

Dannell MacIlwraith

4704 Mill Road
Emmaus, PA 18049

610.462.3771

DANNELL@DANNELLDESIGNS.COM

DANNELLDESIGNS.COM

EDUCATION

2017, MFA Graphic Design, Vermont College of Fine Art, Montpelier, Vermont

2007, MED Art Education, Kutztown University of Pennsylvania, Kutztown, Pennsylvania

2004, BA Digital Arts, Tyler School of Art, Temple University, Philadelphia, Pennsylvania

EMPLOYMENT

August 2015–present

Professor (Full-Time Temporary), Kutztown University of Pennsylvania, Kutztown, PA

Responsible for teaching Freshman, Sophomore, and Junior undergraduate courses.

Courses taught to date:

- Digital Design I
- Digital Design II
- Visual Thinking
- Digital Translation
- Interactive I

August 2014–2015

Professor (Adjunct), Kutztown University of Pennsylvania, Kutztown, PA

Responsible for teaching Freshman and Sophomore undergraduate courses.

Fall 2007–April 2015

Professor (Adjunct), Northampton Community College, Bethlehem, PA

Responsible for teaching all students within the associate's degree.

Courses taught:

- Computer Graphics (authored course) online & on-site
- Intro to Web (authored course) online & on-site
- Web Animation (authored course) online

Fall 2010–Fall 2012

Instructor (Adjunct), Devry University, Philadelphia, PA

Responsible for teaching students within the bachelor's degree courses in Advertising and New Media.

January 2005–April 2007

Instructor (Adjunct), Temple University, Philadelphia, PA

Responsible for teaching students within the bachelor's degree courses in Advertising and New Media.

INDUSTRY EMPLOYMENT

February 2004–present

Principal; Dannell Designs, LLC

My design studio creates work for large corporations as well as many independent businesses. My work consists of web-based, print media, and social media campaigns. Clients include Residential Home Funding, Rodale Press, and Hearst Group.

2014–August 2015

Forge3, Center Valley, PA

Responsible for design of campaigns, Wordpress layout, and troubleshooting of Wordpress web sites. Duties included designing layouts for new online campaigns, fixing all technical issues on screen, mobile, and tablet, and following up with the clients. Clients included New Agency Partners, Mackoul & Associates, and Nazareth Pallet.

May 2009–July 2014

Designer; Rodale Press, Emmaus, PA

Responsible for design and production of websites, emails, and banners for magazines, books, and other Rodale businesses. Duties

Dannell MacIlwraith

4704 Mill Road
Emmaus, PA 18049

610.462.3771

DANNELL@DANNELLDESIGNS.COM

DANNELLDESIGNS.COM

included concept, design, image manipulation, layout, and production. Clients included *Men's Health*, *Women's Health*, *Prevention*, *Rodale's*, and *Rodale published books*.

June 2011–January 2014

Designer; Web Design GT, Coopersburg, PA

Responsible for design and production of websites. Duties included concept, photo scouting, UI, and UX. Clients included local clients in the Lehigh Valley.

June 2002–January 2003

Designer; RM Square, Allentown, PA

Responsible for design of print collateral. Duties included concept, design, image manipulation, illustration, and production. Clients included Allentown Business School, Arbor Insurance, and LV Expos.

TEACHING EFFECTIVENESS AND PROFESSIONAL RESPONSIBILITIES

EVIDENCE OF EFFECTIVE TEACHING (furnished upon request)

- Provost and Dean's Evaluation Reports
- Department Chair Evaluations
- Department Promotion Evaluation
- (PET) Committee Overall Reports
- Peer Observations
- Student Evaluations
- Course Materials
- Examples of Student Work
- Teaching Philosophy

STUDENT HONORS

- | | |
|-------------|---|
| Spring 2016 | Greater Lehigh Valley Addy Awards 2015
Silver Addy – Andrew Cygan <i>Everything is Bigger in Texas</i> poster
Silver Addy – Sierra Fry <i>Iron & Wine</i> invitation |
| Spring 2016 | Healing Through The Arts Juried, Allentown PA
Encouraged students in my Digital Design I course to enter the <i>Healing Through The Arts Juried Art Show</i> .
Winner – Jessica Marzari <i>After Every Storm is a Rainbow (or) Spring Day</i>
Community Award – Sabrina Kidd
Community Award – Colin Gallager
Community Award – Tova Goldstein |
| Spring 2014 | Healing Through The Arts Juried, Allentown PA
Encouraged students in my Digital Design II course to enter the <i>Healing Through The Arts Juried Art Show</i> .
Winner – Katelynn Chambers
Community Award – Luda Ronky
Community Award – Cambrea Roy |

Dannell MacIlwraith

4704 Mill Road
Emmaus, PA 18049

610.462.3771

DANNELL@DANNELLDESIGNS.COM

DANNELLDESIGNS.COM

DEPARTMENTAL RESPONSIBILITIES

As a member of the Communication Design Department, I regularly:

- meet with prospective students and their parents, during Preview and Visitation days
- attend Communication Design senior gallery openings
- arrange and participate in professional speakers for students
- act as a mentor beyond advisement capacity for Communication Design students
- act as a mentor and career coach to Communication Design alumni
- support my peers in attendance at department colloquia
- write recommendation letters for current students and alumni
- consult with past graduates for career and graduate school advice
- assist with class coverage when other faculty must be absent
- spend more than the required 5 office hours per week reviewing student work in progress, often via e-mail at home in the evenings
- regularly attend art and design gallery and museum exhibitions
- update my personal library of design books and publications, making them available for student use

PROFESSIONAL EXPERIENCE

- | | |
|------|--|
| 2016 | 187 Rue Principle - UI/UX, Development, Design.
WWW.187RUEPRINCIPLE.COM |
| 2015 | Chelsea Bond - UI/UX, Development, Design, Branding.
WWW.CHELSEABONDJEWELRY.COM |

PRESENTATIONS AND LECTURES ATTENDED

- | | |
|------|--|
| 2016 | Florence & Anthony Rodale, Allentown, PA |
| 2016 | UCDA — Design Education Summit, Newark, NJ |
| 2016 | <i>Singing the Surface</i> , Kenneth FitzGerald, Monpelier, VT |
| 2015 | Ellen Lupton, Monpelier, VT |
| 2015 | Hammer Creative, Monpelier, VT |
| 2015 | <i>Faculty First Thursday Series</i> , Josh Miller, Kutztown University |
| 2015 | <i>Faculty First Thursday Series</i> , Ann Lemon, Kutztown University |
| 2015 | <i>The Digital Vision</i> , featuring Stefanie Posavec, Kutztown University |
| 2014 | <i>Both Feet</i> , Craig Welsh & Nick Stover, Kutztown University |
| 2013 | <i>A Day in the Life at Etsy</i> , Jason Huff & Dylan Greif, Kutztown University |

TEACHING AND RESEARCH ISSUES

Digital tools: Adobe Creative Suite (Photoshop, Illustrator, InDesign, AfterEffects, Acrobat), Microsoft Office, Koala, MAMP

Programming: HTML5, PHP, XML, CSS3, SASS, Javascript, Wordpress

Implementation: Creative direction, brand strategy, market positioning, art direction,

Dannell MacIlwraith

4704 Mill Road
Emmaus, PA 18049

610.462.3771

DANNELL@DANNELLDESIGNS.COM

DANNELLDESIGNS.COM

editorial direction & design, motion graphics, information architecture/ user experience, user interface prototyping, site mapping, wire framing, website & application implementation, client relations, design writing, design criticism, Visual Culture & Practices Higher Education.

PUBLISHED ARTICLES

July/August 2015 *3D Interurban Experience*, Slanted 26
An innovative look into 3D perspectives of New York City.

EXHIBITIONS AND INSTALLATIONS

2016 MFA Pin-up Exhibit, Vermont College of Fine Arts, *Feeling Color*
2015 MFA Pin-up Exhibit, Vermont College of Fine Arts, *Experimenting*
2014 Bi-Annual Faculty Exhibit, Northampton Community College, *Mandalas*
2012 Bi-Annual Faculty Exhibit, Northampton Community College, *#question*
2011 3D exhibit | Philadelphia, PA 3d anaglyph
2011 Permanent vinyl wrap across the Walnut Room, Philadelphia, PA.

PROFESSIONAL MEMBERSHIPS

2016–present Emmaus Historical Society
2015–present Lehigh Valley Ad Club
2015–present Lehigh Valley Arts Council

SERVICE AND CONTRIBUTION TO THE UNIVERSITY AND COMMUNITY

SERVICE TO THE DEPARTMENT

Spring 2016–present **Designathon Website, Kutztown University**
Coordinated and organized a complete overhaul of the KUCD Designathon web presence with a focus on creating an immersive, interactive, dynamic web experience. I have been consistently updating and modifying content, forms, and images.

Fall 2015–present **Internal Transfer Portfolio Review, Kutztown University**
Annually review portfolios of prospective students that want to transfer into the Communication Design program from within the university.

Fall 2015–present **Undergrad Recruitment Committee, Kutztown University**
Assists in the process of compiling and prioritize efforts to attain prospective candidates to learn more about the KUCommunication Design program.

SERVICE TO THE COLLEGE

2015, 2016 **Designathon Team Leader, Kutztown University**
Assisted in coordinating, planning and organizing the Communica-

Dannell MacIlwraith

4704 Mill Road
Emmaus, PA 18049

610.462.3771

DANNELL@DANNELLDESIGNS.COM

DANNELLDESIGNS.COM

tion Design Department's annual *Designathon*. In charge of contacting potential non-profit clients, reviewing applications, developing web site and creating online registration application. Designathon is a continuous 24 hour event that creates work for the University and non-profit organizations from both the Berks and Lehigh County areas and National organizations. Over the past 11 years more than 700 students, 13 faculty & 20 alumni have given up 18,000+ hrs of sleep and donated more than \$1,000,000 worth of design services to over 50 non-profits.

<http://kucd.kutztown.edu/designathon>

SERVICE TO THE UNIVERSITY

Fall 2016

APSCUF-KU Move-in Day

Volunteered to meet and greet new students and parents upon arriving to Kutztown University.

Fall 2015–present

Temporary Faculty Committee

Volunteered position. Meets regularly to review University issues. Active attendance.

COMMUNITY SERVICE AND PRO-BONO WORK

2016

Emmaus Main Street Partners Marketing Team

To improve the quality of life and the economic vitality of a vibrant and active Emmaus community through collaborative efforts among business owners, residents, volunteers and other partners. I volunteer to design marketing campaigns for local events in the community.

<http://emmausmainstreet.com/>

2015–present

Upper Milford Township Zoning Committee, Board Member

Legislative process that divides privately-owned urban areas into different zones (such as residential, commercial, industrial) according to the specified land use. Each zone is regulated as to the density, location, size, and type of buildings permitted therein.

<http://www.uppermilford.net>

2012–present

Healing Through The Arts, Board Member

Healing Through The Arts provides information and resources to encourage and support healing to individuals, caregivers and their families. As a board member, I organize judges for our juried art show, managing the website, and make critical decisions about the future of the nonprofit.

<http://hta.org>