

# Jennifer Gordon, Assistant Professor

## 2024 Curriculum Vitae

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### Teaching Experience

**2016–Present University of Minnesota Duluth**  
Typography 1, Graphic Design 1, 2 and 3, Senior Design Studio 1, Design Technology 1 and 2, 2D Digital Design, Emerging Media

**2006–2014 University of Minnesota Duluth**  
Master of Fine Arts Studio, Senior Studio 1 and 2, Graphic 1, 2 and 3, Typography 1 and 2, Motion Graphics, Interactive 1 and 2, 2D Digital Design

**2003–2006 University of Minnesota Duluth**  
2D Digital Design, Introduction to Art

**1998–2003 College of St. Catherine**  
Web Management Workshops: Taught faculty and staff how to build with templates and maintain web content

**2002 College of St. Catherine**  
Co-taught in math/art pilot project to Twin Cities area juniors and seniors

**2002 College of St. Catherine**  
Teaching Assistant for Web Design Course

### Current Courses

ART 2911 Design Process and Practice Foundations  
Art 3922 Content Design for Engagement and Awareness  
ART 3933 Experiential Design  
ART4922 Advanced Design Systems

### Past Courses Taught

ART 1003 Introduction to Design (LE)  
ART 1013 Digital Design Foundations  
Art 2907 Typography Foundations  
ART 2905 Design Technology  
ART 3906 Web and User Interface Foundations

### Independent Studies

**2023** ART 4991 Independent Study in Graphic Design  
Typeface Design (2 Students)  
**2021** ART 4991 Independent Study in Graphic Design  
UI/UX Design Google Certificate Program

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### Education

**2006 University of Minnesota Duluth**  
*Master of Fine Arts*, GD Emphasis

**2003 College of St. Catherine**  
*Bachelor of Arts Certificate*, Fine Arts / GD Emphasis

**1992 University of Minnesota**  
*Bachelor of Arts*, Liberal Arts / Mass Communication

**1989 North Hennepin Community College**  
*Associate of Arts*, Liberal Arts / General

### Professional Development

**2021 Google UX Design Professional Certificate**  
Active Online Student  
**2021 AIGA Webinar—A New Program for Graphic Design** Virtual Participant  
**2020 Teaching in Canvas—UMD Faculty Development Course**  
Asynchronous Participation  
**2017 Paper Specs—Live Unboxed**  
Virtual Participant  
**2017 AIGA National Design Conference**  
In-Person Participant, Minneapolis, MN  
**2013 Public Interest Design / College of Design**  
University of Minnesota  
**2012 EDUCAUSE / Uncommon Thinking for the Common Good** Online Conference Participation  
**2012 Design Thinking Collective Conversations**  
AIGA Minnesota | Design for Good  
**2012 Design Intersections: Tweak? Leap? What does design thinking demand?**  
College of Design / UMN  
**2008 AGI Student Conference**  
Art Institute of Chicago, Chicago, IL

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### Service / Volunteerism

**2023–Present Student Design Organization**

*Co-Advisor*

**2017–Present UMD Department of Art & Design Annual Student Exhibition**

*Committee Member—Design Director*

**2016–Present UMD Academic Advising**

*Faculty Student Advisor*

**2020–2022 Anti-Racism Learning Committee**

*Learning Member*

**2018–2022 CAHSS Campus Climate Change Committee**

*Committee Member*

**2014–2016 Ely Community Health Council**

*Council Member*

**2012–2016 Ely Farmer’s Market / SNAP Benefits**

*Co-Director, Board Member, Coordinator, President*

**2011–2013 Mobile App Development Group**

*Faculty Advisor for Design*

**2013 Visual Culture Lecture Series Reorganization**

*Committee Member / Design Coordinator*

**2007–2013 Art and Design Website**

*Chair, Webmaster*

**2012–2013 Student Design Organization**

*Co-Advisor*

**2012–2013 UMD Online Education Committee**

*Community Member*

**2012–2013 Ely Art Club**

*Co-Vice President, Board Member*

**2009–2013 Duluth Community Garden Program**

*Communications Committee Member / Designer*

**2010–2011 Design of Art and Design Identity**

*Board Member / Co-Creative Director*

**2007–2012 College-wide Web**

**Committee** *Committee Member*

**2007 Library Video Contest**

*Juror, University of Minnesota Duluth*

**2007 Art and Design Lecture Series**

*Committee Member / Spring*

**2007 Yeti Frozen Film Festival**

*Juror, University of Minnesota Duluth*

**2006–2012 Knife River Recreation Center**

*Volunteer, Website Coordination Design*

**2005 HaysKids: Children with FASD**

*Volunteer, Brand and Website Development*

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### Academic Advising

Advising for SFA and then CAHSS includes Fall and Spring semester registration advising and availability for other personal and academic advising.

#### Graduate Student Advisement:

2008 1

#### Undergraduate Student Advisement:

2017 6/7/24

2018 24/29/26

2019 26/22

2020 22/20

2021 15/10/13

2022 10/15/12

2023 12/9/11

2024 9/9/11

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### Recognition / Honors / Awards

**2024 Award for Excellence in Academic Service Unit**

\$500 Professional in Development Funds

**2024 Outstanding Faculty Member Award**

Kirby Leadership Awards

**2023 CAHSS Service Award** (Nomination)

**2024, 2023, 2022 Thank a Teacher Recognition**

Center for Educational Innovation

**2012—Fall School of Fine Arts Development Grant**

Conference Participation / Research (\$500)

**2012–Spring School of Fine Arts Development Grant**

(\$500)

**2006 Student Web Site Design Award**

Conference Participation / Research

**2004 Graduate Academic Scholarship** UMD

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### Creative Activity

**2024 *Climate Conversations***—Collaborative Design  
Project funded by UofM Grant Award (\$500)

**2023 *Everything and Nothing***—2023 Faculty Exhibition

**2022 *Freelance Designer***—Print & Web Design  
Academy of Integrative Health & Medicine

**2021 *We Create***—2021 Faculty Exhibition  
University of MN Duluth

**2021 *Freelance Designer***—Brand / Conference Materials  
Academy of Integrative Health and Medicine

**2020 *Rosie's Dream***—Participating Artist in  
Collaborative Animation

**2019 *WTF***—Artist in Group Art Exhibit—Duluth, MN

**2018 *Fine Refine Define***—Artist in UMD Faculty Exhibit

**2017 *WTF***—Participating Artist in Group Art Exhibit—  
Duluth, MN

**2016 *Living with Fire***—Ely Public Art Collaborative  
Selection Committee Member

**2016 *Brand Design + Collateral Materials***  
Ely Community Care Team, Member/Designer

**2016 *5K Glow Run***  
Northern Lights Clubhouse, Designer

**2015 *Otter Run***  
Marketing Materials, Designer

**2013 *The Ecology of Health***—Collaborator/Designer  
on Animation

**2013 *Ely Farmers' Market***—Collaborative Designer,  
Branding and Collateral Materials

**2012-2013 *IPad ImProv***—Collaborator/Instructor;  
Music & Art Workshop for Public School Art Educators

**2011-2013 *The Art of Local Food***—Designer,  
fundraising materials, Duluth Community Garden  
Program

**2012 *Organic Roots Restaurant***, Designer, Brand,  
Stationery and Menu, Ely Minnesota

**2009 *Keys to the Universe***, Participating Artist, UMD  
Art and Design Faculty Biennial

**2007** UMD Art and Design Faculty Biennial, *Participating  
Artist*

**2006 *Spirituality and Design: A Fusion of Eastern and  
Western Symbolism***, MFA Thesis Exhibition

**2005 *Prometheus*** / Director William Payne, Designer,  
New Media/Video Props

**2004 *All Together Now***, Participating Artist, UMD Art  
and Design Faculty Biennial

**2004 *Feeding Frenzy***, Collaborative Participant,  
Performance Art by Fast Forward, Duluth, MN

**2003 *Evolution***, Participating Artist, Senior Student  
Show, College of St. Catherine

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### Research Interests

Design Thinking / Processes for Greater Issues

Design for Change / Design for Diversity & Inclusion

Sustainability / Design for Sustainability

Spirituality and Design

Design for Healing

Design as Storytelling / Book and Digital

Motion Graphics / Animation / Kinetic Information Design

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### Professional Experience

- 2016–Present *JGordon Design (Freelance)*
- 2014–2016 *Creative Director and Web Manager*  
Academy of Integrative Health & Medicine
- 2006–2014 *Assistant Professor of Graphic Design*  
University of Minnesota Duluth
- 2003–2014 *Graphic Design / Visual Consultant*  
Idun Design—Self-Owned Agency
- 2003–2006 *Graduate Assistant / Assistant Professor*  
University of Minnesota Duluth
- 1998–2003 *Web Manager / Creative Director*  
College of St. Catherine
- 1996–1998 *Patient and Physician Education Coordinator*  
National Marrow Donor Program
- 1995–1996 *Donor Communications Specialist*  
National Marrow Donor Program
- 1993–1995 *Publications Assistant*  
Minnesota State Bar Association
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### Skills / Software

Adobe Creative Suite Master Collection up to CC2024  
Illustrator, Photoshop, Dreamweaver, Fireworks, Flash,  
InDesign, After Effects, Premier, Bridge, Dimension

#### **Web Design Languages / Knowledge**

HTML up to 5.0, CSS up to 3, Javascript, Wordpress,  
Search Engine Optimization, ActionScript, Web forms,  
ECommerce, Interactivity and User Theory, Responsive  
Web Development, CRM, LMS, SQL Database

#### **Additional Knowledge**

Mobile App Design / Development; Microsoft Office  
Suite; Word, Excel, Powerpoint; Video and Still Camera  
Usage and Film Editing; Photoshop, iMovie, Final Cut Pro  
and Xpress; Lighting and Green-Screen Technologies

### Conference Speaker / Active Participation

- 2011 **AIGA Design for Good Kick-Off** *Collaborator;*  
AIGA Minnesota / Minneapolis
- 2008 **Media Arts Training For Cloquet Schools,**  
*Speaker/Trainer;* University of Minnesota Duluth
- 2007 **SatNam Meditation Retreat,** *Co-organizer/  
Speaker/Instructor;* Knife River, MN
- 2003 **“Strategic Communications Capital  
Campaign”;** UCDA, *Co-speaker;* Minneapolis, MN
- 2002 **“Redesigning a College Website by  
Committee”;** College Communications  
Conference, *Panel Participant;* Seattle, WA
- 2000 **“The Unveiling of the new www.stkate.edu”;**  
*Co-speaker;* College of St. Catherine
- 1996 **“Building a Website: A Successful  
Collaboration between; Communications  
and Information Systems”;** MN Women in  
Communications Conference, *Co-speaker*
- 1994 **“How to Navigate the World Wide Web”;**  
National Association for Hispanic Journalists, |  
*Speaker;* Chicago, IL