

EDUCATION

M.A. of Communication Studies, Aug 2010
Arizona State University, New College of Interdisciplinary Arts and Sciences

B.A. of Journalism and Mass Communications, Aug 2005
Arizona State University, Walter Cronkite School of Journalism and Mass
Communications

DESIGN AND TECHNICAL SUMMARY

Adobe Creative Cloud: Illustrator, Photoshop, InDesign; HTML5/CSS, Javascript, Digital Prototyping for Web and Mobile; Wordpress; Social Media: Facebook, Twitter, Pinterest, Instagram; Social Media Management: Hootsuite, Buffer

TEACHING SUMMARY

Applied Design, Game Design for Journalism, Web Design for Journalism; Adobe CS: Illustrator, Photoshop, InDesign; Paper/Digital Prototyping; Communication Studies, Strategic Media, Digital Media, Media and Society, Public Speaking, Campaigns, Social Media

TEACHING EXPERIENCE

Mayborn School of Journalism, University of North Texas

JOUR 4900 Web Design for Journalism (2016-present)

Designed, produced, and administered course including semester planning, assignments, midterms and final projects. Created and maintained course Blackboard online to provide materials, exercises, and critical design discussion. Graded assignments and provided support and feedback to students throughout the semester.

JOUR 3210 Applied Design (2015-present)

Administered course including semester planning, assignments, midterms and final projects. Created and maintained course Blackboard online to provide materials, exercises, and critical design discussion. Graded assignments and provided support and feedback to students throughout the semester.

JOUR 3250 Game Design for Journalism (2015-present)

Designed and launched first game design course for the Mayborn School of Journalism. Administered course including semester planning, assignments, midterms and final projects. Created and maintained course blog, conducted weekly online posts, screenings, exercises, and discussion. Graded assignments and provided feedback to students throughout the semester.

Center for Games & Impact, Arizona State University

Games & Impact Innovation Lab, Initiative Manager (2012-2015)

Mentor students in media communications, web content development, and social media activities. Support student game design, prototyping, play-testing, and iterative development.

MCO 494 News Games, Co-Instructor (Spring 2015)

Develop curriculum and teach journalism students news game design, game prototyping, and iterative development. Designed and administered course including semester planning, assignments, midterms and final projects. Created and maintained course blog, conducted weekly online posts, screenings, exercises, and discussion. Graded assignments and provided feedback to students throughout the semester.

News Games Workshop, Co-Instructor (March, November 2013)

Developed curriculum to teach journalists and journalism students to create video games to explain complex news events. Facilitated one-day workshop and live news games demos, play-testing, and iteration as part of play-centric learning model.

New College of Interdisciplinary Arts and Sciences, Arizona State University

POS 434 Media and Politics, Instructor (Online, Spring 2014)

Designed and administered online course including semester planning, assignments, midterms and final projects. Created and maintained course blog, conducted weekly online posts, screenings, exercises, and discussion. Graded assignments and provided feedback to students throughout the semester.

SOC 365 Sociology of Mass Communication, Instructor (Online, Fall 2013)

Designed and administered online course including semester planning, assignments, midterms and final projects. Created and maintained course blog, conducted weekly online posts, screenings, exercises, and discussion. Graded assignments and provided feedback to students throughout the semester.

CMN 324 Media Criticism, Co-Instructor (Hybrid, Fall 2009)

Participated in course design, assignment creation, and primarily conducted online portion of hybrid course. Created and maintained course blog, and administered weekly online discussion. Regularly participated in and facilitated class lectures. Graded assignments and provided feedback to students throughout the semester.

CMN 457 Emerging Media, Co-Instructor (Fall 2009)

Participated in course design, mentored students and group projects, facilitated weekly in-class small group discussion.

Arizona-Mexico Commission

Public Information Officer (2006-2008)

Designed and taught day-long through week-long professional trainings in media relations, nonprofit branding, public speaking, communication campaigns, crisis communications.

PROFESSIONAL EXPERIENCE

Women Who Code (2016 - Present)
Director, Dallas Network (Denton)

PlayableMedia LLC (2016 - Present)
Co-Founder, Designer

UNT, Mayborn School of Journalism (2015-Present)
Lecturer (Applied Design + Game Design), Advertising

Center for Games & Impact (2012-2015)
Senior Initiative Coordinator, Journalism & Media Communications

ASU New College (2013-2015)
Faculty Associate, School of Social & Behavioral Sciences

Arizona-Mexico Commission (AMC) (2006-2008)
Public Information Officer

Data Doctors Computer Services (2005-2006)
Marketing Communications Specialist

U.S. Army (1997-2000)
Broadcast Specialist (U.S. European Command)

AWARDS, PRESENTATIONS, CONFERENCE

Awards/Recognition

Professional Development Initiative Grant, Design and test a mobile game to engage young adults in health insurance literacy (Spring 2017)

NAB Pilot Innovation Challenge Finalist, "PlayableMedia Story Builder," Pitch to build location-aware features into the Story Builder game design tool (Fall 2016)

Knight Prototype Fund, "Playable Stories for Journalism," Grant to design and prototype narrative game engine for journalists (Spring 2015)

Presentations

“MediaShift J-School Hackathon for Sports and Health,” Co-Producer, MediaShift at the University of North Texas (October 2017)

“Playful Technology in the J-School Classroom,” Panel organizer and panelist, Online News Association Conference (October 2017)

“Women in Technology and Entrepreneurship,” Panelist for WEAddison Women in Tech (March 2017)

“Why Women Who Code,” Lightning Talk, Bootstrap Denton (October 2016)

“Publish Mobile-Ready Narrative Games with the PlayableMedia Story Builder,” Design workshop, Games+Learning+Society Conference (August 2016)

“Playable Stories for Journalism,” Game engine lightning talk and software demo for Knight Prototype Fund Demo Day, Knight Foundation (October 2015)

“Powered by Playable Stories,” Journalism game engine demo for JoLT Summit, American University (October 2015)

“Advertising in the Digital Age”, Guest Speaker for Fall 2015 Ad Club Meeting, UNT Mayborn School of Journalism (September 2015)

“Journalism and Impact Games,” News game demo and talk for News Foo Camp, ASU Walter Cronkite School of Journalism and Mass Communication (November 2013)

“News + Play: The Power of Games and the Future of Interactive Storytelling,” Opening presentation for Must See Monday panel talk, ASU Walter Cronkite School for Journalism and Mass Communication (October 2013)

“Storytelling with Impact Games,” Presentation and game demo for Public Insight Network (PIN) Camp, American Public Media (June 2013)

“Gaming Grad School: Using Social Media and Play to Explore the Role of Technology in Community,” Applied project presentation, Arizona State University (May 2010)

Conference Participation

Online Communities Volunteer, Grace Hopper Celebration (Oct 2014)

“Putting play at the Center,” National Association of Communication Centers Conference Workshop, Arizona State University (April 2014)

“Adult Students: No Longer Non-traditional,” Developing Human Capital: Arizona’s Unfinished Business conference presented by the Arizona Commission for Post-Secondary Education (Nov 2009)

“Striking a Balance: Making Time for Family, Work, School, Community, Friends...” Experience Education summit, Arizona State University (April 2009)

“Faces of Multiple Role Adult Students,” documentary film to tell the stories of multiple-role, adult, and nontraditional students in higher education, Arizona State University (April 2009)

“Advocacy for Adult Learners” panel participant, Arizona Communications Association conference (Oct 2008)

Online Communities Volunteer, Grace Hopper Celebration (Oct 2008)

PROFESSIONAL & ACADEMIC AFFILIATIONS

Online News Association (Member)

Association for Education in Journalism and Mass Communications (Member)

Women Who Code, Dallas Network (Member)

Higher Education Video Game Alliance (Member)

UNT Women’s Faculty Network (Leadership Team & Steering Committee)

Society of the 1st Infantry Division (Lifetime Member)