

# Laura Anne Huisinga

DESIGN & HCI

## EDUCATION

**PhD:** Currently enrolled in the PhD program – Human Computer Interaction. Iowa State University. Ames, IA. Anticipated graduation: December 2016

**MFA:** May 2016, Master of Fine Arts program – Graphic Design. College of Design, Iowa State University. Ames, IA.

**Thesis:** “Dyslexic edge: Designing an awareness campaign to foster wider understanding of dyslexia” Major Professor: Alex Braidwood, Committee: Debra Satterfield, Fred Malven.

**BFA:** December, 2010. Bachelor of Fine Arts - Graphic Design and Photography. Department of Art, University of Northern Iowa, Cedar Falls, IA.

## HONORS

Graduate teaching excellence award - May 2014

Graduate research excellence award - August 2015

## TEACHING EXPERIENCE

### **Instructor DES 330X: Visual Literacy**

Spring semester 2016, College of Design, Iowa State University

### **Instructor DES 240: Visual Communication in Design and Branding**

Fall semester 2015, College of Design, Iowa State University

### **Instructor Independent Study: Branding**

Fall semester 2015, College of Design, Iowa State University

### **Instructor bDES 340: Fundamentals of Web design**

Spring semester 2015, College of Design, Iowa State University

### **Instructor bDES 340: Visual Communication in Design and Branding**

Fall semester 2014, College of Design, Iowa State University

### **Instructor Independent Study: UX design**

Fall semester 2014, College of Design, Iowa State University

### **Teaching Assistant HCI 595XE: Human Interaction as it Applies to Design**

Summer semester 2014 College of Design, Iowa State University

### **Lead Instructor ArtGR 276: Graphic Technology II**

Spring semester 2014, College of Design, Iowa State University

### **Lead Instructor ArtGR 275: Graphic Technology I**

Fall semester 2013, College of Design, Iowa State University

### **Instructor ArtGR 276: Graphic Technology II**

Spring semester 2013, College of Design, Iowa State University

### **Instructor ArtGR 275 : Graphic Technology I**

Fall semester 2012, College of Design, Iowa State University

**Traditional BW Photography workshop** 2011, Lasalle Middle School, Cedar Rapids, IA

**Children's Saturday Art classes** 2006-2009, Hearst Center For The Arts, Cedar Falls, IA

**Co-Teacher – College for Kids** photography through the Grant Wood AEA, 2004-2011

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Ames, IA 50014**

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**Web: [laurahuisinga-design.com](http://laurahuisinga-design.com)**

## SKILLS

Web Design

UX

Typography

Packaging Design

Branding

Photography

Capable public speaker

Teaching

### **Adobe Suite**

Indesign

Illustrator

Photoshop

Audition

After Effects

Flash

Dreamweaver

Creative Cloud User - keep up on available integration of adobe resources and apps.

### **Front-end Web Development**

Hand code CSS, HTML,

HTML5 & CSS3

Some Java Script

SASS

VisualStudio

### **CMS**

Drupal

Wordpress

Joomla

### **3D Rendering**

Cinema 4D

Sketchup

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## RESEARCH EXPERIENCE

**2015 - Current** Collaboration with Amy Hutchinson, Associate Professor, Education.

**2013 - 2015** Insite Group, Iowa State

**2014 - 2015** VPEO, Iowa State

## CURRENT AREAS OF RESEARCH

Designing augmented reality experiences for the classroom, exploration of augmented and virtual environments. Designing for dyslexic users, and user experience design.

Research Interests: Augmented Reality, Virtual Environments, 3D Model creation for AR/VE, motion graphics, projection mapping, Interactive Design, App Design, Digital Publications (DPS), Graphical User Interface (GUI), 3D User Interface, User Interface/User Experience (UI/UX) Design, Web Design, Interdisciplinary Teaching Methods, Branding, Typography, Book Design.

## PROFESSIONAL EXPERIENCE

**Iowa State University**, Ames, Iowa, Spring 2015

*DES 330X sec Spring 2016, Visual Literacy*

Instruct a criticism and theory class that focuses on analysis, discussion and presentation of work. Responsible for creation of all course materials, syllabus, website, and presentations.

**Iowa State University**, Ames, IA Spring 2015

*Instructor bDES Independent Study: Branding*

Development of Branding Design curriculum for senior level. Students learned about branding through analysis and creation of a fictitious company.

**Iowa State University**, Ames, Iowa, Fall 2015

*Instructor of DES 240 sec 4 Visual Form & Communication in Design*

Instruct a sophomore and junior level course on Color, Typography, Branding Analysis and Branding Application. Responsible for creation of all course materials, syllabus, website, presentations and resources.

**Iowa State University**, Ames, Iowa, 2015 - 2016

*Research Assistant for Dr. Amy Hutchinson, Literacy, School of Education.*

Organizing/coding collected data, developing interactive print Augmented Reality, developing application for integration of technology into lesson plans.

**Meredith Corporation**, May 2015 - August 2015, Des Moines, Iowa

*Front-end-developer for Meredith Xcelerated Marketing*

Created new HTML and CSS templates for digital publications.

**Iowa State University**, Ames, IA Spring 2015

*Instructor bDES Independent Study: UX Design*

Development of UX Design curriculum for senior level. Student learned about various UX design strategies through designing an application.

**Iowa State University**, Ames, Iowa, Spring 2015

*Instructor of bDES 340 sec 4 Web Design Fundamentals*

Instruct a Junior and Senior level course on Designing for the Web. Students learn hand coding markup to create sites. HTML, CSS, JavaScript and FTP. Responsible for creation of all course materials, syllabus, website, presentations and resources.

## REFERENCES

**Larysa Nadolny,**

Assistant Professor, HCI and Education,  
Iowa State University, Ames IA.

515-294-9928

lnadolny@iastate.edu

**Amy Hutchinson,**

Associate Professor, Education,  
Iowa State University, Ames IA.

(515)294-1952

amyhutch@iastate.edu

**Debra Satterfield,**

Associate Professor, Design,  
California State University Long Beach.

(562) 985-7763

debra.satterfield@csulb.edu

**Alex Braidwood,**

Assistant Professor, HCI and Graphic Design,  
Iowa State University, Ames IA.

(515) 294-6251

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**Bob Campagna**

Photographer, Employer,

Mentor, CoWorker

319-560-6889

abbecreek@aol.com

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## PROFESSIONAL EXPERIENCE CONT.

**Iowa State University**, Ames, Iowa, Fall 2014

*Instructor of bDES 340 sec 6 Visual Form & Communication in Design*

Instruct a Junior and Senior level course on Color, Typography, Brand Analysis and Brand Application. Responsible for creation of all course materials, syllabus, website, presentations and grading.

**Iowa State University**, Ames, IA, Summer 2014

*Teaching Assistant, HCI 595XE, Human Interaction as it Applies to Design*

Held individual progress meetings with online students in tandem with the professor, Debra Satterfield, on a biweekly basis. Answered course related questions via email.

**Iowa State University**, Ames, Iowa, 2012 – 2014

*Instructor of ArtGR 275 & ArtGR 276*

Instruct a sophomore level graphic design class teaching the basics. **275:** Adobe Illustrator, Photoshop, Indesign. **276:** Basic HTML & CSS, Flash, After Effects, Cinema 4D.

**Iowa State University**, Ames, Iowa, 2013 – 2015

*Research Assistant*

Developed a custom responsive theme in Joomla. Research of non- neurotypical cognitive levels. Development of applications for non-neurotypical cognitive levels.

**Meredith**, Des Moines, Iowa, January 2012 – July 2012

*Web Developer*

Front-End Web development for the Parents Magazine website. Worked on the Redesign of the Parents magazine website. Implemented responsive layouts, by using a mobile first approach. Used SASS and Compass to quickly create in depth CSS file that will be simpler to maintain in the future. Worked with in-depth legacy code and common shared code

**Kuder INC.**, Adel Iowa, July 2011 - January 2012

*Web Designer*

Customize versions of the main system for various clients with CSS and custom built portal pages. Help maintain the main system. Member of the Global Innovation Team, tasked with developing and designing what our system will look like in the future.

**Innovations by DES**, Des Moines, Iowa, March 2011 – July 2011

*Head Graphic Designer and Web Designer*

Designed logos, brand book, promotional material, and promotional motion graphics for a new interactive website. Designed layout, navigation, and new features for interactive website. Worked on front-end implementation of site using HTML, ASP.NET, and CSS. Collaborate with a program team in India. Designed logos and HTML e-mail newsletters for parent company DES Employment Group.

**Department of Modern Languages**, Cedar Falls, Iowa, (UNI), May 2010 -December 2010

*Web Designer*

Designed custom Drupal theme. Created new department web site and maintained site.

**University of Northern Iowa**, Cedar Falls, Iowa, (CHFA/CNS Deans office),

May 2010 - September 2010

*Web Designer*

Designed Drupal themes. Updated all Departmental Sites. Evaluated all department sites for compliance to new standards. Helped create new web site standards. Coordinated with different department heads on departmental web site redesign process.

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## ORGANIZATIONS

2016-2014 **SIGCHI** Special Interest Group on Computer Human Interaction

2016-2014 **IDA**

International Dyslexia Association

2016-2009 **AIGA**

2011 AIGA Iowa board Secretary

2012 AIGA Iowa board Secretary /Web Director

2013 AIGA Iowa board Web Director

2013 **College Art Association**

2009 **Art Directors Association of Iowa**

2006 **Phi Eta Sigma Honors Fraternity**,  
University of Northern Iowa

2003 **Key Club, Service Club**,  
Xavier High school, Cedar Rapids, IA

2003 **National Honors Society**,  
Xavier High school, Cedar Rapids, IA

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## PROFESSIONAL EXPERIENCE CONT.

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### **McKenna Pro Photo Lab**, Waterloo, Iowa, May-August 2009

#### *Summer Internship*

Designed ads for print magazines. Designed flash ads for web. Photographed products and updated pricing guide. Designed new Christmas card series. Designed wedding album background patterns.

### **Copy Works, Cedar Falls**, Iowa, October 2007 – August 2009

Experience with black and white as well as color printers. Experience with oversized scanning and printing. Design work for customers.

### **Hearst Center for the Arts**, Cedar Falls, Iowa, September, 2006 – 2009

Instructor for Saturday children's art classes ages 3-15 focusing on painting, pastels, mixed media, and traditional B/W photography. Gallery guard during Children's Book Illustrator exhibit. Initiated a Children's Photography Program

### **University Relations, Cedar Falls, Iowa**, 2006-2007

#### *Student Designer*

Edited business cards and letterheads. Edited/ redesigned university mailers and posters.

### **Abbe Creek Gallery**, Cedar Rapids, Iowa & Loveland, Colorado, 2004 – 2012

*Studio Assistant* – Developed black & white film, advanced printmaking, fine art matting and framing, taught summer photo courses.

*Co-Teacher* – College for Kids photography through the Grant Wood Area Education Agency, 2004-2010. Belin-Blank International Honors Learning Center, University of Iowa, photography program, 2006-2008

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## CONFERENCES

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**2016 UCDA** Design Education Summit, Kean University Union, New Jersey. *Poster Presentation of: Using Augmented Reality in the design classroom to engage design students*

**2016 GPSS** Graduate And Professional Student Research Conference, Iowa State University  
*Oral Presentation of: Exploring the use of Augmented Reality in the classroom*

**2015 GPSS** Graduate And Professional Student Research Conference, Iowa State University  
*Poster Presentation of: Breaking Down Barriers In Education: Fostering Inclusive Learning With Head Mounted Displays In The Classroom*

**2015 A2RU** Emerging Creative Workshop, Richmond Virginia

**2014 A2RU** Alliance for the Arts in Research Universities, Iowa State University  
*Panel Presentation on Trans-disciplinary tools for teaching*

**2014 GPSS** Graduate And Professional Student Research Conference, Iowa State University  
*Poster Presentation of: Food Mood Application*

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## PUBLICATIONS

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2015 Thesis: "Dyslexic edge: Designing an awareness campaign to foster wider understanding of dyslexia"

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## ART ARTICLES AND REVIEWS

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Article on the Iowa River Valley project  
Cedar Rapids Gazette 12 Nov. 2001, Iowa Today sec.: 1b. Print.

Iowa River Valley Project  
Wolf, Robert. Iowa River Corridor Book, a sub-regional  
profile from Amanas to Tama and Toledo. Lansing, IA: Free River Press, 2005.

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## EXHIBITIONS

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2015 Group Exhibit, Projection Mapping workshop with Brett Renfer, Iowa State University.

2010 Group Exhibit, BFA Student Show, UNI Gallery of Art, University of Northern Iowa.

2010 Group Exhibit, Student Art Show, UNI Gallery of Art, University of Northern Iowa.

2009 Group Exhibit, Superfluous, Triangle Gallery, University of Northern Iowa.

2005 Group Exhibit, Barns Project, History Museum, Cedar Rapids, Iowa.

2003 Group Exhibit, Linn County Project, History Museum, Cedar Rapids, Iowa.