

## DEGREES

August 2010– May 2011	Master of Fine Arts in Communications Design Pratt Institute, New York, NY
January 2002– May 2006	Master of Science in Communications Design, Digital Design Concentration Graduated with Distinction Pratt Institute, New York, NY
August 1995– May 1998	Bachelor of Fine Arts in Communications Design, Graphic Design Graduated with Highest Honors Pratt Institute, New York, NY

## RECENT PROFESSIONAL AWARDS & HONORS

2017	<b>The 7<sup>th</sup> Annual Communication Arts Typography Award</b> Category: Identity Design
2017	<b>The 7<sup>th</sup> Annual Communication Arts Typography Award</b> Category: Invitation Card Design
2017	<b>HOW Logo Design Award</b> Category: Identity Design and Application
2016	<b>The 36<sup>th</sup> Annual PRINT Regional Design Award</b> Category: Exhibition Design
2016	Judge, <b>Adobe Design Achievement Award (ADAA)</b> Preselection Panel
2016	<b>W3 Annual Award, Silver</b> Category: Social Media Campaign
2016	<b>HOW International Design Award</b> Category: Exhibition Design
2016	<b>The 57<sup>th</sup> Communication Arts Design Award</b> Category: Trademark Design
2016	<b>CSS Website Design Award</b> Category: Website Design
2016	<b>The 37<sup>th</sup> Annual Telly Award, Silver (highest honor)</b> Category: Online Video
2016	<b>The 22<sup>nd</sup> Annual Communicator Award, Gold</b> Category: Social Media Advertising & Marketing Campaign
2016	<b>The 22<sup>nd</sup> Annual Communicator Award, Gold</b> Category: Branding

- 2016            **The 22<sup>nd</sup> Annual Communicator Award, Gold**  
Category: Exhibition Design
- 2016            **The 22<sup>nd</sup> Annual Communicator Award, Silver**  
Category: Digital Publishing
- 2015            **The 9<sup>th</sup> Annual IDA Design Award, Bronze**  
Category: Identity Design
- 2015            **W3 Annual Award, Silver**  
Category: Visual Design
- 2015            **HOW In-House Design Awards**  
Category: Digital Publication
- 2015            **The 21<sup>st</sup> Annual Communicator Award, Silver**  
Category: Interactive Multimedia
- 2015            **The 21<sup>st</sup> Annual Communicator Award, Silver**  
Category: Content Marketing Image/Infographic
- 2014            **The 20<sup>th</sup> Annual Communicator Award, Gold**  
Category: Interactive Multimedia in Education
- 2014            **The 20<sup>th</sup> Annual Communicator Award, Gold**  
Category: Interactive Multimedia in Children's Audience
- 2013            **The 15<sup>th</sup> Annual HOW Interactive Design Awards**  
Category: Apps

#### CONFERENCE PRESENTATIONS & PANEL DISCUSSIONS

- 02/16/2017–  
02/17/2017            Presenter, ***Dreamer, Thinker, Screwdriver: Lecture and Workshop on Design Thinking***  
Event: ITASA East Coast Conference  
Venue: New York University, New York, NY
- 05/19/2016            Presenter, ***Rethinking Brand Identity Design in the Age of Digital Media***  
Event: 10th World Summit on Innovation and Entrepreneurship  
Venue: United Nations, New York, NY
- 05/31/2016–  
06/03/2016            Presenter, ***#TYPE: Redesigning Typography Education for the Age of Screen-based Media***  
Event: 25th Annual Conference on Instruction & Technology  
Venue: SUNY Potsdam, Potsdam, NY
- 04/07/2015            Presenter, ***Paperless Tenure & Promotion: A Mentoring and Evaluation Platform for Faculty of the Future***  
Event: 9th Annual Sustainable Business and Design Conference  
Venue: FIT, New York, NY
- 03/05/2015            Presenter, ***Research-Based Design Education for the Digital Natives***  
Event: 5th Annual Tri-State Best Practices Conference  
Venue: Bergen Community College, Bergen County, NJ

- 12/13/2014 Coordinator and Panelist, ***Art and the City Panel Discussion***  
Event: Cultural Spheres International Art and Design Exhibition  
Venue: Jamaica Center for Arts and Learning, Jamaica, NY
- 10/16/2014–  
10/17/2014 Presenter, ***Powerful Approaches to Digital Storytelling in Visual Communication***  
Event: 2014 Taipei International Conference on Animation and New Media  
Venue: National Taiwan University of Arts, Taipei, Taiwan
- 05/30/2014 Presenter, ***The Unicorn Designer Dilemma: Rethinking Graphic Design Education in the Age of Creative Visionaries***  
Event: SUNY Conference on Instructional Technology Conference (CIT)  
Venue: Cornell University
- 03/01/2014 Presenter, ***Teaching Old Tricks to New Dogs: Rethinking Typography Education in the Age of Social Media***  
Event: 3rd Annual 2014 Tri-State Best Practices Conference  
Venue: Bergen Community College
- 11/14/2013 Panelist, ***Flipped! Redefining The Classroom in the Age of Social Media***  
Event: 2013 EduTech Conference  
Organizer: The Technology Development Team (TDT) and The Center for Excellence in Teaching (CET)  
Venue: Fashion Institute of Technology
- 10/09/2013–  
10/11/2013 Assistant Coordinator, ***The Tone of Classic Fears and the Color of Youthful Optimism (video installation)***  
Organizer: World Summit on Innovation and Entrepreneurship  
Venue: Museum of Moving Image, Queens, New York
- 11/11/2011–  
11/12/2011 Presenter, ***Digital Media and Cognitive Learning in Preschool Education: A New Playful Learning Experience***  
Event/: 2011 Fourth International Conference on Ubiquitous Learning  
Venue: University of California Berkeley, CA

## CURRICULUM DEVELOPMENTS

- Fall 2016 Co-Author, ***CT300 Introduction to Digital Typography***
- Spring 2016 Author, ***CD124 Vector Graphics***
- Spring 2016 Author, ***CD224 Digital Imaging and Narrative***
- Spring 2016 Author, ***CD225 Introduction to Digital Layout***
- Spring 2014 Co-Author, ***CT372 Advanced Digital Typography***
- Fall 2014 Author, ***CT412 Immersive Publication Design***
- Fall 2014 Co-Author, ***CT331 Media Integration for Photography and Video***
- Fall 2014 Co-Author, ***CT432 Self-promotion Digital Portfolio***
- Fall 2012 Author, Major Revisions  
***CD126 Digital Graphics Intensive I***  
***CD226 Digital Graphics Intensive II***  
***CT231 Digital Production***

## FIT COMMUNITY SERVICES & PROJECTS

- Fall 2016–Present Faculty Advisor, **NFL+FIT Design System Competition**  
Supervise and coordinate 6 teams of FIT students to design new visual systems for 32 NFL teams. FIT students will be awarded a total of \$30,000 scholarship at the end of this year-long project.
- Spring 2016 Designer and Publisher, **Fairy Tale Fashion App**  
Designed and published The Museum at FIT's first digital publication for both Apple iOS and Android systems.
- Fall 2015–Fall 2016 Faculty Advisor, **Biodesign Challenge**  
Served as a faculty advisor and helped the FIT team complete their visual presentation, exhibition, and intro poster. FIT was awarded the glass microbe as the winner of the Biodesign Challenge 2016.
- Fall 2016–Present Co-Founder, **Creative Technology Annual Scholarship Program**  
Initiated this annual merit scholarship program which award \$1,000 scholarship to students in the Creative Technology Minor.
- Fall 2013–Spring 2016 Advisor/Art Director, **ARTSpeak Exhibitions and Publications**  
Supervise the design and production of both physical and digital brochures for this annual exhibition from 2013 to 2016. Participating departments: Fine Arts department, Art History, Photography, and Communication Design.
- 05/09/2014 Participant/Presenter, **Strategic Planning Think Tank Presentation and Discussion**  
Participated in the brainstorming session and presented ideas for ensuring Academic and Creative Excellence with becoming an innovation center
- 05/02/2014 Participant/Presenter, **IDEO: Activating Creative Confidence**  
Practiced Design Thinking approach for the innovation solution in everyday lifestyle. Group activity including field research and presented ideas during the workshop.
- Fall 2013–Spring 2015 Advisor, **Anime Club**
- Fall 2013–Spring 2015 Advisor, **The Presidential Scholars Program** – Junior Honor's Project
- 04/24/2013 Assessor, **SUNY General Education Assessment of Information Management**
- 10/12/2012 Participant, **FIT Faculty of the Future Mini-Retreat: Cross-Disciplinary Project Development**  
Developing on the preliminary possible Interdisciplinary project working with Lisa Donofrio-Ferrezza from Fashion Design Department

## FELLOWSHIPS AND GRANTS

- Summer 2016 Recipient, **FIT Faculty Development Grants and Awards**  
Category: Teaching Practicum  
Working at a world leading digital publication design studio, Mercury in New York City, from June 6<sup>th</sup> to July 1<sup>st</sup>, 2016
- January 2016 Recipient, **2016 President's Diversity Council Grant**, Fashion Institute of Technology  
Grant Title: Impactful Language  
Designed and produced posters, website, digital publication, and coordinate exhibitions

- May 2014 Recipient, **2014-2015 President's Diversity Council Grant**, Fashion Institute of Technology  
Grant Title: Culture Spheres  
Create Digital Publication and coordinate exhibitions
- September 2014 Recipient, **FIT Teaching Institute Merit Award**  
Grant Title: The 2014 Taipei International Conference on Animation and New Media
- April 2014 Recipient, **FIT Teaching Institute Merit Award**  
CIT, Ithaca, NY, May 27-30, 2014
- May 2014 Recipient, **FIT Sustainability Grant**  
Grant Title: Paperless Tenure and Promotion  
User Experience (UX) testing and consulting
- December 2013 Recipient, **School of Art and Design Interdisciplinary Grant 2013-2014**  
Title: Culture Capsules: NYC, collaboration with the Photography Department
- Participated in 2014 Art and Design Senior show, May 2014  
Venue: Museum at FIT, NY
  - Showcased in the Media Design Club show, May 2014  
Venue: Helen Mills
  - 2014 School of Art and Design Interdisciplinary Grant Exhibition, October 2014  
Venue: Fred P. Pomerantz Art and Design Center, Fashion Institute of Technology, NY

## GUEST LECTURES & PRESENTATIONS

- 09/27/2016 Presenter, ***The Creative Process of Impactful Language***  
Event: Academic Open Mic  
Venue: National Opera Center
- 04/05/2016 Presenter, ***Research-driven Design Education in Digital Publication***  
Event: Academic Open Mic  
Venue: National Opera Center
- 03/07/2015 Speaker, ***The Next Wave in Publication Design***  
Event: Design Incubation Colloquium  
Venue: Rhode Island School of Design
- 06/25/2014 Speaker, ***Big Idea and Immersive Experience with Visual Storytelling***  
Event: Gabia Digital Design Seminar  
Venue: GABIA Inc., Korea
- 06/18/2014 Lecturer, ***Visual Storytelling and Immersive Experience***  
Event: The Multi-design Lecture Series  
Venue: Kangwon National University, Gangwon-do, Korea
- 06/11/2014 Lecturer, ***Design and Innovation Through Storytelling***  
Event: Invisible Cities International Workshop  
Venue: Kun Shan University, Tainan, Taiwan
- 06/5/2014 Lecturer, ***Thinker, Designer, Screwdriver: From Design Heroes to Creative Visionaries***  
Event: The Design Colloquium Series  
Venue: Hongik University, Seoul, Korea

- 06/4/2014 Lecturer, ***Design and Innovation Through Storytelling***  
Event: Invisible Cities International Workshop  
Venue: Gachon University, Seoul, Korea
- 01/07/2014 Speaker, ***Creative Uprising: Designing in the Age of Digital Media***  
Event: Gabia Digital Design Seminar  
Venue: GABIA Inc., Korea
- 06/08/2010 Lecturer, ***Creative Design Leader for the Dynamically Evolving Culture: Understanding of Digital Design & Applying it to Branding Strategies***  
Event: Design Lecture Series  
Venue: Handong Global University, Gyeongbuk, Korea

#### PUBLICATION: BOOK

- 2014 Author, ***Digital Media and Cognitive Learning in Preschool Education***  
Publisher: Pratt Institute, NY  
ISBN: 978-0-9883995-1-8

#### PUBLICATION: ARTICLES & PAPERS

- December 2014 Author, ***Exhibition: Culture Capsules: NYC | 2014 Art & Design Interdisciplinary Project at FIT*** / page 23  
Name of publication: ArtWIDE: Culture & Arts Information Vol.45  
Publisher: Art & Criticism, Seoul, Korea
- November 2014 Author, ***New Media Artist: C.J. Yeh – Solo Exhibition at Museum at FIT*** / page 21  
Name of publication: ArtWIDE: Culture & Arts Information Vol.44  
Publisher: Art & Criticism, Seoul, Korea
- August 2014 Author, ***Invisible Cities: An International Workshop on Design and Innovation Through Storytelling*** / page 32-23  
Name of publication: ArtWIDE: Culture & Arts Information Vol.41  
Publisher: Art & Criticism, Seoul, Korea
- Spring 2014 Author, ***Author, Producer, Maker – Design Education in the Age of Digital Media*** / page 62-67  
Name of publication: Art & Criticism Vol.43 (27 Spring 2012)  
Publisher: Art & Criticism, Seoul, Korea
- Spring 2012 Author, ***Digital Media and Cognitive Learning in Preschool Education (Part III)*** / page 82-85  
Name of publication: Art & Criticism Vol.36 (26 Winter 2011)  
Publisher: Art & Criticism, Seoul, Korea
- Winter 2012 Author, ***Digital Media and Cognitive Learning in Preschool Education (Part II)*** / page 78-81  
Name of publication: Art & Criticism, Vol.35 (25 Autumn 2011)  
Publisher: Art & Criticism, Seoul, Korea
- Fall 2011 Author, ***Digital Media and Cognitive Learning in Preschool Education (Part I)*** / page 78-81  
Name of publication: Art & Criticism Vol.34  
Publisher: Art & Criticism, Seoul, Korea  
ISBN: 978-986-03-4162-3
- May 2006 Author, ***Extending Branding Strategy to Online Media***  
Publisher: Pratt Institute, NY

## ADMINISTRATIVE ACTIVITIES AND COMMITTEES

- Spring 2016–Present Chairperson, **Exhibition and Display Committee**  
Communication Design Department
- Fall 2016–Present Member, **Communication Design Foundation AAS Curriculum Committee**  
Communication Design Department
- Spring 2014–Present Assistant Coordinator, **Creative Technology Minor Curriculum Committee**  
School of Art and Design
- Fall 2012–Present Coordinator, **Digital Design Courses in CD AAS Program**  
Communication Design Department
- Spring 2014–Present Member, **School of Art and Design Faculty Exhibition Committee**  
School of Art and Design
- Spring 2016–Present Member, **Award, Scholarship, and Competitions Committee**  
Communication Design Department
- Fall 2015–Present Member, **Tenure and Promotion Committee**  
Communication Design Department
- Fall 2013–Present Member, **e-portfolio Review Committee**  
Communication Design Department
- Fall 2014–Spring 2015 Member, **Advertising Design BFA Curriculum Committee**,  
Communication Design Department
- May 2013–August 2014 Member, **Fashion Institute of Technology Responsive Website Redesign Committee**
- September 2014 Member, **External Relations Search Committee**  
Position: Manager of Digital Strategy

## COORDINATOR/CURATOR FOR STUDENT EXHIBITIONS

- 11/15/2016–  
12/13/2016 Curator, **#TIME: Creative Technology Annual Exhibition**  
Venue: Gallery FIT, The Museum at FIT
- 08/29/2016–  
09/29/2016 Creative Director and Designer, **Turn Off Offensive Language Speak Up Uplifting Language, Impactful Language, 2016 President's Diversity Council Grant Exhibition**  
Venue: Feldman Center, Fashion Institute of Technology, NY
- 09/27/2016–  
11/04/2016 Curator, **2016 Creative Technology Showcase**  
Venue: Feldman Center, Fashion Institute of Technology, NY
- 01/26/2016–  
02/06/2016 Curator, **#TYPE: Creative Technology at FIT Inaugural Exhibition**  
Venue: Gallery FIT, The Museum at FIT
- Spring 2014 Curator, **2015 Creative Technology Showcase**  
Venue: Fred P. Pomerantz Art and Design Center Exhibition Space, Fashion Institute of Technology, NY
- 01/24/2015–  
03/23/2015 Co-curator, **Culture Spheres: 2015 International Exhibition, Celebrating Diversity of Culture & Creativity, 2014-2015 President's Diversity Council Grant Exhibition**  
Venue: Fashion Institute of Technology, NY

- 10/27/2014–  
12/01/2014 Curator, **Culture Capsules: NYC, 2014 Art & Design Interdisciplinary Project Exhibition**  
Venue: Fred P. Pomerantz Art and Design Center, Fashion Institute of Technology, NY
- 09/23/2014–  
11/03/2014 Co-curator, **Creative Technology Minor Exhibition**  
Venue: Fashion Institute of Technology, NY
- 05/19/2014–  
05/21/2014 Assistant Coordinator, **Media Design Club Annual Exhibition: Perceive**  
Venue: Helen Mills Event Space and Theater, NY
- April 2014–Present Coordinator, **Communication Design Showcase Exhibitions of Student Work**  
Venue: Fashion Institute of Technology, NY
- 02/03/2014–  
03/01/2014 Co-curator, **Creative Technology @ Showcase**  
Venue: Fashion Institute of Technology, NY

## SOLO EXHIBITIONS

- 07/4/2014–  
07/31/2014 Invited Solo Exhibition: **Time. Place. Memory.**  
Venue: ANC Gallery, Seoul, Korea
- 06/27/2014–  
07/03/2014 Invited Solo Exhibition: **Layers of New York**  
Venue: Gallery AM, Seoul, Korea
- 11/01/2010–  
11/30/2010 Juried Solo Exhibition: **Crafted Digital Art**  
Venue: Leonard Hansen Gallery, Englewood Public Library, Englewood, NJ

## GROUP EXHIBITIONS (SELECTED LIST)

- November 2016–  
October 2017 **Monochrome**  
Venue: The Lynn and Carl Goldstein Gallery, Fashion Institute of Technology
- 11/23/2015–  
10/20/2016 **Mechanism of Forgetfulness**  
Venue: The Lynn and Carl Goldstein Gallery, Fashion Institute of Technology
- 03/5/2016–  
03/20/2016 **New Views 2016: FIT School of Art and Design Faculty Exhibition**  
Venue: John R. Reeves Great Hall, Fashion Institute of Technology
- 03/7/2015–  
03/22/2015 **New Views 2015: FIT School of Art and Design Faculty Exhibition**  
Venue: John R. Reeves Great Hall, Fashion Institute of Technology
- 01/24/2015–  
02/07/2015 **2015 International Exhibition: Celebrating Diversity of Culture and Creativity**  
Venue: Gallery FIT
- 12/12/2014–  
01/15/2015 **Cultural Capsules: An International Art & Design Exhibition**  
Venue: William P. Miller JR. Gallery Jamaica Center for Art & Learning, NY
- 11/25/2014–  
10/23/2015 **Collection: FIT School of Art and Design Faculty and Staff Exhibition**  
Venue: Lynn and Carl Goldstein Gallery, Fashion Institute of Technology, NY
- 06/09/2014–  
06/13/2014 **Invisible Cities: International Traveling Exhibitions**  
Venue: KunSan University, Tainan, Taiwan
- 06/02/2014–  
06/06/2014 **Invisible Cities: International Traveling Exhibitions**  
Venue: Gochon University Seoul, Korea



- 05/23/2014–  
05/28/2014      **Designing for Social Change: Open Type – Best Digital Designer Invited International Exhibition 2014**  
Venue: Hanyang University’s ERICA Campus, Ansan, Korea  
Organizer: Korea Digital Design Council and Hanyang University
- 02/09/2014–  
02/16/2014      **New Views: FIT School of Art and Design Faculty Exhibition**  
Venue: John E. Reeves Great Hall, Fashion Institute of Technology
- 12/27/2013–  
12/31/2013      **Cutting Edge: Best Digital Designer Invited International Exhibition 2013**  
Venue: Gallery IANG, Seoul, Korea
- 11/25/2013–  
10/23/2014      **Pairings/Collaborations: FIT School of Art and Design Faculty and Staff Exhibition**  
Venue: Lynn and Carl Goldstein Gallery, Fashion Institute of Technology, NY
- 10/08/2013–  
10/27/2012      **1st Sunwha Art High School Alumni Art Show: Sense or Nonsense**  
Venue: Gallery Bennett, NJ
- 04/08/2011–  
4/22/2011      **new. An MFA Design Exhibition**  
Pratt MFA Design Exhibition  
Venue: Pratt Manhattan Gallery, NY

**PROFESSIONAL WORKS AND WRITING FEATURED IN MEDIA AND PUBLICATIONS**

- Winter 2016      Zachary Petit, **Regional Design Awards** / page 124  
Publication: PRINT Magazine  
Publisher: F+W Publishing
- September/October  
2016      Jean Coyne, **Communication Arts Design Annual 57** / page 112  
Publication: Communication Arts  
Publisher: Coyne & Blenchar
- 08/30/2016      Alexandra Mann, **Exhibition Spreads Awareness of the Power of Language**  
<http://news.fitnyc.edu/2016/08/30/exhibition-spreads-awareness-of-hurtful-language/>  
Publisher: FIT Newsroom
- 02/01/2016      Alexandra Mann, **Get Excited about Type!**  
Link: <http://news.fitnyc.edu/2016/02/01/get-excited-about-type/>  
Publisher: FIT Newsroom
- Winter 2015      Grant Wenzlau, **Innovation from Within** / page 61  
Publication: HOW Magazine  
Publisher: F+W Publishing
- November 2014      Rachel Ellner, **Art & Design students explore NYC neighborhoods**  
Link: <http://blog.fitnyc.edu/artanddesign/2014/11/17/art-design-students-explore-new-york-city-neighborhoods/>  
Publisher: FIT
- November 2014      C.J. Yeh, **Design Perspective: Fluid Branding in the Age of Digital Media** / page 158  
Publication: Art Collection + Design  
Publisher: Artists, Taipei, Taiwan
- Spring 2016      News Editor, **Spotlight on the Artwork of Englewood Cliffs Artist**  
Publisher: Northern valley Suburbanite

- 05/10/2010 Vanessa Yurkevich, TV Interview  
***Englewood Library Seeks Artistic Works for 2011***  
Broadcasting Company: Channel NY1, Time Warner Cable Enterprises LLC., NY
- 07/28/2009 Core Jr, Design project featured on the design and technology website in the Core77.com  
***Tapit: a water bottle refilling network***  
Link:[http://www.core77.com/blog/technology/tapit\\_a\\_water\\_bottle\\_refilling\\_network\\_14169.asp](http://www.core77.com/blog/technology/tapit_a_water_bottle_refilling_network_14169.asp)  
Publisher: Core 77.com

## MEMBERSHIP AND SERVICE IN PROFESSIONAL ORGANIZATIONS

- 2015–Present Mentor, **The Adobe Design Achievement Award Mentorship Program**  
Organizer: International Council of Design
- 2015–Present Mentor, **The American Institute of Graphic Arts Educational Program**
- 2015–Present Member, **Digital Arts advisory board at Bronx Community College (BCC)**
- Up to date Member, **American Institute of Graphic Arts (AIGA)**
- Up to date Member, **Type Director's Club (TDC)**
- Up to date Member, **Apple's iOS Developer Program**
- Up to date Member, **Korea Digital Design Council**

## FACULTY APPOINTMENTS

- September 2008–Present Full-time Assistant Professor  
Fashion Institute of Technology, New York, NY
- January 2007–May 2012 Adjunct Assistant Professor  
Pratt Institute Graduate School, New York, NY
- January 2007–May 2012 Adjunct Assistant Professor  
Hofstra University, Hempstead, NY
- September 2007–May 2008 Adjunct Assistant Professor  
Nassau Community College, Garden City, NY

## PROFESSIONAL EXPERIENCE

- 2013–Present Partner/Design Director, Cynda Media Lab, NY
- 2012–2016 Founder, Christie Shin Design LLC. NY
- Oct. 2008–Aug. 2014 Design Consultant, MediaA, NY
- May 2006–April 2008 Web Design Consultant for HEARST Corporation, Ives Advertising, NY
- Nov. 2001–July 2005 Lead Web Designer, Kaplan Inc. Corporate headquarter design team, NY
- July 2000–April 2001 Web Designer, Context Studio, NY
- June 1999–July 2000 Graphic Designer, Storm Design LLC, NY
- Sept. 1998–May 1999 Graphic Designer, PM & Co Inc., NY