



Professor of Graphic Design + Digital Media

Fulbright Scholar and Specialist, Media Arts

University of North Florida

Dept. of Art, Art History, and Design, 1 UNF Drive, Jacksonville, FL 32224

(904) 620-3833 | vcruz@unf.edu | www.vanessabcruz.com

EDUCATION

1998 **Master of Fine Arts, California Institute of the Arts**

Concentration in Experimental Animation/ Media

1995 **Bachelor of Fine Arts, Rhode Island School of Design**

Major: Film/ Video/ Animation, Informal Minor: Art History

TEACHING EXPERIENCE

2020-Present **Professor of Graphic Design and Digital Media**

University of North Florida, Jacksonville, FL

A 3/3 teaching load which includes the following courses: Basic Computer Imaging, Motion Graphics, Illustration, Advanced Motion Graphics, Advanced Illustration, Interactive Studio, and Digital Video Technology. All classes include an online component for the enrichment of in-class projects hosted through Blackboard, two courses are the first ever Hybrid and Distance Learning courses offered in the Department of Art and Design. Advise students on academic progress, professional freelance jobs, career options, advisor of Motion Graphics Design Club, and host of UNF Motion Graphic's Facebook Group. Along with GDDM faculty coordinated and developed a new curriculum for the new major of Graphic Design and Digital Media.

Academic Courses taught at UNF

2D-Design (ART1201C)

3-D Design (ART2203C)

Basic Computer Images (ART2605C)

Digital Photography for Designers (PGY1800C)

Illustration (GRA3880C)

Motion Graphics (GRA3833C)

Special Topics: Telling Yarns- A short film filmmaking study abroad course in Ireland (ART3930)

Special Topics: Digital Sketchbook: Ireland- a digital sketching study abroad course in Ireland (ART3930)

Special Topics: Digital Sketchbook- a digital sketching course (ART3990) APC change in FALL 2020 ART 3354C Digital Sketchbook

Advanced Illustration (GRA4154C)
Advanced Motion Graphics (GRA4884C)
Directed Independent Studies- (ART4905)

- 2019 **Study Abroad Ireland: Digital Sketchbook**
University of North Florida, Dublin, Cork, and Galway, Ireland
Led a group of 10 undergraduate students overseas to meet with Award-winning Irish Illustrator Steve Simpson. Students attended the 42nd Galway International Arts Festival Students. Events include: Urban Sketch groups in Dublin, excursions to Galway, Cork and Belfast, as well as a silkscreen workshop at Damn Fine Print. All while learning digital sketch techniques on a tablet with Procreate, Affinity's Designer, and Autocad's Sketchbook apps.
- 2016 **Study Abroad Ireland: Digital Sketchbook**
University of North Florida, Dublin, Cork, and Galway, Ireland
Led a group of 12 undergraduate students overseas to meet with Award-winning Irish Illustrator Steve Simpson. Students also meet with several chapters of Urban Sketch groups in Dublin, Galway, and Cork. Silkscreen workshop at Damn Fine Print. Techniques cover traditional sketch as well as sketching on a tablet with Procreate.
- 2014 **Summer Animation 2014- Telling Stories with Data**
Fachhochschule St. Pölten, St. Pölten, Austria
Worked with two other Austrian Graphic Designers: Wolfgang Aigner and Teresa Sposato, teaching animated infographics.
- Fulbright Specialist Award, Media Arts**
Fachhochschule St. Pölten, St. Pölten, Austria
The project involved working with their faculty staff (junior lecturers) to improve their professional skills in Post-Production and help to extend their existing lectures in Post-Production, 3D Animation, and Compositing with this new knowledge. Also taught graduate students (Digital Media Technologies, Master level) in Post-Production and/or 3D-Animation and Compositing. Served as a guest lecturer in their undergraduate lectures so that also these students would benefit from this visit. The project also included developing a part of the new curriculum of a new to establish "European Project Semester", which will offer also project based Post-Production lectures in the English language, and would be a task in co-operation with UASSP-Professors and Research staff. Finally, there were meetings with faculty staff to develop possible exchange possibilities for students as well as for teaching and research staff.
- 2013 **Study Abroad Ireland: Traditional Irish Storytelling through Filmmaking**
University of North Florida, Dublin, Cork, and Galway, Ireland
Led a group of 12 undergraduate students overseas to produce a short film, scripted, acted, and edited by the students. Students attended the 25th Galway Film Fleadh. President of Ireland, Michael D. Higgins, was present at the final screening.
- 2012 **Core Fulbright Scholar, Media Arts**
National College of Art and Design, Dublin, Ireland
Completed research on new work with the working title Ruin. Keynote speaker for the

Graduate Symposium. Provided master-class workshop in Final Cut and Adobe After Effects to MFA candidates. Hosted an experimental animation lecture to Media Art BFA students. Guest portfolio critic for mid-term BFA Media Arts students.

2012-2020

Associate Professor of Graphic Design and Digital Media
University of North Florida, Jacksonville, FL

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3-D Design (ART2203C)

Basic Computer Images (ART2605C)

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Special Topics: Digital Sketchbook- a digital sketching course (ART3930) APC change in FALL 2020 ART 3354C Digital Sketchbook

Advanced Illustration (GRA4154C)

Advanced Motion Graphics (GRA4884C)

Directed Independent Studies- (ART4905)

2005-2012

Assistant Professor of Graphic Design and Digital Media
University of North Florida, Jacksonville, FL

A 3/3 teaching load which includes the following courses: Basic Computer Imaging, Motion Graphics, Illustration, Advanced Motion Graphics, Advanced Illustration, Interactive Studio, and Digital Video Technology. All classes include an online component for the enrichment of in-class projects hosted through Blackboard, two courses are the first ever Hybrid and Distance Learning courses offered in the Department of Art and Design. Advise students on academic progress, professional freelance jobs, career options, advisor of Motion Graphics Design Club, and host of UNF Motion Graphic's Facebook Group. Coordinated and developed a new curriculum for the new track of Graphic Design and Digital Media. Along with GDDM faculty developed a new course matrix to guide students in obtaining courses in order to graduate within a projected time frame.

Academic Courses taught at UNF

2D-Design (ART1201C)
3-D Design (ART2203C)
Basic Computer Images (ART2605C)
Digital Photography for Designers (PGY1800C)
Illustration (GRA3880C)
Motion Graphics (GRA3833C)
Advanced Illustration (GRA4154C)
Advanced Motion Graphics (GRA4884C)
Directed Independent Studies- (ART4905)

- 2005 **Adjunct Faculty**
Flagler College, St. Augustine, FL
Illustration Instructor for a required course. Digital and traditional Illustration techniques were demonstrated. Professional guidelines and mock clients were implemented throughout various projects.
- 2004 **Adjunct Faculty**
College of the Canyons, Santa Clarita, CA
Courses included: Flash Instructor and Computer Animation Lab Instructor. Basic Flash animation skills were taught as well as basic ActionScript 2. Lab tech required overall Mac and Adobe proficiency skills.
- 2003 **Animation Instructor**
Santa Monica Museum of Art, Santa Monica, CA
Short-program instructor teaching basic drawing-under-the-camera techniques to Middle and High School Students.
- 2002-2004 **Co-Director, Site Director and Drawing, Painting, Animation Instructor**
Sony Pictures Media Arts Program, Eagle Rock, CA and San Fernando, CA
Along with Co-Director Frank Terry, coordinated and developed curriculum of entire program, facility space requirements- included five satellite locations throughout LA County, computer needs, software, and art supplies.
- 1997 **Mixed Media Instructor**
Plaza De La Raza, Los Angeles, CA
Taught various mediums that included digital components to linocut block printing techniques.
- Video Instructor**
Community Arts Partnership, Pasadena, CA
Created "Video Diaries" with pregnant Middle School girls. Taught them basic production and editing techniques as well as help to give them a voice in a world that didn't want to listen.
- 1996- 1998 **Animation Instructor**
Community Arts Partnership, Los Angeles, CA

Taught Animation and Pre-Production skills to 4th and 5th Grade Inner-City Los Angeles students. Work went on to show at such venues as the REDCAT and Japanese American Museum.

PROFESSIONAL EXPERIENCE

2019

Golden Door

Collaboration with Printmaker Sheila Goloborotko. Based on the Walt Whitman poem *O Captain! My Captain!*, this animation portrays the contemporaneous state of America. The title, *Golden Door*, is inspired by the inscription at the base of the Statue of Liberty.

2018

The Colors of Me

Inspired by the idea of expressing the multifaceted aspects of cultural identity through the creation of a kaleidoscopic visual. Based in its Afro-Cuban roots, the emergence of Latin Jazz in the early 1940's began to grow and expand as it hit North America. Musicians explored its background, styles, and influences yet they maintain a specific type musical language: rhythms that evokes feelings, moods, and textures. Included in the 2018 CalArts LatinFest juried exhibition.

Music and Racial Justice: From Abolition to Black Lives Matter

Commemorating the 50th Anniversary of the Assassination of Dr. Martin Luther King, Jr., The Ohio State University, Columbus, OH. Assisted in the creation and editing of graphics and stills used for video presentation.

2017

Synæsthesia

Commissioned by the Jacksonville Symphony this collaborative project presented music composed by Glass and Bach accompanied by visual projections—product of artistic collaboration myself and artist/printmaker Sheila Goloborotko. The artists created an elaborate video projection for each composition in an effort to create a unique visual environment to these evocative compositions. With the combination of live music and projections the audience experiences music as abstract imagery that travels and transmutes the physical space and the realm of all senses.

2016

Sistema

A video-based collaborative piece based on Sheila Goloborotko's work, *Sistema's* theme is all about preservation. It highlights the need for preservation of the ecologically important coral reefs off the coast of Veracruz. *Sistema* also uses its space in the museum Centro Cultural Atarazanas as a forum to showcase the need for preservation of the city's historical buildings made of shell and coral from the reefs.

Call and Response

Collaborative Animation project with Printmaker Sheila Goloborotko using various printmaking techniques then digitally assembled using Adobe AfterEffects. This film explores two artists trying on the other's medium. The first call was made: a cry out into the expanse. The other heard the distant sound and ardently responded. The visual

conversation you see is the exploration of materials, processes, and the amalgamation of two worlds.

Fulbright Association's 70th Anniversary Logo

Winner of Fulbright's international logo design competition to help celebrate their 70th Anniversary. My design was displayed internationally throughout various Fulbright Association symposiums.

2015

Corrupted

Experimental Animation project using corrupted film stills via screen grabs, and then digitally assembled using Adobe AfterEffects and Apple Final Cut Pro.

Toro Toro

Experimental Animation project collage and oil pastels, and then digitally assembled using Adobe AfterEffects and Apple Final Cut Pro.

2014

IRONMAN 70.3 St. Pölten: Triathlon

Oversaw the animated graphics for a live nationally broadcast program during the Ironman 70.3 St. Pölten in St. Pölten, Austria.

2013

Pub Stories

Experimental Animated work/ Installation. Experimental Animation project using xerography, hand painted stills, and then digitally assembled using Adobe AfterEffects and Premiere. New soundtrack also added. Images A4 size

2012

RUIN

Experimental Animated Project/ Installation. Experimental Animation project using printed video stills, hand painted stills, and then digitally assembled using Adobe AfterEffects and Premiere.

Fulbright Research

Conducted research for a new body of work entitled "RUIN". Hosted by the National College of Art and Design based in Dublin, Ireland. Responsibilities included workshops, portfolio reviews, as well as a keynote speaker.

2011

UNTITLED

Animation for a documentary feature film. Animator for various sequences in Untitled documentary by Emmy award-winning director Connie Bottinelli. This project is still in the pre-production phase and seeking funding. Animation work will be shown in a trailer sent to potential funding agencies.

Icarus

Experimental Animation project using xerography, hand painted stills, and video, and then digitally assembled using Adobe AfterEffects and Apple Final Cut Pro.

Trainwreck

Experimental video project shot in HD using a Canon XH-A1 and then digitally processed using Adobe AfterEffects and Apple Motion, and assembled in Apple Final Cut Pro.

2010

Woman in a Box

Experimental Animation project using xerography, hand painted stills, and previously created film "The Wish" re-cut, and then digitally assembled using Adobe AfterEffects and Apple Final Cut Pro. New soundtrack also added.

Eve as a Young Girl

Experimental Animation project using xerography, hand painted stills, and video, and then digitally assembled using Adobe AfterEffects and Apple Final Cut Pro.

Associate Editor

International Journal of the Arts in Society, Volume 4

"The International Journal of the Arts in Society aims to create an intellectual frame of reference for the arts and arts practices and to create an interdisciplinary conversation on the role of the arts in society. It is intended as a place for critical engagement, examination, and experimentation of ideas that connect the arts to their contexts in the world, on stage, in museums and galleries, on the streets, and in communities. The journal addresses the need for critical discussion on issues in the arts, and specifically as they are situated in the present-day contexts of globalization, and the social, economic and political artifacts of cultural homogenization, commodification, and militarization. -description is taken directly from the website.

Associate Editor

Design Principles and Practices: An International Journal, Volume 4

"Design Principles and Practices: An International Journal is a site of discussion exploring the meaning and purpose of 'design', as well as speaking in grounded ways about the task of design and the use of designed artifacts. The resulting conversations weave between the theoretical and the empirical, research and application, market pragmatics and social idealism." - description is taken directly from the website.

2009

Lazarus Revisited

Experimental Animation project using xerography, hand painted stills, and previously created film "Lazarus" re-cut, and then digitally assembled using Adobe AfterEffects and Apple Final Cut Pro. A new soundtrack also added.

Graphic Designer

Flagler County Synchro Belles, Palm Coast, FL

Logo, letterhead, and website developed for nationally ranking synchronized swimming team.

2007-2010

Motion Designer

Another America at Last Productions, Columbus, OH

Animator of various sequences in the feature-length documentary: *Ain't I a Person*, directed by Keith Kilty.

- 2007 **Graphic Designer**
Another America at Last Productions, Columbus, OH
Designed the company's logo and brand used in all national promotional materials.
- Motion and Graphic Designer**
Smartphones, Jacksonville, FL
Created motion and graphic pieces for cell phone video screensavers for national clientele.
- 2006 **Experimental Video and Performance**
University of North Florida, Jacksonville, FL
Collaborative piece with the Jacksonville Philharmonic Percussionist: Charlotte Mabrey and the UNF Percussion Ensemble. Performed at the Times-Union Center for the Performing Arts.
- 2003 **Flash Animator**
Becker Conviser Inc., North Hills, CA
Created Flash animation pieces that coincided with instructional lectures.
- Animation and Motion Designer Graphic**
Six Flags Theme Park/ Magic Mountain, Valencia, CA
Created site-specific animations for various game-show type venues.
- Webmaster**
Heart of the Canyons Church, Santa Clarita, CA
Designed and maintained the site.
- Web Designer**
California Institute of the Arts/ CAP Valencia, CA
Designed and maintained the site.
- Color Artist**
Realbuzz Comics, Los Angeles, CA
Color Stylist for various comic instructional resources.
- 2000- 2001 **Graphic Designer**
Tandemedia, San Rafael, CA
Created web specific designs for an international clientele.
- 1999- 2000 **Digital Color Stylist**
20th Century Fox TV Animation, Valley Village, CA
Digital Color stylist for *Family Guy* Season 2, responsible for backgrounds, character and props.
- 1998- 1999 **Digital Color Stylist**
Film Roman Inc., North Hollywood, CA
Digital Color stylist for *Family Guy* Season 1, responsible for backgrounds, character and props.

1997 **The Wish**
Experimental Animation project using xerography, hand painted stills, and optical printing. Shot on 16mm film.

1996 **Freelance Background Painter**
Jumbo Pictures, New York, NY
Painted backgrounds for Nickelodeon series "Doug".

Freelance Animator
Stretch Films, New York, NY
Worked on various commercial animation projects.

1995 **Lazarus**
Experimental Animation project using xerography and hand painted stills. Shot on 16mm film.

PEER-REVIEWED/ INVITED EXHIBITION RECORD

2019 **Sistema**, *Synæsthesia*, Gallery 621, Tallahassee, FL

Walt Whitman's Words: Inspiring Artists Today, *Golden Doors*, The Center for Book Arts, New York, NY

Multiple Ones: Contemporary Perspectives in Printmedia, *Synæsthesia*, William Roland Gallery of Fine Art, California Lutheran University, Thousand Oaks, CA

Whitman Animated!, *Golden Doors*, Burnaby Art Gallery, Burnaby, BC, Canada

Whitman Animated!, *Golden Doors*, Roll-Up Gallery, Portland, OR

Whitman Animated!, *Golden Doors*, Whitsell Theater, Portland, OR

CBAA Biennial Meeting at The University of Arizona, *Golden Doors*
Tucson, AZ

2018 **Multiple Ones: Contemporary Perspectives in Printmedia**, Hunterdon Art Museum, *Synæsthesia*, Clinton, New Jersey

CalArts LatinFest, California Institute of the Arts Main Gallery, *The Colors of Me*
Valencia, CA

2017 **The Center for Book Arts**, *Call and Response*
New York, NY

UNF Gallery, *Synæsthesia*
Jacksonville, FL

Jacksonville's Museum of Contemporary Art, *Synæsthesia*
Jacksonville, FL

UNF Recital Hall, *Synæsthesia*
Jacksonville, FL

Galeria Gravura Brasileira, *Sistema*,
São Paulo, Brazil

2016 **SGCI Animation & Printmaking**, *Call and Response*
Grey Box Gallery, Portland, OR

Centro Cultural Atarazanas, *Sistema*,
Veracruz, Mexico

2013 **SECAC Members' Juried Exhibition**, *Pub Stories #2*,
Gatewood Gallery. Greensboro, NC

2012 **SECAC Members' Juried Exhibition**, *Pub Stories #4*
Durham Arts Council, Durham NC

2010 **Unseen Art Exhibition**, *Lazarus Revisited* and *Eve as a Young Girl*, Museum of Science
and Industry, Tampa, FL

Optic Nerve XII, *Lazarus Revisited* and *Eve as a Young Girl*, Museum of
Contemporary Art, Miami, FL

Athens (Ohio) International Film Festival, *Lazarus Revisited*

Hot Sauce and Magnolias: A Southern Experience film festival, *Lazarus Revisited*

2009 **Fragile Bodies**- N. Kentucky University, Highland Heights, KY
Lazarus Revisited and *Eve as a Young Girl*.

Take Out: An Invitational Exhibition- Brevard Art Museum, Melbourne, FL
Eve as a Young Girl

2004 **Ottawa International Animation Festival 04** "Words in Motion" program- Invitational
Lazarus

Santa Monica Museum of Art
Screening of films made during the workshop.

REDCAT
excerpt from *Year of the Wafful* CAP students' film

2003 **Japanese American National Museum**

Screening of *The War* CAP students' film

Santa Monica Museum of Art

Screening of *The City*

2002

Harvard

Lazarus Animation Class Screening

RISD Alumni Retrospective Show

Lazarus

1998

Ottawa International Animation Festival

Lazarus- Winner of Honorary Mention

Oslo International Animation Festival

Lazarus

NON-PEER REVIEWED EXHIBITION RECORD

2019

Design + Music Festival 2019 *Blackbird* Poster, AIGA JAX, CORK Arts District, Jacksonville, FL

2018

Design + Music Festival 2018 (formerly Always Summer Poster Show) *Natural Woman* Poster, AIGA JAX, CORK Arts District, Jacksonville, FL

2017

Always Summer Poster Show, *Wild Horses* and *Sweet Child of Mine* Posters. AIGA JAX, CORK Arts District, Jacksonville, FL

UNF Faculty Show, *Synæsthesia*

University Gallery, Jacksonville, FL

Lufrano Gallery, *Unusual Encounter*,

UNF, Jacksonville, FL

2016

Ballots & Brews: a political poster show, *It's the End of the World and We Know It* Poster. Intuition Ale Works, Jacksonville, FL

Always Summer Poster Show, *It's the End of the World and We Know It* Poster.

AIGA JAX, CORK Arts District, Jacksonville, FL

UNF Faculty Show, *Sistema*

University Gallery, Jacksonville, FL

2015

Always Summer Poster Show, *Ice Cream Man* Poster and *La Murga* Posters.

AIGA JAX, CORK Arts District, Jacksonville, FL

2013

UNF Faculty Show, *Pub Stories: Dublin #1 and #3*

University Gallery, Jacksonville, FL

2012 **UNF Faculty Show**, *Pub Stories #2 and #3*
Museum of Contemporary Art, Jacksonville, FL

COMMISSIONED PROJECTS

2017 **Synaesthesia**, Video animation in collaboration with Sheila Goloborotko and the Jacksonville Symphony.

COLLABORATIONS

2019 **Golden Doors**, Collaborative multidisciplinary video with artist Sheila Goloborotko. Video projection and installation.

2017 **Synaesthesia**, musical and visual collaboration created in collaboration with artist Sheila Goloborotko and the Jacksonville Symphony. Video animation presented in four live performances at the UNF Recital Hall and MOCA auditorium, Spring and Summer 2017.

2016 **Sistema**, Collaborative multidisciplinary video with artist Sheila Goloborotko. Video projection and installation.

2015 **Call and Response**, Collaborative multidisciplinary video work with artist Sheila Goloborotko.

RESEARCH AND DEVELOPMENT

2020 **"Pixel Paper: Transitioning to a Digital Sketchbook"** Paper. SECAC 2020, Richmond, VA

2019 **"Collegial Collaborations: Success Stories of Multi-Disciplinary Projects"** Session Co-chair with Sheila Goloborotko. SECAC 2019, Chattanooga, TN.

"Opening Golden Doors: The Challenges and Opportunities of Creative Collaborations" Paper. SECAC 2019, Chattanooga, TN.

"Touching Time's Signature: Editing to a Live Performance" Motion/ Video Poster Presentation, Motion Design Education Summit 2019, (INTER)PLAY, Massey University, Wellington, New Zealand.

"Golden Door" (collaboration with Sheila Goloborotko) Showcase of Faculty Scholarly and Creative Activity 2019, UNF Library.

- 2018 **"Symphony of Disciplines"** International Conference on Design Principles and Practices 2018, ELISAVA School of Design and Engineering, Barcelona, Spain.
- "Synaesthesia"** (collaboration with Sheila Goloborotko) Showcase of Faculty Scholarly and Creative Activity 2018, UNF Library.
- 2017 **"Call and Response: A Visual Conversation Between a Printmaker and a Motion Designer"** Poster Presentation, 2017 AIGA Design Educators' Conference, University of Southern California, Los Angeles, CA.
- "Digital Sketchbook: Ireland."** 2017 SECAC conference, Microscopes and Megaphones, Columbus, OH.
- 2016 **"The Digital Sketchbook"** virtual presentation, 2016 The Arts in Society Conference, University of California, Los Angeles, CA.
- "Settling for Just OK"**, Session Chair, 2016 SECAC, Virginia Tech, Roanoke, VA.
*Session canceled due to lack of submissions.
- 2014 **"Dare to Break Out! Creating Outside the Box"**, Poster presentation, 2014 37th Annual Fulbright Association Conference, Washington, DC.
- "Breaking Down Barriers using the Fourth Dimension"** 2014 SECAC conference, Nexus, Sarasota, FL.
- 2013 **"Grants, Tenure, and Fulbright...Oh My!!!"** 2013 University & College Designers Association, Design Education Summit, 9th National Summit. Chattanooga, TN.
- "Crossing Over: The Transition of Teaching Print to Motion."** 2013 Biennial Conference of Foundations in Art: Theory and Education, postHaus, Savannah, GA.
- 2011 **"Teaching Design Online: The System, the Style, and the Reason it is Important."** Paper published in proceedings of 2011 conference The Endless End, European Academy of Design, Porto, Portugal.
- "Moving into a Brave New World: Introducing the 4th Dimension in a 2D World"** 2011 University & College Designers Association, Design Education Summit, The State of Design Education. Jersey City, NJ.
- "Exploring a Brave New World: Introducing the 4th Dimension in a 2D World."** Session Chair for the 2011 SECAC conference, Text and Texture, Savannah, GA.
- "Crossing Boundaries: The Move from Print to Motion"**, 2011 SECAC conference, Text and Texture, Savannah, GA.
- 2010 **"Brave New World: Where does experimental animation belong?"**, The International Conference on Design Principles and Practices 2010, University of Illinois at Chicago, UIC Forum, Chicago, IL.

- 2008 **"Creating an E-Learning Community"**, Social Studies-Educating Designers in a Connected World- AIGA, MICA, Baltimore, MD.
- "Designing a Course and Community for E-Learning Graphic Design/ Digital Media Students"**, Third International Conference on The Arts in Society, Birmingham Institute of Art and Design, Birmingham, UK.
- 2007 **"Creating an E-learning Community for your Students"**, International Conferences on Learning and Teaching with Technology in Art Design and Communication, London, England.
- "Placing your Traditional Multimedia and Fine Art Class Online"**, BlackBoard World, Boston, MA.
- "Placing your Traditional Multimedia and Fine Art Class Online"**, BlackBoard Southeast User's Group, Jacksonville, FL.

PUBLICATIONS

- 2017 **Print + Animation**. Center for the Book Arts, Tetenbaum, Barbara and Zornado, Marilyn. New York, NY 2017.
- 2014 **"Vanessa B. Cruz: Artist, Educator, Fulbrighter"**, S. 27 St. Pölten und die Welt, magazine of FH St. Pölten.
- 2010 **"Brave New World: Where does experimental animation belong?"**, Design Principles and Practices: An International Journal, Vol.4, No.2.
- 2009 **"Designing a Course and Community for E-Learning Graphic Design/ Digital Media Students"**, The International Journal of the Arts in Society, Vol. 3.

VISITING ARTIST LECTURES/WORKSHOPS

- 2017 **Showcase of Faculty Scholarly and Creative Activity**, UNF's Thomas G. Carpenter Library.
- 2014 **University Guest Lecture**, FH St. Pölten, presentation title "Artist/Educator/Fulbrighter".
- Telling Stories with Data Workshop**, Animation Summer Series, FH St. Pölten
- Guest lecturer** in Film Production Graduate course at FH St. Pölten.
- Guest speaker** at three English-Lunch Events at FH St. Pölten.
- Radio interview** on the show "Innuendo" at FH St. Pölten.

Interview for campus paper at FH St. Pölten regarding Fulbright and UNF.

TV interview for the campus network, at FH St. Pölten.

2012 **Keynote Speaker: NCAD Postgraduate Symposium**, National College of Art and Design, Dublin, Ireland.

Guest Lecturer, MFA Media Arts Course, National College of Art and Design, Dublin, Ireland.

AfterEffects Workshop, National College of Art and Design, Dublin, Ireland.

2009 **Time Management and Grant Writing for Filmmakers Workshop**
MOCA, Jacksonville, FL.

2005 **Animation for the Web Lecture**
University of North Florida, Jacksonville, FL.

2004 **Animation/Web Design Workshop Artist**
Santa Monica Museum of Art, Santa Monica, CA.

2003 **Animation Workshop Artist**
Santa Monica Museum of Art, Santa Monica, CA.

1998 **Animation Instructor**
California Institute of the Arts/ Elder Hostel, Valencia, CA.

Animation Workshop Instructor
Los Angeles Children's Museum, Los Angeles, CA.

GRANTS/ FELLOWSHIPS/ AWARDS

2020 **Outstanding International Leadership Award**
award amount- \$2500

2019 **Fulbright Specialist Roster**
Five-year tenure, Peer-Reviewed

2017 **Outstanding Undergraduate Teaching Award**
award amount- \$2500

2016 **COAS Dean's Leadership Council Faculty Fellowship**
award amount- \$4000 plus Spring course release

2014 **Fulbright Specialist Award- Media Arts**
award amount- \$8,575/ €7500

- 2012 **Fulbright Scholar Award- Media Arts**
award amount- \$25,000/ €17,775
- 2010 **Creative Capital Advanced Workshop**, State of Florida Division of Cultural Affairs,
award amount- \$1500
- 2009 **UNF Summer Scholarship Research Grant**- University of North Florida,
award amount- \$7500
- Creative Capital Workshop**, State of Florida Division of Cultural Affairs,
award amount- \$1000
- 2008 **Individual Artist Fellowship**- State of Florida Division of Cultural Affairs,
award amount- \$5000
- 1998 **Grants Edie Wasserman Grant**
award amount- \$2500
- 1995 **Eastman Kodak Grant**
award amount- \$3000
- RISD Alumni Scholarship**
award amount- \$3000

SERVICE

- 2020 **External Reviewer for Promotion and Tenure:**
Victor Davila, University of Central Florida
Fulbright Committee University of North Florida
UFF Web Content Manager
AIGA Portfolio Review
Search Committee Tenure-Track Assistant Professor Drawing and Painting
Search Committee Instructor of Graphic Design + Digital Media
GDDM Sr. Portfolio Review Fall and Spring
GDDM Limited Access Portfolio Review Fall and Spring
Pro-Bono Illustration Class Spring project for various non-profit organizations:
see list
Directed Independent Studies:
Spring: Sarah DiGeorgio
Fall: Cassidy Booker, Miles Keith Vasquez, and Stella Filipov
- 2019 **Media Arts Panel Member**, Florida Dept. of State, Division of Cultural Affairs
UFF Web Content Manager
Creative South 2019, Chaperoned 5 students to a conference in Columbus, GA
Co-Chair Promotion and Tenure Review for Assist. Prof. Sheila Goloborotko
Fulbright Committee University of North Florida
UNF Student Conduct Board
Designed Rainbolt Scholarship Poster

Designed Canvas Course for Rainbolt Scholarship Submission
GDDM Sr. Portfolio Review Fall and Spring
GDDM Limited Access Portfolio Review Fall and Spring
Pro-Bono Illustration Class Spring project for various non-profit organizations:
see list
Directed Independent Studies:
 Spring: Sam Aills
 Fall: Scarlett Hagmeier, Reid Mikalsen, Belinda Ponn,
 and Lauryn Weathington

2018 **Louisiana Board of Regents**, Review of Tulane University new POS
 LeMoyne Chain of Parks Art Festival, Judge
 External Reviewer for Assist. Prof. Ben Gaydos, UM-Flint
 UNF Undergraduate Teaching Award Committee
 UNF Student Conduct Board
 3rd Year Review Committee for Assist. Prof. Sheila Goloborotko
 Creative South 2018, Chaperoned 15 students to a conference in Columbus, GA
 Fulbright Committee University of North Florida
 Advisor to University Christian Outreach (UCO)
 GDDM Sr. Portfolio Review Fall and Spring
 GDDM Limited Access Portfolio Review Fall and Spring
 Pro-Bono Illustration Class Fall and Spring project for various non-profit
 organizations, see list
 Directed Independent Studies:
 Spring: Haley Bernhardt
 Fall: Emily Spitler, Caroline Carillo, and William Wesley

2017 **Creative South 2017**, Chaperoned 5 students to a conference in Columbus, GA
 Showcase of Faculty Scholarly and Creative Activity
 AIGA Portfolio Review
 Fulbright Committee University of North Florida
 Printmaking Search Committee
 Advisor to University Christian Outreach (UCO)
 GDDM Sr. Portfolio Review Fall and Spring
 GDDM Limited Access Portfolio Review Fall and Spring
 Pro-Bono Illustration Class Fall and Spring project for various non-profit
 organizations, see list
 Directed Independent Studies:
 Fall: Ruth Dunn

2016 **Art History Search Committee**
 AIGA Portfolio Review
 Fulbright Committee University of North Florida
 Advisor to University Christian Outreach (UCO)
 GDDM Sr. Portfolio Review Fall and Spring
 GDDM Limited Access Portfolio Review Fall and Spring
 Pro-Bono Illustration Class Fall and Spring project for various non-profit
 organizations, see list

Directed Independent Studies:
Fall: Gabriel Hovatter and Cody O'Brosky

- 2015 **AIGA Portfolio Review**
Fulbright Committee University of North Florida
Fulbright Media Arts Peer Review Committee, Peer Reviewer
Panel Member on Florida Division of Cultural Affairs Media Arts
Advisor to University Christian Outreach (UCO)
GDDM Sr. Portfolio Review Fall and Spring
GDDM Limited Access Portfolio Review Fall and Spring
Pro-Bono Illustration Class Fall and Spring project for various non-profit organizations, see list
Directed Independent Studies:
Fall: Emily Wolfe
- 2014 **Printmaking Search Committee**- Chair
Project Reviewer FH St Pölten student semester project review.
Fulbright Committee University of North Florida
Fulbright Media Arts Peer Review Committee, Peer Reviewer
GDDM Sr. Portfolio Review Fall and Spring
GDDM Limited Access Portfolio Review Fall and Spring
Pro-Bono Illustration Class Fall and Spring project for various non-profit organizations, see list
- 2013 **AIGA Portfolio Review**
Fulbright Media Arts Peer Review Committee, Peer Reviewer
Pro-Bono Illustration Class Fall and Spring project for various non-profit organizations, see list
GDDM Sr. Portfolio Review Fall and Spring
GDDM Limited Access Portfolio Review Fall and Spring
- 2012 **AIGA Portfolio Review**
Fulbright Media Arts Peer Review Committee, Peer Reviewer
Pro-Bono Illustration Class Fall and Spring project for various non-profit organizations, see list
GDDM Sr. Portfolio Review Fall and Spring
GDDM Limited Access Portfolio Review Fall and Spring
- 2009-2012 **Jacksonville Film Festival**, Board Member
Jacksonville Film Festival Programming Committee, member
- 2011 **AIGA Portfolio Review**
Pro-Bono Illustration Class Fall and Spring project for various non-profit organizations, see list
GDDM Sr. Portfolio Review Fall and Spring
GDDM Limited Access Portfolio Review Fall and Spring
- 2010 **Panel Member on Florida Division of Cultural Affairs Media Arts Fellowship** 2010

Viva Cinema Latin Film Festival, Co-Chair
Jacksonville Film Festival Programming Committee, Chair
Member of Screening Committee, Jacksonville Film Festival
Member of Campus Technology Committee, UNF
Graphic Design and Digital Media Search Committee Chair, UNF
Member of Photography Search Committee, UNF
Member of MOCA Educational Committee, MOCA JAX
Pro-Bono Illustration Class Fall and Spring project for various non-profit organizations, see list
GDDM Sr. Portfolio Review Fall and Spring
GDDM Limited Access Portfolio Review Fall and Spring

2009

Speaker at CIRT's Distance Learning Brown Bag Lecture
MOCA Educational Committee
Lazzara Scholarship Committee
Senior Portfolio Review GDDM, UNF Department of Art and Design
Senior Portfolio Review Photography, UNF Department of Art and Design
Senior Portfolio Review Painting, UNF Department of Art and Design
Graphic Design Informational Night, UNF
Junior Portfolio Review, UNF Department of Art and Design
AIGA Student Portfolio Review, JAX Chapter AIGA
Guest Lecture in Senior Portfolio, UNF Department of Art and Design
Pro-Bono Class project for various non-profit organizations, see list
Associate Editor for "The International Journal of the Arts in Society"
Advisor to Osprey Film Club, UNF
Pro-Bono Illustration Class Fall and Spring project for various non-profit organizations, see list
GDDM Sr. Portfolio Review Fall and Spring
GDDM Limited Access Portfolio Review Fall and Spring

2008

Campus Technology Committee, UNF
Lazzara Scholarship Committee, UNF Department of Art and Design
Senior Portfolio Review GDDM, UNF Department of Art and Design
Senior Portfolio Review Photography, UNF Department of Art and Design
Senior Portfolio Review Painting, UNF Department of Art and Design
Graphic Design Informational Night, UNF
Junior Portfolio Review, UNF Department of Art and Design
Sculpture Search Committee, UNF Department of Art and Design
Foundations Search Committee, UNF Department of Art and Design
AIGA Student Portfolio Review, JAX Chapter AIGA
Guest Lecture in Senior Portfolio, UNF Department of Art and Design
Pro-Bono Illustration Class Fall and Spring project for various non-profit organizations, see list
GDDM Sr. Portfolio Review Fall and Spring
GDDM Limited Access Portfolio Review Fall and Spring

PUBLIC OR INSTITUTIONAL COLLECTIONS

Bernard A. Zuckerman Museum of Art (ZMA), Kennesaw, GA
California Institute of the Arts Film Library, Valencia, CA
Rhode Island School of Design, Providence, RI

WORKSHOPS ATTENDED

Procreate for Pros Workshop, Creative South 2019 Workshop with Dylan Menges
Hand Lettering Workshop, Creative South 2019 Workshop with Carolyn Sewell
Hand-Made Type Workshop, University & College Designers Association, Design Education Summit, Jersey City, NJ.

BIBLIOGRAPHY/ BLOGS

Interviews

Magazine:

https://issuu.com/calarts/docs/pool_issue-2-singlepages_smallest
https://issuu.com/fhstp/docs/future_012014
<http://www.llaveempresarial.com.mx/edicion2015/index.html#/40>

Radio Interview:

<http://cba.fro.at/255501>

TV Interviews:

<https://www.youtube.com/watch?v=qhz7-UAY1Rg>
<https://www.youtube.com/watch?v=YkroqtulwmE&feature=youtu.be>
<https://www.youtube.com/watch?v=w6Wy7vVU0z8>
<http://91-118-92-243.static.inode.at/fhctv/13822/20150106?page=4&view=list>

Media:

ARTCHANGEUS@CALARTS LATIN AMERICAN ARTS FESTIVAL, Feb 2018
<https://artsinachangingamerica.org/calarts-latinfest/>

Synaesthesia Performance Combines Art and Music, Desimone, May 2, 2017
<http://mocajacksonville.unf.edu/blog/Synaesthesia-performance-combines-art-and-music/>

Synaesthesia: Musical and Visual Collaboration, Carpe, Jacksonville, March 9, 2017
<http://jacksonville.carpediem.cd/events/2834703-synaesthesia-musical-and-visualcollaboration-at-unf-fine-arts-center/>

Synaesthesia, JaxSymphony, March 2017
<http://www.jaxsymphony.org/media/2791/synaesthesia-narrative-unf-performance.pdf>

Bailey, Emily. "System: Printmaking Professor Sheila Goloborotko Opens Exhibition in Veracruz, Mexico." UNF Spinnaker. N.p., n.d. Web.

Fotografías del Puerto de Veracruz e instalación inspirada en Sistema Arrecifal,
Violeta Pacheco García, June 2016
<http://www.cambiodigital.com.mx/mosno.php?nota=297021>

Expone Sheila Goloborotko su 'Encuentro insólito', en Atarazanas, Paco Morales,
Xeu Noticias, June 2016
<http://www.xeu.com.mx/nota.cfm?id=830611>

Veracruz Inspira, Guadalupe H. Mar, Al Calor Politico, June 2016
<http://www.alcalorpolitico.com/informacion/columnas.php?idcolumna=11174&c=9#.V21aVNQrKt8>

<http://www.xalapadirecto.com/veracruz-expone-sheila-goloborotko-su-encuentroinsolito-en-atarazanas/>

Encuentro Insólito, Cultura, June 2016
http://www.cultura.gob.mx/estados/actividades_detalle.php?id=152238#.V21cetQrKt8

Expone Sheila Goloborotko su Encuentro Insólito, en Atarazanas, Referente, June 2016
<http://referente.com.mx/expone-sheila-goloborotko-encuentro-insolito-atarazanas/>

Brasileña plasma a arrecifes veracruzanos en exposición, Política al día, June 2016
<http://www.politicaaldia.com/resumen.php?id=45093>

Expone Sheila Goloborotko su Encuentro insólito, en Atarazanas, Razon de Veracruz, June 2016
<http://razondeveracruz.com/mosno.php?nota=538>

Invitan a la exposición 'Encuentro insólito' de Sheila Goloborotko, Formato Siete, June 2016
<http://formato7.com/2016/06/20/invitan-la-exposicion-encuentro-insolito-sheilagoloborotko/>

UNF animated short made the Top Films List at Oregon Printmaking Conference, Spinnaker, Bernadyn Nettles, June 2016
<http://unfspinnaker.com/unf-animated-short-made-the-top-films-list-at-oregonprintmaking-conference/>

El Jardín de las Esculturas de Xalapa, Manuel Velázquez, Colección Miradas, Instituto Veracruzano de la Cultura, 2015

Interview and video - UNF animated short made the Top Films List at Oregon Printmaking Conference, Bernadyn Nettles, June 2016.
<http://unfspinnaker.com/?s=goloborotko>

Bibliographies

Association, Fulbright. "Winning Logo Chosen to Celebrate 70 Years of Fulbright." N.p., 01 June 2017. Web.

"Spotlight on Video Art: Vanessa B. Cruz" Visual Overture Magazine, Winter 2010, 21

"CAP's Sony Pictures Media Arts Program Adds Fifth Site: San Fernando Gardens Community Service Center" The Newsletter of the CalArts Community Arts Partnership, Spring Issue 2004, 7.

"CalArts Community Arts Partnership (CAP) presents Youth Video & Animation Screening at REDCAT", REDCAT Media/ Press Room, web article, 2004

"Screening of The Year of the Wafful at Eagle Rock Cultural Arts Center", The Newsletter of the CalArts Community Arts Partnership, Spring Issue 2003, 6.

"Sony Pictures Media Arts Program- Eagle Rock", The Newsletter of the CalArts Community Arts Partnership, Fall Issue 2002, 4.

Clara Stuarck, "Kids and the City", Santa Monica Mirror, Volume V, Issue 2, 2003, 13.

Gene Walz, "Ottawa International Animation Festival", Animation World Network, web article, 1996

PROFESSIONAL ORGANIZATIONS

American Institute of Graphic Arts (AIGA)

Christians in the Visual Arts (CIVA)

Southeastern College Art Conference (SECAC)

Women in Animation (WIA)

The Animation Guild Local 839 IATSE, North Hollywood, CA

Society of Animation Studies (SAS)