

BRITTANY SCHADE

Assistant Professor of Interactive Design

Department of Design, Western Washington University

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EDUCATION

Masters of Fine Art, Graphic Design, 2013

Florida Atlantic University, Boca Raton, FL

Thesis: Emotion and the Designed Object

Bachelors of Fine Art, Graphic Design, 2007

Florida Atlantic University, Boca Raton, FL

EMPLOYMENT

Senior Graphic Designer, 2009–2010

Coast to Coast Publishing, Delray Beach, FL

Design advertising and editorial layouts for a national small publishing firm.

Responsibilities included: managing client relationships, layout design, brand creation, and pre-press.

Art Director, 2008–2009

Maui Time Weekly, Wailuku, HI

Lead advertising and production department under constrained deadlines for an alternative weekly with a circulation of 18,000. Primary responsibilities included: coordinating with photographers and illustrators, art direction and editorial layout, and press checks.

Jr. Art Director, 2006–2008

The GEO Group, Inc., Boca Raton, FL

Oversee the corporate creative department. Projects include: advertising, annual reports, marketing collateral, government bids proposal design, employee magazine, and website maintenance.

Intern, 2006

Crave, Boca Raton, FL

Assist creative team in designing high-end food and beverage packaging; and coordinate direct mail and marketing.

Graphic Designer, 2005–2006

GEO Care, Inc., Boca Raton, FL

Design corporate advertising, annual report layout design, marketing collateral, government bids proposal design, employee magazine, and website maintenance.

TEACHING

ACADEMIC APPOINTMENTS

Assistant Professor of Interactive Design, 2013–PRESENT
Western Washington University, Bellingham, WA

ID460 UX Capstone
DSGN481 BFA Workshop
DSGN480 BFA Seminar
DSGN397 Principles of Interaction Design
DSGN385 Professional Practices in Visual Communication Design
DSGN375 Summer Design Abroad
DSGN362 Digital Media Design III
DSGN361 Digital Media Design II
DSGN360 Digital Media Design I
DSGN250 Visual Communication III
DSGN111 Design View

Graduate Teaching Assistant, 2011–2013
Florida Atlantic University, Boca Raton, FL

GRA4932 Graphic Design in Mobile Apps
GRA2191 Graphic Design II
GRA2190 Graphic Design I

ACADEMIC HONORS AND AWARDS

Summer Teaching Grant, Western Washington University, 2015
Summer Research Grant, Western Washington University, 2014
Graduate Teaching Fellowship, Florida Atlantic University, 2010–2013
Lynn Travis Stender Graduate Scholarship Award, Women in the Visual Arts, 2011

STUDENT AWARDS

2016 Adobe Design Achievement Awards: SEMIFINALISTS
Amelia Barlow and Zach Becker, *PEDAL, Virtual Reality* (mobile application),
developed in DSGN480

2015 Adobe Design Achievement Awards: SEMIFINALIST
Amelia Barlow, *Pantone Capture* (mobile application), developed in DSGN361

2014 Adobe Design Achievement Awards: SEMIFINALISTS
Kris Mendoza and Grace Anderson, *Hive* (mobile application), developed in DSGN361
Shayne Smith and Amanda Yeung, *Equinox* (website) developed in DSGN360
Kris Mendoza and Tristan Wood, *Volume* (website) developed in DSGN360

2013 Adobe Design Achievement Awards: SEMIFINALIST
Edgard Barbosa, *Xcavenger*. Mobile Application developed in GRA4932

GUEST LECTURES

RECR373 Recreation Programming. *Designing Marketing Materials for Tourism*. Western Washington University, Bellingham, WA, 2016.

RECR373 Recreation Programming. *Designing Marketing Materials for Tourism*. Western Washington University, Bellingham, WA, 2015.

ID460 UX Design Capstone. *Product Design lecture, UX Research lecture & 3 guest critiques*. Western Washington University, Bellingham, WA, 2014.

CREATIVE & SCHOLARLY ACTIVITIES

CONSULTANCIES

Product Design Consultant, 2014

Switch, New York, NY

Work with team of business developers and engineers to implement user experience methodologies to develop a mobile job search application. Process included user flow, concept development, wireframes, content strategy, and visual design.

Product Design Consultant, 2011–2012

AtomicUnit Software, Boca Raton, FL

Create user flow, wireframes, and visual design for mobile applications and websites, which included: Checkbook, BarQuest, Point Talker, WordXchange, and LoyalApps.

PROFESSIONAL AWARDS

Winner, Creative Quarterly, Issue 30, 2013

Sheila Ivory Award, Broward Juried Student Exhibition, Juror: Karim Zariffa, 2012

Honorable Mention, Interactive Category, AIGA Flux Student Design Competition, 2011

Gulnar Bosch Travel Award, Southeastern College Art Conference, 2011

PRESS

Aszman, Amanda. “Designer of the Week: Brittany Schade”. *Print Magazine*. 8/20/2015.

“Students work with Microsoft on user experience design project”. *Western Today*. 11/24/2014.

Alterman, Elizabeth. “Tinder for Jobs: Check Out New App Switch”. *The Muse*. 11/12/2014.

McGregor, Jena. “New ways to secretly search for a job”. *The Washington Post*. 11/7/2014.

Taube, Aaron. “You Know LinkedIn — Meet The Next Wave Of Startups Trying To Hack Your Job Search”. *Business Insider*. 10/4/2014.

Hartnett, Bill. “Switch - A Tinder For Jobs: A Swipe To The Right Could Lead To Your Next Opportunity”. *AOL Jobs*. 8/1/2014.

CITATIONS

Criscione, Wilson. "Design department helps students find success", *Western Today*, 11/20/2014.

Klingman, Samantha. "Food truck design contest leads to real-world chances", *Bellingham Herald*, Bellingham, WA, 2014.

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Marcus, Johnathon. "Students' thesis work spotlighted", *Sun Sentinel*, Fort Lauderdale, FL, 2013.

Diaz, Marta. "Keep Delete: From Digital to Analog", *visualMAG*. Illustrated (online). Madrid, Spain, 2012.

Typeeverything.com. Illustrated (online). 2011.

PRESENTATIONS

"User Experience Methods for Designing with Empathy". Presented at *HOW Interactive Design Conference*, San Francisco, CA, 2015.

"Teaching Interaction Design as a Multidisciplinary Course". Presented at *Hawaii International Conference on Arts & Humanities*, Honolulu, HI, 2015.

"Eliminating the Element of Fear: Pedagogical Strategies for Transitioning Students to Interactive Design". Presented at *Design Principles & Practices Conference*, Vancouver, BC, 2014.

"Illustrated Type: Creative Expression in Today's Digital Environment". Presented paper at *Southeastern College Art Conference: Text + Texture*, Savannah, GA, 2011.

PUBLICATIONS

Pannafino, James, Dennis Cheatham, Brian Lucid, Julie Mader-Meersman, Patrick McNeil, **Brittany Schade**, Heather Shaw and RJ Thompson. "Thoughts on Communication Design and UX Education." *HOW Design (online)*. 27 March 2015.

Remarque, Issue 2. Interview pg. 4, Illustrated pg. 19, Ft. Lauderdale, FL, 2013.

Creative Quarterly, Issue 30. Illustrated, pg. 15. New York, NY, 2013.

TWOFOLD, Vol. 1 Issue 3. Illustrated, pg.6. London, England, 2012.

Wilkinson, Andrea. *Keep Delete: Turning Messages into Keepsates*. Illustrated, pgs. 83, 85. Bilzen, Belgium, 2012.

REVIEWS

Speaker proposals (Author anonymous for review), IXDA Interaction 17 Conference, New York, NY, September 2016

The AIGA Career Guide: Futures in Graphic and Communication Design (Author anonymous for review), Fairchild Books: New York, NY, August 2015

“Critical Making: Design and the Digital Humanities”, *Visible Language*, co-editors Jessica Barnes and Amy Papaelias, University of Cincinnati, August 2015

EXHIBITIONS

Discovery: Faculty Biennial Exhibition, 2015
Western Gallery, Western Washington University, Bellingham, WA

Masters of Fine Arts Thesis Exhibition, 2013
Schmidt Center Gallery, Florida Atlantic University, Boca Raton, FL

Last Call, 2013
Second Avenue Studio, Florida Atlantic University, Fort Lauderdale, FL

Broward Juried Student Exhibition, 2012
Second Avenue Studio, Florida Atlantic University, Fort Lauderdale, FL

Florida Artists' Book Prize Exhibition, 2012
Bienes Center for the Literary Arts, Fort Lauderdale, FL

AIGA Flux Student Design Competition, 2011
Delaplaine Visual Arts Education Center, Frederick, MD

Four Minutes, Thirty-Three Seconds, 2011
Legal Art Space, Art Basel, Miami Beach, FL

Bachelors of Fine Arts Exhibition, 2007
Ritter Art Gallery, Boca Raton, FL

SERVICE

DEPARTMENTAL COMMITTEES

Design Faculty Search Committee, Western Washington University, 2015-2016
BFA Portfolio Review Committee, Western Washington University, 2014-2015
Design Scholarship Committee, Western Washington University, 2014
Design Admissions Committee, Western Washington University, 2013-2015

COLLEGE COMMITTEES

CFPA Governance Council, Western Washington University, 2015-2017
ISC Director Search Committee, Western Washington University, 2015
CFPA Curriculum Committee, Western Washington University, 2014-2016
Instructional Technician II Search Committee, Western Washington University, 2013

SPECIAL DEPARTMENTAL, COLLEGE OR UNIVERSITY FUNCTIONS

2016	Introduced student speakers Nicole Rogers, Shauna Crawford, Jason Olsen & Abby McCartin for Design Days
2016	Coordinated Senior Portfolio Show
2016	Department Scholarship Committee
2016	Outstanding Graduate Mentor (Stephen Ateser)
2015-2016	Maintained department website
2014-2016	Annual BFA field trip to San Francisco chaperone
2013-2016	Design dept. quarterly advising
2013-2016	Main department Twitter account
2014-2016	UxD minor advisor
2014-2016	Facilitated students' Adobe Design Achievement Awards entries
2015	Recruited and mentored adjunct faculty Bridgit Weis to teach DSGN361 DSGN390
2015	Outstanding Graduate Mentor (Julianne Seely)
2015	Coordinated Senior Portfolio Show and arranged guest speaker Aaron Draplin
2015	Attended Spring Commencement
2015	Coordinated student speakers Stephen Ateser & Enkbayar Munh-Erdene for Design Days
2014	Department of Design fall open house
2014	Coordinated Senior Portfolio Show and arranged guest speaker Karim Zariffa
2014	Coordinated student speakers Riley McGaff & Brent Sandifer for Design Days
2014	Recruited and mentored adjunct faculty Cynthia Hall to teach DSGN250

SERVICE ON PROFESSIONAL BOARDS

Board of Directors, IXDA Seattle, 2015-2017

COMMUNITY

Co-host, Girls Can Do, Seattle, 2014-2015

KNOWLEDGE AND SKILLS

DESIGN EDUCATION

Teaching complex design concepts, theories, and a wide range of technical skills and methods to college students. Lead large and small class discussions, critiques, and student research. Encourage risk-taking, concept, and team building.

CREATIVE DIRECTION

Experience in leading conceptual development for brands, publications, advertising, packaging, web and mobile application, and conceptual design; including the ability to supervise and work independently on design and production.

PRODUCT DESIGN

Emphasis on user-centered design for both user experience and user interface design processes for mobile platforms. Skilled in contextual research, user/business goals, conceptual development, user flow, wireframes, content strategy, visual design, and rapid prototyping.

FRONT-END DEVELOPMENT

Skilled in web languages and methods, including html/css and jquery, responsive design, information architecture, content strategy, web typography, and visual design.

CODING LANGUAGES

HTML5 / CSS3 / jQuery
Responsive Web Design

SOFTWARE PROFICIENCIES

Adobe Photoshop CC
Adobe Illustrator CC
Adobe InDesign CC
Adobe After Effects CC
Adobe Dreamweaver CC
Adobe Edge Code CC
Sketch3

PROFESSIONAL DEVELOPMENT

Attended *Parallax Scrolling Master Class*, ihatetomatoes.net (online), 2014
Attended *ConveyUX Conference*, Seattle, WA, 2014