

EDUCATION

University of Texas at Austin (UT) | *May 2010*

Master of Fine Arts in Design

Thesis: "Lifestreaming as a Life Design Methodology"

Supervisor: Kate Catterall

University of Illinois at Urbana-Champaign (UIUC) | *May 2005*

Bachelor of Fine Arts in Graphic Design

TEACHING EXPERIENCE

School of Life Design | *July 2010 - present*

jessicamullen.com/tag/school-of-life-design/

Created an experimental, web-based course which serves as a forum for discussing life design principles as they relate to graphic design. This course proposes lifestreaming as a life design methodology and investigates the integral roles that online presence, web and graphic design play in life design. The course has over 90 registered students who participate via site comments and class assignments.

DES313: Design History, UT | *Spring 2009*

As a teaching assistant to Peter Hall, taught principles of web design and development with XHTML, CSS and WordPress. Empowered students to visually and conceptually execute written interpretations of design history on the web.

ARTD299: Advanced Web Design, UIUC | *Spring 2008*

Focused on finding new ways of engaging a web audience using standards compliant code. Topics included information architecture, search engine optimization, usability, accessibility, content management systems, client interaction and presentation. Emphasis was placed on solving complex problems without compromising the quality of design or code.

ARTD313: Introduction to Web Design, UIUC | *Summer 2007 + 2008*

Taught undergraduate students the fundamentals of designing and building a website using CSS and XHTML. Projects included redesigning and coding the UIUC Neuroscience Department website and the UIUC I Space gallery website.

HONORS + SPEAKING

- **March 2010** | Presented "UT System in Second Life" at South by Southwest (SXSW) Interactive Festival in Austin, Texas.
- **February 2009** | Presented "The Church of Internetology" at BIL Conference in Long Beach, California.
- **January 2009** | Presented "The Church of Internetology" at Design Camp in Bryan/College Station, Texas.
- **December 2006** | GD USA - American Graphic Design Award for the "Fox and Obel Website" with Torque Ltd.
- **April 2006** | Featured in *How* magazine's International Design Annual for work with *Ninth Letter* literary journal.
- **March 2006** | Featured in the Design 100 Annual issue of *Step* magazine for work with *Ninth Letter* literary journal.
- **March 2005** | Represented "ninthletter.com" at the SXSW Interactive Festival in Austin, Texas. The *Ninth Letter* website was a finalist in the arts category for the Interactive Festival Web Awards.

SKILLS + INTERESTS

- Proficient in industry standard graphic and web design software.
- XHTML, CSS, Wordpress, PHP, Javascript, Flash
- Blogging, photography, lifestreaming, social media and virtual worlds
- Eating plants and being outside
- Philosophy & spirituality

EMPLOYMENT

New media producer for The Popular Podcast | *June 2008 - present* **thepopularpodcast.com**

Co-created, co-hosted and co-produced a weekly video podcast exploring livestreaming and life design as well as issues of privacy, design methodology and emerging production techniques online. Applied various web content monetization strategies including advertising, content subscriptions, donations, information products, affiliates, sponsorships, and merchandise.

Freelance graphic design, web design & development | *March 2006 - present*

Selected clients:

- **UIUC Information Trust Institute** | www.iti.illinois.edu | *Spring 2008*
Redesigned existing website to communicate analytically with the audience, mostly engineers, to create a rich user experience with fewer clicks.
- **UIUC Department of Computer Science** | cs.illinois.edu | *Fall/winter 2007*
Redesigned existing website to establish a dynamic, informative and engaging web presence that illustrates leadership in computer science education and research.
- **UIUC Counseling Center** | www.counselingcenter.illinois.edu | *Fall/winter 2007*
Redesigned existing website to be accessible, organized, and easy to update. Implemented a content management system.
- **DePaul University** | www.depaul.edu | *Fall/winter 2006*
Working with design firm End Communications, built DePaul's new website with CSS and XHTML and assisted integration with a content management system.

Graduate Research Assistant for UT System in Second Life | *July 2009 - July 2010* **tuelearningcommunity.com**

As part of its Transforming Undergraduate Education Program, the University of Texas System initiated a statewide virtual learning community of students, faculty, researchers and administrators, that offered a creative approach to undergraduate instruction through the innovative use of a 21st century low-cost online virtual world technology.

The UT System funded the creation of a virtual 49-island archipelago in Second Life (SL), with three islands per campus and one central island for System-wide collaboration and administrative activities. Designed for extensive inter-campus, intra-campus, and out-of-state collaboration, the project had IRB-approved research and assessment integrated throughout and took into account the most current evidence-based research on pedagogy in virtual learning spaces.

Duties: Oversaw the daily operations of program activities. Developed program objectives and implemented new or revised program goals to achieve effective performance. Made necessary changes for improved services. Communicated the development of program activities and implemented marketing strategies to promote the success of each program initiative.

Interacted with students, faculty, staff and the community to facilitate program objectives. Prepared program budget and controlled expenditures in accordance with budget allocations. Reviewed current program budget and prepared projections for future programs. Prepared reports and maintained records on program activities and progress. Submitted special reports to management. Hired, trained and supervised support staff. Represented the program at professional committees, events and organizations.

The Royal Order of Experience Design, Ogilvy | *February - April 2006*

Worked on new ideas for brands such as Huggies, Allstate, Suave, and BP. Assisted in web design and development for Kohler and developed sites in Flash.

Torque | *June 2005 - January 2006*

Worked with a team of designers and developers to conceptualize, design, build, and evaluate several new websites for companies such as Fox & Obel Grocery and USG Building Components. Implemented shopping cart technology and server-side scripting. Worked with clients to develop innovative web content and analyze website traffic data. Participated in all forms of print production.