stakeholders. A permanent exhibition of student photographs from this project is displayed in the university student center at the University of South Dakota.

2015 / Exposing Violence (*infographic series / public awareness campaign*)

This social justice infographic series pertaining to violence was sectioned into three main categories: sexual abuse towards women, suicide, and homicide, and was executed through a variety of media (e.g., print, web, and video).

CONFERENCE PRESENTATIONS AND LECTURES

International

Community-Based Participatory Research In Counseling: Reaching Marginalized Youth Through Engagement & Art.
European Branch of the American Counseling Association, September, 2019, Vienna, Austria.

I Don't Want To Be Stereotyped: A Study with Latinx Students Informed by Photovoice.
2019 America Educational Research Association Annual Meeting, April, 2019, Toronto, Canada.

National

Project Perry: Leveraging Design Thinking To Engage Communities & Promote Sustainable Solutions.
University & College Designers Association Design Education Summit, May, 2018, Youngstown, OH.

Elevating the role of design within the humanities, science, and education scholarship.
Converge, AIGA Design Educators Community Conference, June, 2017, Los Angeles, CA.

SO.BE Stories: Promoting Positive Social Behaviors for Children In the Digital Space.
45th Annual University & College Designers Association Conference, September, 2015, Orlando, FL.

SO.BE Stories, Promoting Positive Social Behaviors for Children In the Digital Space.
University & College Designers Association Design Education Summit, May, 2015, Brookings, SD.

State

Infusing App-Based Technology In Classroom Guidance: Best Practice Recommendations And Challenges From The Field.
Iowa Educational Research and Evaluation Association Annual Conference, December, 2016, Iowa City, IA.

Where Is the Line? Conceptual Art and Its Role in Art Foundation Courses.

University of South Dakota, April 2013, Vermillion, SD.

Invited International

In & Out of School: Capturing the Lived Experiences of Latinx Students Through Images.

10th International Conference on Applied Human Factors and Ergonomics, July, 2019, Washington, DC. (invited)

Beginning, Middle, and End: Designing Engaging User Experiences Through Storytelling.

1st International Conference on Human Systems Engineering and Design: Future Trends and Applications, October, 2018, Reims, France. (invited)

Creating Effective and Engaging Interactive Educational Apps for Early Learners Through Emotional Design.

8th International Conference on Applied Human Factors and Ergonomics, July, 2017, Los Angeles, CA. (invited)

Invited State

Photographing the Latina/o Experience in Iowa: Social Activism, Research, and Policy.

2018-2019 Obermann Conversations, November, 2018, Iowa City, IA. (invited)

PUBLICATIONS

Bardhoshi, G., **Swanston, J.**, & Kivlighan, D. M. Social-Behavioral Stories in the Kindergarten Classroom: An App-Based Counseling Intervention for Increasing Social-Skills. *Professional School Counseling*, 23(1), 1-14. doi:10.1177/2156759X20919374. 2020.

Bardhoshi, G., Grieve, K., **Swanston, J.**, Suing, M., & Booth, J. Illuminating The On-Campus Experience Of LGBTQ Students Through Photovoice. *Journal of College Counseling*, 21(3), 194-209. doi: 10.1002/jocc.12103. 2018.

Swanston, J. Exposing Violence (Social Justice Poster Series). Graphis Poster Annual 2017. Graphis Inc. ISBN 10:193124152X, ISBN 13:9781931241526. 2017.

Works In Progress

Bardhoshi, G., **Swanston, J.**, Nam, S., & Locke, L. (In Review). Photovoices: Capturing the Experiences of Latinx Students Placed as Academically-At-Risk in a Rural High School. *Journal of Child and Adolescent Counseling*.

Swanston, J. (In Review). Say Their Name (Social Justice Poster). Graphis Inc. Social & Political Protest Posters 2.

DESIGN EXHIBITIONS

PhotoVoices: Amplifying the Perspectives of Latinx Students in Rural Iowa High School. (Solo) University of Iowa Main Library, 2019, Iowa City, IA.

PhotoVoices: A Collection of Experiences In and Out of the School. (Solo) Muscatine Community College, 2018, Muscatine, IA.

School of Art and Art History Biennial Exhibition. (Group) School of Art and Art History, 2018, Iowa City, IA.

Seoultech & Iowa Art & Design Faculty Exchange Exhibition. (Group) SEOULTECH Museum of Art, 2018, Seoul, South Korea.

Illuminating the On-Campus Experience of LGBTQ Students Through Photovoice. (Solo) Muenster University Center, 2016, Vermillion, SD.

School of Art and Art History Biennial Exhibition. (Group) School of Art and Art History, 2016, Iowa City, IA.

Wilber Stilwell Exhibition. (Group) John A. Day Gallery, 2015, Vermillion, SD.

University Invitational. (Group) Washington Pavillion, 2014, Sioux Falls, SD.

Design Habit: Community Engagement. (Group) John Day Gallery, 2013, Vermillion, SD.

TEACHING ASSIGNMENTS

SEMESTER	COURSE NUMBER	COURSE TITLE	ENROLLMENT
Spring 2020	ARTS:4195:7307	BFA Exhibition	5
Spring 2020	DSGN:4700:0001	Graphic Design VI	13
Spring 2020	DSGN:4800:0001	Graphic Design VII	11
Spring 2020	DSGN:6175:0001	Graphic Design VIII	3
Spring 2020	ARTS:4190:8394	Honors in Studio Art	2
Fall 2019	DSGN:2500:0003	Graphic Design I	15
Fall 2019	DSGN:4700:0001	Graphic Design VI	6
Fall 2019	DSGN:6175:0001	Graphic Design VIII	3
Spring 2019	ARTS:4195:3152	BFA Exhibition	2
Spring 2019	DSGN:3600:0001	Graphic Design IV	14
Spring 2019	DSGN:4700:0001	Graphic Design VI	15
Spring 2019	ARTS:4190:4618	Honors in Studio Art	1
Spring 2019	CLAS:4100:0003	Peer Assistant	1
Fall 2018	ARTS:4190:0914	Honors in Studio Art	1
Spring 2018	ARTS:4195:8640	BFA Exhibition	17
Spring 2018	DSGN:4700:0001	Graphic Design VI	15
Spring 2018	DSGN:4800:0001	Graphic Design VII	10
Spring 2018	DSGN:6175:0001	Graphic Design VIII	5
Spring 2018	ARTS:4190:0231	Honors in Studio Art	3
Spring 2018	CLAS:4100:0003	Peer Assistant	1
Fall 2017	DSGN:4700:0001	Graphic Design VI	13
Fall 2017	DSGN:4800:0001	Graphic Design VII	4
Fall 2017	DSGN:6175:0001	Graphic Design VIII	6
Spring 2017	DSGN:3500-0001	Graphic Design III	17
Spring 2017	DSGN:4700-0001	Graphic Design VI	7
Fall 2016	DSGN:2500:0003	Graphic Design I	13
Fall 2016	DSGN:4700:0001	Graphic Design VI	9
Spring 2016	DSGN:3130:0002	Web Design I	12
Spring 2016	DSGN:4130:0001	Web Design II	13
Fall 2015	DSGN:2110:0002	Graphic Design I	15
Fall 2015	DSGN:2110:0004	Graphic Design I	14
Spring 2015	ARTD 215	Typography Design	7
Fall 2014	ARTD 205	Digital Design	18
Spring 2014	ARTD 205	Digital Design	7
Fall 2013	ARTD 205	Digital Design	12

STUDENTS SUPERVISED

DEGREE OBJECTIVE	NAME	YEAR	OUTCOME
MA & MFA	Joshua Brdicko (chair)	2020	MA
	Carley Cullen	2019	MFA
	Sarah Gutowski	2019	MFA
	Joan Kim	2019	MFA
	Mitchell Volk (chair)	2019	MFA
	Yingjie Chen	2018	MFA
	Lindsay Godin (chair)	2018	MFA
	Riley Vier (chair)	2018	MFA
	Zhuoyun Feng (chair)	2018	MA
	Joan Kim	2018	MA
	Mitchell Volk (chair)	2018	MA
	Sarah Gutowski	2017	MA
	Huangyuying Zheng	2016	MFA

DEGREE OBJECTIVE	NAME	YEAR	OUTCOME
Honors in Studio Art	Anne Axmear	2020	Honors
BFA	Noah Pottebaum	2020	Honors
	Dominique Coleman	2020	BFA
	Madelyn DeWitt	2020	BFA
	Jennifer Kimbro	2020	BFA
	Bryana Medberry	2020	BFA
	Liv Stark	2020	BFA
	Lauren Himan	2019	Honors
	Amanda Cerutti	2019	BFA
	Niko Thiel	2019	BFA
	Yijie (Sammi) Wu	2018	Honors
Jared Brdicko	2018	BFA / Honors	

DEGREE OBJECTIVE	NAME	YEAR	OUTCOME
	Josh Brdicko	2018	BFA / Honors
	Dylan Menke	2018	Honors
	Dana Smith	2018	BFA / Honors
	Leigh Balderrama	2018	BFA
	Bailey Beaderstadt	2018	BFA
	Darien Buford	2018	BFA
	Jessica Duling	2018	BFA
	Bonnie Duong	2018	BFA
	Ryan Gause	2018	BFA
	Gyeonghye Ko	2018	BFA
	Trevor Kuenn	2018	BFA
	Anna Long	2018	BFA
	Rachel Nease	2018	BFA
	Samuel Nordstrom	2018	BFA
	Storm Shearer	2018	BFA
	Collin Spratt	2018	BFA
	Carly Watson	2018	BFA
	Jia Zheng	2018	BFA
	Hailey Boileau	2017	BFA

SERVICE

Institution, Professional, and Community

Program Head / Graphic Design / School of Art and Art History / 2019-Present

Faculty Advisor / City of Keokuk: Identity Design / Office of Outreach and Engagement & Keokuk, IA / 2020

Ad Hoc Designer / Academic Program Brochures / School of Art and Art History / 2020

Ad Hoc Designer / Syllabus Design Template Standardization / School of Art and Art History / 2019-2020

Lead Designer / Figures for NSF Grant Submission / University of Iowa Electrical and Computer Engineering / 2020

Co-Advisor / University of Iowa Students in Design Organization / 2016-2019

Ad Hoc Reviewer / *Dialectic* / AIGA Design Educators Community / 2018

Faculty Advisor / Perry Project/Proyecto Perry / University of Iowa, Iowa State University, and Perry IA / 2018

Faculty Advisor / Embrace Mason City: Mobile App Design / Office of Outreach and Engagement & Mason City, IA / 2017

Faculty Advisor / IWP 50th Anniversary: Website Design / International Writers Program / 2017

Media Contributions

2018 / *The Perry News* (Newspaper), Perry Project/Proyecto Perry Looks 50 Years Ahead And Dreams.