

# Curriculum Vitae

updated 4.2018

**Julia Griffey**

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## Julia Griffey

### Higher Education

**2005**      **Massachusetts College of Art - Dynamic Media Institute**

M.F.A. in Design

Thesis: "Animation, Motion and Education"

**1998**      **Cornell University**

M.A in Apparel Design with minor in computer science

Thesis: "Incorporating 3-D Body Scans into Apparel Pattern Development - Exploring a New Methodology"

G.P.A: 3.8/4.0

**1994**      **University of California at Berkeley**

B.S. in Civil Engineering | Minor: Costume Design

G.P.A: 3.3/4.0

### Teaching Experience

**2009-**      **Associate Professor of Interactive Digital Media**

*Webster University*

- Program Coordinator - Interactive Digital Media
  - Create schedule, perform annual program assessment, hire instructors
- Advise students academically.
- Serve on university committees and planning groups, including Curriculum, Speakers, International Studies, General Studies, SIM (self-designed, interdisciplinary major), Sustainability Keystone Course, and Publications Board (chair)
- Teaching and Course Development
  - INTM 1600 - Introduction to Interactive Digital Media
  - INTM 3050 - Information Architecture
  - INTM 3150 - Interactive Content Development for Marketing and PR
  - INTM 3150 - WordPress for Web Development
  - INTM 3200 - Interface Design
  - INTM 3300 - Programming for Interactive Media 1
  - INTM 4150 - Visualizing the 3D Object (modeling and 3D printing)
  - INTM 4300 - Programming for Interactive Media 2
  - INTM 4620 - Senior Overview
  - MEDC 5050 - Interactive Digital Media Tools for Marketing, Promotion and Profitability (graduate course)

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### Teaching Experience

- MEDC 5600 - Introduction to Interactive Media (graduate course)
- SCIN 1800 - Living On vs. Off the Grid (travel course)
- FYE 1200 - The Art of the Shoe (freshman seminar)
- Curriculum Development
  - Interactive Digital Media major - routinely revise as needed
  - Game and Game Design - designed certificate program
- Established Internships for Interactive Digital Media students at Momentum Worldwide, Integrity Media, Nomax Inc., WebSanity, Open Studio Network, and 2E Creative
- Committee member for faculty searches: Audio, Emerging Media, Associate Dean, Film (3 times, two times as chair), Animation, Game Design (chair)
- Visit international campuses and consult with faculty about programs
- Visit local community colleges and high schools and give guest lectures
- Develop guides and articulation agreements for transfer students

**00-06 Full-time Instructor of Interactive Media Design**

*New England Institute of Art, Boston, MA*

- Courses taught and developed include Introduction to Multimedia, Internet Technologies, Graphic Design 1, Graphic Design 2, 2-D Animation for Web, Interface Design, Web Management
- Chair of search committee for the college president and institutional effectiveness committee.
- Founded and led student club that built web sites for non-profits.

**99-00 Corporate Trainer**

*Skillpath Seminars*

Taught courses in web and publication design, PhotoShop and web development throughout the U.S. and Canada. Customized classes for on-site seminars.

**98 Design Instructor**

*Washington University in St. Louis*

Instructed fashion design students in presentation, inspiration and visualization.

**98 Autocad Instructor**

*St. Louis Community College*

**97-98 Adobe PhotoShop Instructor**

*BOCES School of Continuing Education, Ithaca, NY*

**96-98 Teaching and Research Assistant**

*Cornell University, Ithaca, NY*

## **Julia Griffey**

### **Professional Experience**

- 98- Independent Interactive Digital Media Designer and Developer**
- Create websites, web applications and mobile apps for a variety of corporate and academic clients including: Harvard Medical School affiliated residency programs, Joslin Diabetes Center, Harvard School of Public Health Nest, Catholic Fit, and Management Performance Associates
  - Create interactive, animated, movement-driven experiences for children's museums and nature centers. Interactive pieces are currently installed (or are pending installation) in several children's museum in the United States, Canada and the Carribean.
  - Founded and currently run specialty e-commerce sites: [www.machineembroiderygeek.com](http://www.machineembroiderygeek.com), [www.modpatcheyepatch.com](http://www.modpatcheyepatch.com)
  - Host a podcast on arts entrepreneurship: [www.modernmakersproject.com](http://www.modernmakersproject.com)
- 98- Director of E-commerce and Brand Marketing**  
*Nomax, Inc.*  
Built and maintain e-commerce sites responsible for \$2,000,000+ annual sales. Logo, information and package design, internet marketing, video production and editing.
- 98-99 Professional Modern Dance Company Member**  
*MADCO St. Louis, MO*  
Performed at theaters and schools around St. Louis region.
- 95-96 3-D Computer Animator**  
*F.T.I. San Francisco, CA*  
Created 3-D animations and graphics primarily for litigation.

## **Julia Griffey**

### **Interactive Experiences Installed in Museums**

- 17**      **Missouri Botanical Garden - St. Louis, MO**  
*"Collection of Curiosities"*
- 11**      **Annapolis Children's Museum - Annapolis, MD**  
*"Safe Routes"*
- 11**      **The Children's Museum of LaCrosse - LaCrosse, WI**  
*"Toothy Tango"*
- 10**      **Hands On! - A Children's Gallery - Hendersonville, NC**  
*"Toothy Tango"*
- 10**      **Museo Del Nino Puerto Rico - San Juan, Puerto Rico**  
*"Misión Buena Nutrición"*
- 08**      **Manitoba Children's Museum - Winnipeg, Manitoba**  
*"Mission Good Nutrition"*
- 08**      **Winston-Salem Children's Museum - Winston-Salem, NC**  
*"Mission Good Nutrition"*
- 08**      **Monterey Youth Museum - Monterey, CA**  
*"Movin' Round the Hospital"*
- 07**      **Linda's Playhouse - Peachtree City, GA**  
*"Mission Good Nutrition"*
- 07**      **The Children's Museum of the Highlands - Seebring, FL**  
*"Mission Good Nutrition"*
- 06**      **Santa Maria Discovery Museum - Santa Maria, CA**  
*"Trouble in the Tar Pits"*
- 06**      **Vermont Institute of Natural Sciences - Queeche, VT**  
*"Whooooo Hiding in the Barn?"*
- 06**      **Amelia Park Children's Museum - Westfield, MA**  
*"Whooooo Hiding in the Barn?"*

## Julia Griffey

### Publications

- 18 Creative Embroidery Magazine**  
Griffey, J. V, (2018) May/June: "Fun swimsuit" and "Tank Top"
- 18 Creative Embroidery Magazine**  
Griffey, J. V, (2018) January/February: "Flower Mittens"
- 17 Creative Embroidery Magazine**  
Griffey, J. V, (2017) November/December: "Peek-A-Bloom Dress" and "Luggage Tags"
- 15 Creative Embroidery Magazine**  
Griffey, J. V, (2015) August/September: "Embroidered Ballet Flats"
- 15 Creative Embroidery Magazine**  
Griffey, J. V, (2015) May/June: "Retro Dress"
- 14 Artivate: A Journal of Entrepreneurship in the Arts.**  
Griffey, J. V, (2014) Daily Blogging for a Year: A "Lean" Pathway to Launching a Web-Based Business, 3(2), 39-50.
- 14 Media and Learning News**  
Griffey, J. V, (2014) A Case Study in Building Media Literacy Skills via Hands-On Production Experience, April, 2014.
- 11- Machine Embroidery Geek**  
over 400 blog posts related to the machine embroidery industry. <http://www.machineembroiderygeek.com>
- 09-14 Amcon Gazette**  
created over 200 blog posts related to the optical industry. 100+ daily hits. <http://www.amconlabs.com/blog>
- 06 Clothing and Textiles Research Journal Focused Issue on Fit**  
Griffey, J. V, & Ashdown, S. P., (2006) Development of an automated process for the creation of a basic skirt block pattern from 3D body scan data, 24(2), 112-120.

## **Julia Griffey**

### **Lectures, Panels and Workshops**

- 2018 ICA Preconference on Design as Object, Design as Method - Prague, CZ**  
*Presentation: "Demystifying Product Design and Development with Instruction in 3D Modeling and Printing"*
- 2018 Adobe Workshops at Webster Univeristy**  
*Adobe software for 3D printing, Infographics for humanities faculty*
- 2018 Self Employment in the Arts Conference - Chicago, IL**  
*Presentation: "New Online Tools & Techniques for Creative Entrepreneurship"*
- 2018 Kentucky Society for Technology in Education Conference – Louisville, KY**  
*Lecture: "Authentic Learning Across Disciplines with 3D Design and Printing"*  
*Lecture: "Tools and Techniques to Inspire Entrepreneurship and Service Learning in the Classroom"*
- 2018 Midwest Education Technology Community Conference – St. Charles, MO**  
*Workshop on 3D Printing in the Classroom*
- 2017 Midwest Education Technology Community Summer Institute – Wentzville, MO**  
*Lecture: "What is 3D Printing and How to Use It in the Classroom"*
- 2017 Connecting the 4C's Conference – Mount Vernon, Indiana**  
*Lecture: "Making Makers: Tools for Promoting Creativity and Entrepreneurship in the Classroom"*  
*Lecture: "Why make it if they can't understand it? Teaching students to critically assess communication value and usability of their work"*
- 2017 ICA - Making and Doing Preconference - San Diego, CA**  
*Live Demo: "An interactive, digital, tactile, collaborative learning experience for young visitors to the Missouri Botanical Garden"*
- 2017 INTED – Valencia, Spain**  
*Presentation: "Collaboration Across Cultures: Using Technology Among Networked International Campuses To Explore A Synchronous / Asynchronous Model For Teaching An Upper-Level Design Course"*
- 2016 Webster Faculty Research Symposium**  
*Presentation: "An interactive, digital, tactile, collaborative learning experience for young visitors to the Missouri Botanical Garden"*

## **Julia Griffey**

### **Lectures, Panels and Workshops**

- 2016**      **International Digital Media Arts Association - Winona, WI**  
*Presentation: "An interactive, digital, tactile, collaborative learning experience for young visitors to the Missouri Botanical Garden"*
- 2015**      **Webster Film Series Screening**  
*Introduction speech for The Social Network screening*
- 2015**      **Self Employment in the Arts Conference - Chicago, IL**  
*"On-line tools for Lean Business Start-Ups"*
- 2015**      **Brown Bag Lecture at Webster University**  
*"If you build it, they might not come: Strategic Use of Web 2.0 Tools for Marketing and Promotion and Sales"*
- 2015**      **Talks of the Century at Webster University**  
*"A Year of Daily Blogging – Why Everyone Should Write a Niche Blog."  
(repeated for faculty retreat)*
- 2015**      **Technology in the Classroom Conference – Kobe, Japan**  
*"Collaboration across cultures: using technology among networked international campuses to explore a synchronous / asynchronous model for teaching an upper-level design course."*
- 2015**      **ICA Preconference on Gaming Bodies - San Juan, PR**
- *Game Demonstration "Mission: Good Nutrition (Misión Buena Nutrición)" - a physical, interactive game*
  - *Poster Presentation: "Solutions for Building Low-cost, Effective Computer-Based Games within the Children's Museum Environment"*
- 2014**      **Self Employment in the Arts Conference**  
*Session Presenter "On-Line Tools for Lean Business Start-Ups"*
- 2014**      **Coleman Fellow's Coffee Cup Meeting**  
*Presented to all Coleman fellows in the U.S. "Daily Blogging for a Year: a "lean" pathway to entrepreneurship"*
- 2013**      **Media and Learning Conference - Brussels, Belgium**  
*Building Media Literacy Skills via Hands-On Production Experience in Non-Linear Media*
- 2013**      **International Digital Media Association Conference - Laguna Beach, CA**  
*Panelist and Presenter - Interactive Digital Media Curriculum*

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### **Lectures, Panels and Workshops**

- 2013**      **Media Trends Conference 2013 - Webster University, Geneva**  
*Enhancing Media Literacy Skills in 3rd - 5th Grade Students via Execution of an Interactive Digital Media Production Project*
- 2012**      **International Digital Media Association Conference - Miami, FL**  
*Presentation: "Movement-Driven Computer-Based Interactive Educational Media Systems in the Children's Museum"*
- 2012**      **Sustainability Conference at Webster University**  
*What it Means to Live On or Off the Grid: A Hands-On Experience for Webster Students*
- 2011**      **Washington University in St. Louis**  
*Guest Lecture: Interactive Media in the Children's Museum*
- 2011**      **Brown Bag Lecture at Webster University**  
*Technology in the Children's Museum*
- 2011**      **Association of Children's Museums Conference - Interactivity - Houston, TX**  
*Panelist - Technology in the Children's Museum*
- 2010**      **Association of Children's Museums Conference - Interactivity - Minneapolis, MN**  
*Pre-conference Workshop on Museum Web Sites*
- 2009**      **The New England Institute of Art - Boston, MA**  
*Guest Lecture: "The Development of the Nest Website: a Collaborative Boutique"*



## **Julia Griffey**

### **Film Festivals**

- 07 Durango Film Festival**  
*"The Great Escape"*
- 07 Taos Shortz**  
*"The Great Escape"*
- 05 Zoo New England Film Festival**  
*"The Great Escape"*
- 05 DAM Short Film Festival**  
*"The Great Escape," "Eureka! A Love Story"*
- 04 CINEME, Chicago**  
*"The Great Escape"*
- 04 New England Animation Bash**  
*"The Great Escape"*

### **Exhibitions**

- 06 New England Institute of Art**  
*"Let the Games Begin" - solo exhibition of interactive media for kids*
- 05 Boston Cyberarts**  
*"Cyberaction!" - group show - interactive media*
- 05 Massachusetts College of Art**  
*"The Language of Dynamic Media Exhibition" - group show - thesis project selected for this group show*
- 03 New England Institute of Art**  
*"Faculty Work" - group show - logo, package design, apparel design*

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### **Awards, Grants and Fellowships**

- 17-18**      **Faulty Research Grant Recipient**  
*Received grant to create film about creative entrepreneurs*
- 17**            **Faculty/Student Research Grant**  
*sponsored student who was awarded a grant to build an app*
- 15-16**      **Faulty Research Grant Recipient**  
*Received grant for supplies and training to build museum exhibit*
- 13**            **Webster University Journal - OnLine - Pacemaker Finalist**  
*Designed and developed this site.*
- 12-14**      **Coleman Fellow**  
*Studied entrepreneurship and infused courses with entrepreneurship education*

### **Professional Affiliations**

- IDMAA** - International Digital Media Arts Association (Advisory Board Member)
- SEA** - Self Employment in the Arts - Member and Mentor
- NMC** - New Media Caucus
- ACM** - Association of Children's Museum (past member)

### **Community Service**

- FORAI** - Business advisor and volunteer.
- Pedal the Cause** - Rider and fund raiser for this annual event.

### **Additional Skills**

- Advanced Adobe Creative Cloud User**  
*Illustrator, Photoshop, InDesign, Dreamweaver*
- Coding: ASP, PHP, HTML, CSS, JavaScript, SQL**
- WordPress web development**
- 3D Modeling and Printing**
- Embroidery Digitizing**
- Leatherworking and Shoemaking**