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## ANDREA RUSKIN

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I possess a Master of Design, with a major in Visual Communication Design. I have excellent conceptual, critical, analytical and technical skills developed through Fine Art and Design study. My strong leadership, presentation and interpersonal skills were obtained through work experience, and community involvement. I also possess strong time management skills and the ability to work well in a team.

### Education

**Master of Design**, University of Alberta, September 2003 – November 2005  
This program involves both the theory and the practice of Visual Communication Design. Both course work and a thesis are completed. Coursework was completed with a 4.0 GPA. Thesis title: *Designing Digital Learning Resources: Enriching Aboriginal Undergraduate Students' Appreciation of Aboriginal Literature*.

**Bachelor of Design**, Emily Carr University 1998 – 2001  
Electronic communication design and graphic design practices are studied in this program. I completed my degree with an A average and was involved in the Design Students' Committee as a student representative for two years.

**Bachelor of Fine Arts**, York University, Honours Degree, 1990 – 1994  
I completed an Honours Degree in Visual Arts with a major in drawing and painting. I finished my degree with an A average and was selected for the Dean's Honour Roll.

### Professional Experience

**Freelance Interactive Designer, Information Architect**  
September 2011 – present

User experience design, information architecture and visual design services are offered. Clients include: Syncrude Canada, Karo Group Inc. and Glow Marketing

**Interactive Designer, Information Architect**, Karo Group Inc.  
July 2006 – September 2010 (Maternity leave: September 2010 – September 2011)  
A full-time position involving the design of interactive media. Duties include design and application of user testing, information architecture, wireframing and visual design. Clients include: Enbridge, Enmax, Syncrude, Fairmont Hotels and Resorts, ATB Financial, Calgary Stampede and the Calgary Health Region.

**Design Consultant, Freelance 1998 – 2005**

Design projects including: Annual reports, identity development, usability consultation, brochure design, as well as web site design, implementation and maintenance. Clients include: Alberta Centre on Aging, Brand Matters, Hosting International BC, and the University of Alberta Department of Art and Design

**Intermediate Designer**, Acre Creative Group 2001 – 2002

Full time position involving both print and interactive media. Various web and print projects for IBM's Small Business Center, Scotiabank, Royal Bank, Moneris, Oxford Properties and MTEC Corporate Construction. Participated directly in client meetings, project management, and production.

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### Teaching Experience

#### **Sessional Instructor, Mount Royal University, 2006 – 2007**

Courses taught include: Illustration for Design, Digital Photography and Principles of Visual Communication Design.

#### **Sessional Instructor, University of Alberta, 2004 – 2005**

Courses taught include: Communication Design for Interactive Media, and Design Fundamentals: Studies in Two and Three Dimensional Design.

#### **Instructor, Grant MacEwan University, 2003 – 2005**

Courses taught include: Web design development I and II for adult education.

#### **Teaching Assistant, University of Alberta, 2003 – 2004**

Assistant for courses in digital and print design.

### Academic Research Peer-reviewed Journals

Ruecker, Stan, Lisa Given, Andrea Ruskin, Heather Simpson and Bess Sadler.

“Design of a Rich-Prospect Browsing Interface for Seniors: A Qualitative Study of Image Similarity Clustering.” *Visible Language*. 41(1), 4 – 22. 2007

Given, Lisa, Stan Ruecker, Andrea Ruskin, Heather Simpson and Bess Sadler.

“Inclusive Interface Design for Seniors: Exploring the Health Information-Seeking Context.” *JASIST*. 58(11), 1610 – 1617. 2007

### Conferences & Presentations

Andrea Ruskin. (2005) *Digital Learning Resources: Enriching the Appreciation of Aboriginal Canadian Literature for Undergraduate Students*. Oral presentation for student dissertation help session, *Ed Media* Conference Montreal Canada, June 2005.

Andrea Ruskin, Stan Ruecker, Elizabeth Saddler, and Lisa Given. (2005) *Building Accessible Web Interfaces for Seniors: Similarity Clustering of Pill Images*. Oral presentation for *Include 2005* Conference. London, England: Helen Hamlyn Institute, Royal College of Art. April 5 – 8.

Andrea Ruskin. (2004) *Digital Learning Resources: Enriching Understanding of Native Canadian Literature*. Research poster presented at *Communications Across Contexts, Master of Arts in Communications and Technology Symposium*, University of Alberta, Edmonton, AB.

Andrea Ruskin and Blaine Bertsch. (2004). *Digitizing the Canada Food Guide: Creating a Digital Dietary Planning Resource for University Students*. Research poster presented at *Communications Across Contexts, Master of Arts in Communications and Technology Symposium*, University of Alberta, Edmonton, AB.

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### Design Research Activity

#### **Designer and Researcher**, 2007–2010

*Untangled: designing a better network diagram*. Collaborative research project developed with Dr. Stan Ruecker, associate professor, Humanities Computing, Milena Radzikowska and Piotr Michura.

#### **Prototype Development**, University of Alberta, 2004 – 2005

*Watching the Script*. Collaborative research project developed with Dr. Stan Ruecker, associate professor Humanities Computing and Sandra Gabriele, associate professor, York University

#### **Assisted with Testing**, University of Alberta, 2005

*Collaborative Construction of Diagrams for Higher-Order Thinking*. Marc Brisbane, Master of Design Thesis.

#### **Assisted with Research**, University of Alberta, 2005

*Collaborative Design Methods in Health Messaging for Micro-Community Settings*. Clinton Carlson, Master of Design Thesis.

### Exhibitions

**Fast Forward** (2005) Current research by graduate students in the MFA, MDes and Art History programs. Group show, Fine Arts Building Gallery, University of Alberta.

**Fuse** (2001) Web application prototype. Interactive environment for visual artists to document and share artistic process. Emily Carr Institute, Graduation Show.

**Convergence** (2000) CD Rom multimedia prototype using digital media to explore contemporary Canadian poetry. Emily Carr Institute, Graduation Show

### Acknowledgements

Mary Louise Imrie Graduate Student Award, May 2005.

Alberta Scholarship Programs, Graduate Student Award, April 2005.

Nominated by Department of Art & Design for SSHRC scholarship, 2003.

Short-listed for letterhead design, Premier's Award for Women in Science, 2000.

Dean's Honour Roll, York University, 1994.

Leslie Chatterton Art Award, 1990.

Art Gallery of Ontario, Gallery School Scholarship, 1989 and 1990.

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### Community Service

**Foster Care**, Toronto Humane Society 2003

**Volunteer Teaching Assistant**, City Adult Learning Centre, 2002

Teaching assistant for Adult ESL and Youth at Risk programs. Assisted with Canadian Civics classes, Web Design classes and developed and led workshops on resumé writing and job search strategies.

**Buddy Rower**, Argonaut Rowing Club, Adaptive Rowing Program for adults with disabilities, 2001 – 2002.

**Rowing Coach**, Bayside Rowing Club, Corporate learn to row coaching 1999 – 2000.

*References available upon request*