

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
- Independent Studies

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.

August 2014–July 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

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banners for magazines, books, and other Rodale businesses. Duties 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
- (PET) Committee Overall Reports
- Peer Observations
- Student Evaluations
- Course Materials
- Examples of Student Work
- Teaching Philosophy

STUDENT HONORS

- | | |
|-------------|--|
| Spring 2017 | Greater Lehigh Valley Addy Awards 2016
Silver Addy – Austin Haas <i>Railroad Joe's Barbershop Website</i> |
| Spring 2017 | 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> .
1st Place Winner – Megan Brady <i>The Guardian</i>
Community Award – Sommer Montenegro |
| 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> .
2nd Place Winner – Jessica Marzari <i>After Every Storm is a Rainbow (or) Spring Day</i> |

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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
Healing Through The Arts Juried Art Show.

Winner – Katelynn Chambers
Community Award – Luda Ronky
Community Award – Cambrea Roy

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

- 2017 Healing Through The Arts – UI/UX, Development, Design.
WWW.HTTA.ORG
- 2016 187 Rue Principle – UI/UX, Development, Design.
WWW.187RUEPRICIPLE.COM
- 2015 Chelsea Bond – UI/UX, Development, Design, Branding.
WWW.CHELSEABONDJEWELRY.COM

PRESENTATIONS, LECTURES & JUDGING

- 2017 UCDA — Design Education Summit, Newark, NJ
Presentation, "Sameness in Web Design"
Presentation with Ann Lemon, "From painting with twigs to parallax
scrolling: translating print to code in a cross-course-collaboration."
- 2017 Judged 2017 Young Ones Brief and Portfolio Competitions
- 2016 UCDA — Design Education Summit, Newark, NJ

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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, editorial direction & design, motion graphics, information architecture/ user experience, user interface prototyping, site mapping, wireframing, 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

2017 MFA Thesis Exhibit, Vermont College of Fine Arts,
Convergence, WWW.CONVERGENCE.VCFA.EDU

2016 MFA Pin-up Exhibit, Vermont College of Fine Arts, *Breaking Rules*

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 Lehigh Valley Ad Club

2015 Lehigh Valley Arts Council

CERTIFICATIONS

2017 Online Certification Course

SERVICE AND CONTRIBUTION TO THE UNIVERSITY AND COMMUNITY

SERVICE TO THE DEPARTMENT

Fall 2017–present **Faculty Handbook Committee, Kutztown University**

Fall 2016–present **Art Test Committee, Kutztown University**
To assess the applicants of the annual Art Test.

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Fall 2016–present

KUCD Website, Kutztown University

Coordinated and organized a complete overhaul of the KUCD web presence with a focus on creating an user friendly web experience. I have been consistently updating and modifying content, forms, and images. <http://kucd.kutztown.edu>

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

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.

SERVICE TO THE COLLEGE

October 2017

Design Camp, Kutztown University

Assisted in coordinating, planning and organizing the one day hands-on design camp at Kutztown University introduced sophomore, junior and senior high school students to design as a career and raise awareness of design's possibilities. My workshop worked with hand and machine to create animated ink monsters.

2015, 2016, 2017

Designathon Team Leader, Kutztown University

Assisted in coordinating, planning and organizing the Communication 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

Summer 2017

Gear-Up Summer Camp

Volunteered to teach and instruct High School students within summer school.

Fall 2016

APSCUF-KU Move-in Day

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

Fall 2015–2016

Attended Temporary Faculty Committee Meetings

Meets regularly to review University issues.
Active attendance.

COMMUNITY SERVICE AND PRO-BONO WORK

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2016–present

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>