

ARIELLE CERINI

CRITICAL CREATIVE PRACTITIONER | PH.D. CANDIDATE

CONTACT INFO

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AWARDS

OUTSTANDING MERIT
Pratt Institute / 2017

FELLOWSHIPS

GRADUATE FELLOWSHIP
RPI / 2017 - 2018

MEMBERSHIPS

AMERICAN INSTITUTE OF GRAPHIC DESIGN
Student Member / since 2017

DESIGN RESEARCH SOCIETY
Student Member / since 2017

PROFICIENT IN

Adobe Suite / PostScript / Rhino
/ C++ / Macro Coding / EndNote /
Web Design [HTML, CSS, JavaScript]
/ Premiere Pro / After Effects /
Microsoft Suite / Audio Editing /
Social Media Marketing / Processing /
Statistical Analysis (SPSS)

INTERESTS

critical design / design research /
wearables / robotics / creative coding
/ design activism / ux design / fine arts
[photography, painting, ceramics,
etc.] / electronic arts / human
computer interaction / typography /
interface design / singing / music

EDUCATION

ELECTRONIC ARTS | RPI / 2017-2021

DOCTORATE OF PHILOSOPHY

COMMITTEE CHAIR: Shawn Lawson

COMMITTEE MEMBERS: Garnet Hertz, Robert Nideffer, & Rob Hamilton

RESEARCH QUESTIONS: How can criticality be used as a methodology for developing HCI technology that causes users to engage in critical discussion about the systems and technology created by HCI practices? How can space be created for individuality in communication systems that use option-oriented making (OOM)?

COMMUNICATIONS DESIGN | PRATT INSTITUTE / 2015 - 2017

MASTERS OF FINE ARTS

PRIMARY ADVISOR: Tom Klinkowstein

THESIS TITLE:

Hacking for Intimacy: Breaking Systems to Allow for Intimacy and Expressivity

PSYCHOLOGY | COLLEGE OF WOOSTER / 2011 - 2015

BACHELORS OF LIBERAL ARTS

PRIMARY ADVISOR: Gary Gillund

INDEPENDENT STUDY TITLE: Persuasiveness of Typefaces: How Non-Verbal Factors Impact the Effectiveness of Emotional and Rational Advertisements

EXHIBITIONS

EAT UR WORDS Troy, NY / 2018

HACKING FOR INTIMACY Williamsburg, NY / March 2015

PERFORMANCES

DAD Troy, NY / December 2018
Collaboration with Linda Montana

CONFERENCES & EVENTS

IDEO MAKEATHON CoLab / Boston, MA / March 2018

Applied and was selected to attend IDEO CoLabs makeathon where we were presented with a design challenge and had a day to work as a team to come up with a proposed design solution and generate a presentation for it, including research, ideation, and a prototype.

RGS RPI Game Dev Club / Troy, NY / November 2017

Exhibited a interactive coding project at the Game Dev Club event entitled RGS. Project was an exploration of painting as a synthesizer. As users painted, it triggered garageband to play back a specific note. Each color played a separate note.

TEACHING EXPERIENCE

INSTRUCTOR

DIGITAL MEDIA ACADEMY

New York, NY / July - Aug. 2019

Taught six weeks of classes to kids ages 12-18. Courses included the following: Intro to 2D Animation & Digital Illustration; Graphic Design with Photoshop & Illustrator; Intro to Digital Photography & Photoshop; Mobile App Development with React; and Game Development with Unity & VR.

TEACHING ASSISTANT

INDEPENDENT LEARNING EXPERIENCE

RPI / Troy, NY / May - July 2019

Worked one-on-one with students on their project proposals.

TEACHING ASSISTANT

CENTER FOR COMMUNICATION AND DESIGN

RPI / Troy, NY / Aug. 2018 - May 2019; Aug. 2019 - Present

Work one-on-one or in small groups with students providing feedback on their visual designs and helping them to develop their ideas and effectively communicate them. Some of the things covered in these sessions include: Resume design; Developing a Portfolio; Ideation Process; How to construct a Visual Language; Website Design; Poster Design; How to use different softwares like InDesign and Illustrator; etc.

INSTRUCTOR

DIGITAL MEDIA ACADEMY

New York, NY / July 2018

Taught a wearables course to high school students through Digital Media Academy. Students were taught the foundations of Arduino and the design process. Technologies/Skills that we covered were Arduino, Adobe Illustrator, sewing, circuit building, and constructing mockups.

CURRICULUM DEVELOPMENT

INTRODUCTION TO JAVA

DIGITAL MEDIA ACADEMY

Commissioned / Winter 2020

Re-developed Introduction to Java curriculum so that it could serve as an introductory code course that flowed seamlessly into the Mobile App Development course. Curriculum is to be taught across the United States and Canada during the Summer of 2020.

MOBILE APP DEVELOPMENT WITH REACT

DIGITAL MEDIA ACADEMY

Commissioned / Winter 2020

Restructured the Mobile Application Development course to include multiple styles of learning, including hands-on experiential learning with an emphasis on creative thinking. Additionally, integrated the design processes, design research methodologies, and user testing into the course curriculum. Curriculum is scheduled to be taught across the United States and Canada during the Summer of 2020.

WORKSHOPS

RESUME RECIPE

CENTER FOR COMMUNICATION AND DESIGN

RPI / Troy, NY / January 2019

Led a small workshop in conjunction with Heidi Niskanen on how to effectively create a resume that communicates who you are and why you are the ideal candidate for the job. In the workshop we discussed the importance of adding things like individuality and personality, as well as how to use visual design to communicate importance and ideas.

POSTSCRIPT

CODE-DOJO

CODE-DOJO / Troy, NY / Fall 2017

Led a workshop with elementary students teaching them what creative coding is, and how to code PostScript.

GUEST LECTURES

VISUAL DESIGN POSTER + SLIDE PRESENTATION

RPI / Troy, NY / February 2020

Guest lectured the senior IDE students at RPI. Presentation focused on the importance of Visual Design and how it can be implemented throughout their design process and in their final deliverables. This presentation was given in two different sessions, the second of which was recorded and used as educational material for the department, as well as will be posted on the Center for Communication and Design website.

VISUAL DESIGN: PRESENTATION BASICS

RPI / Troy, NY / October 2019

Guest lectured the Business students in LALLY at RPI along side Allison Bannister. This was a two-hour lecture that we gave three times throughout the day. Allison and I created all materials presented in the class and designed the lecture framework based off of information that was provided to us by the head of the course.

WRITING A THESIS

RPI / Troy, NY / February 2019

Guest lectured in Branda Millers Electronic Arts senior thesis class with Allison Bannister. Went over how to move from an idea or a creative practice to a thesis paper with the class. Then worked individually with students to help them realize the different elements of their projects that they will need to research and how they can organize their research to tell the narrative of their investigations.

HOW TO WRITE AN ABSTRACT

RPI / Troy, NY / November 2018 & September 2019

Guest lectured in Branda Millers Electronic Arts senior thesis class. Gave a short lecture on what an abstract is and what it consists of. I then presented the students with some examples of different abstracts and they worked as a group to identify the thesis statement for each. Students then worked independently on their abstracts while I met with them individually. At the end of the class students shared their abstracts and were given feedback.

FREELANCE WORK

JUNIOR DESIGNER

Scholastic / New York, NY

Was hired on a project-by-project bases. Projects included company brochures, emails and digital marketing, and PowerPoint templates.

DIGITAL DESIGNER

Cerinic / Summer 2019 / Cerinic.com

Was hired to design a website for the company that was built using a modular framework.

WEB DEVELOPER

Prime Shine Mobile Carwash / 2019 / PrimeShineMobile.com

Was hired to design a website for the company and then create it for them. This was a one-week project.

WEB DEVELOPER

My Off-Campus Housing / 2019 / MyOffCampusHousing.com

Was hired to redesign the companies website and add additional functionalities: i.e. allowing landlords to post to the site, configuring different listing types, advertisements, student email verification.

CODER AND UI DESIGNER Department of Alumni Relations
Pratt Institute / Brooklyn, NY / Summer 2017

Was hired to prototype and design a new giving form for Pratt Institute. In addition, created new email templates.

DESIGN EXPERIENCE

PACKAGING + DIGITAL DESIGN

NY Cake / New York, NY / May 2018

www.NYCakeAcademy.com / www.NYCakeCafe.com

Projects include: Cafe packaging designs, cafe and academy website, store uniform design, in store signage, etc.

STORE INSTILLATION

NY Cake / New York, NY / December 2018

Holiday wall display created using projection mapping.

WINDOW DISPLAY

NY Cake Show / New York, NY / May 2017

Worked in conjunction with Ryan Magee to design a large window display to advertise the companies cake show.

Display included printed material and a large 5ft tall sculpted cake.

INSTILLATIONS

WINDOW DISPLAY

NY Cake / New York, NY / JUNE 2019

Was commissioned to design a window display for company store front for Pride event. Display included visual merchandising work creating rotating dessert displays.

STORE INSTILLATION

NY Cake / New York, NY / December 2018

Holiday wall display created using projection mapping.

WINDOW DISPLAY

NY Cake Show / New York, NY / May 2017

Worked in conjunction with Ryan Magee to design a large window display to advertise the companies cake show.

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RESEARCH WORK

APPLICATION DEVELOPMENT

RPI / IDEA DEPARTMENT / 2019

Project Name: Mortality Minder

Worked on Visual Language for application and UI development, as well as front-end development.

Program was entered in to AHRQ's Visualization of Community-Level Social Determinants of Health Challenge where it took 3rd place.