

DENISE ANDERSON

SUMMARY

My career as a design educator is rooted in the extensive practical experience I gained as the owner of an award-winning design studio and director of an in-house creative department of a financial services firm. Since joining the Michael Graves College faculty in 2013, I have focused my research and teaching on bridging design education and professional practice to ensure students are equipped to achieve their career goals. Two essential points that I emphasize in my research, service, and teaching are graphic design portfolio development and interdisciplinary, experiential learning. By developing projects that reflect the skills and passions of students, and providing them with a classroom experience that closely resembles what they will encounter in professional practice, I aim to prepare them for the real world.

ACADEMIC EXPERIENCE

KEAN UNIVERSITY, MICHAEL GRAVES COLLEGE, ROBERT BUSCH SCHOOL OF DESIGN

Assistant Professor, Graphic Design Program | 2013+

University Committees

- Chair, Kean University Curriculum Committee | 2021–2024
- Chair, Kean University Academic Appeals Board–Academic Appeals | 2023–2024
- Member, Kean University Planning Council | 2021–2023
- Member, Kean University Appeals Board–Academic Appeals | 2023, 2014–2017
- Member, Kean University Curriculum Committee | 2019–2021
- Member, Kean University Student Admission and Retention | 2013–2016

College Committees

- Coordinator, Michael Graves College Senior Portfolio Review and Event | 2013+
- KFT representative, Michael Graves College Retention & Tenure | 2020+
- Member, Robert Busch School of Design and MGC Curriculum Committee | 2020+
- Member, Michael Graves College ARTP committees (School of Public Architecture + Robert Busch School of Design) | 2019+
- Program Coordinator, Graphic Design | January 2014–January 2020
- Assessment Coordinator, Graphic Design | January 2013–January 2017
- Member, Kean Foundation, Michael Graves College Advisory Board | 2013–2016

Mentorships

- Donor, Kean Foundation, Frank, and Maureen Anderson Memorial Scholarship in Design | 2013+
- Mentor, Kean University, McNair Scholars, Amanda Hernandez | 2019–2020
- Mentor, Kean University, EOF/EEO, Circle of Eight | 2018–2020
- Mentor, First in the World (FITW), Research Aligned Mentorship (RAM) | 2017–2019

ACADEMIC HONORS + AWARDS

2023–2024 KEAN UNIVERSITY, RELEASE TIME FOR RESEARCH AND CREATIVE WORKS (RTR)

2023 (SUMMER) KEAN UNIVERSITY, RESEARCH AND SCHOLARLY ACTIVITIES FUNDING

Assessing Student Learning Outcomes in an Interdisciplinary, Experiential Course

2021 (FALL) KEAN UNIVERSITY, FACULTY SEED GRANT

Design Thinking for Social Responsibility

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2021-2022 KEAN UNIVERSITY, STUDENTS PARTNERING WITH FACULTY (SpF)

Architecture and Design Students Envision the Post-COVID Built Environment

2021 (SPRING) KEAN UNIVERSITY, FACULTY SEED GRANT FOR COVID-19 RESEARCH PROJECTS

Planning for the Next Pandemic: A Proactive Design Think Tank at Kean University

2020 KEAN UNIVERSITY, EEO/EOF PROGRAM

Circle of Eight Lead Mentor of the Year Award

2019-2020, 2017-2018, KEAN UNIVERSITY, RELEASE TIME FOR RESEARCH AND CREATIVE WORKS (RTR)

A Mobile Platform for Portfolio Evaluation to Empower Student Success (www.mgcsync.com)

2018 DESIGN INCUBATION FELLOWSHIP

A Mobile Platform that Connects Design Students to Professionals

2017-2018 KEAN UNIVERSITY, FOUNDATION FACULTY RESEARCH AWARD (FFRA)

A Mobile Platform that Connects Design Students to Professionals

2015-2016 KEAN UNIVERSITY, UNTENURED FACULTY RESEARCH INITIATIVE (UFRI)

Stand Out: Building Your Design Portfolio book

SCHOLARLY CONTRIBUTIONS / CREATIVE WORKS

BOOKS

Anderson, D. (2016). *Stand Out: Design a personal brand. Build a killer portfolio. Find a great design job.* (1st edition). Peachpit Press.

Landa, R., Gonnella, R. M., & Anderson, D. M. (2000). *Creative Jolt*. North Light Books.

Landa, R., Gonnella, R. M., & Anderson, D. M. (2000). *Creative Jolt Inspirations*. North Light Books.

EXHIBITIONS + CREATIVE WORKS

Anderson, D., & O'Connor, J. *MGCReview.com*. (2020). <https://www.mgcreview.com/>.

Anderson, D. (Ed.). (2020, February). *Type as Witness*. In *Kean Human Rights Institute*. Kean University.

PEER REVIEWED PRESENTATIONS + CONFERENCE PROCEEDINGS

Anderson, D., Badillo, N., Hernandez, J., Konyk, C., Kutuk, E., Mena, K., Shi, L., & Siryon, V. (2021). Architecture and Design Students Envision the Post-COVID Built Environment. In *2021 UCDA Design Education Summit*, 41-52. University & College Designers Association. <https://www.ucda.com/media/files/page/2177fcd0/2021-des-proceedings.pdf>.

Anderson, D. (2018). MGC SYNC: A Digital Networking Alternative That Connects Students and Industry Professionals. In *2018 DMI Academic Design Management Conference*. Design Management Institute, 1206-1220. <https://www.dmi.org/page/ADMC2018Proceedings?&hhsearchterms=%22proceedings%22>.

Anderson, D., & Johnston, E. (2017). Fusing Hand and Hi-Tech for Hi-Touch. In *2017 UCDA Design Education Summit, 2017*, 46-57. <https://www.ucda.com/media/files/files/69342244/2017-ucda-des-proceedings.pdf>.

Johnston, E. S., Anderson, D., Kelceoglu, B., Konyk, C., Kutuk, E., Navetta, C. J., Roberts, S. H., Vita, E., & Weigle, J. (2016). Thinking Creativity Workshops: Breaking from the Structure. In *2016 UCDA Design Education Summit*, 118-138. <https://www.ucda.com/media/files/files/9a12fe0f/ucda-des-2016-proceedings.pdf>.

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Anderson, D. (2014). Graphic Design and Entrepreneurialism: The Rise of the Design Entrepreneur. *Diseño Y Creatividad*, 22, 1-23. http://creatividadysociedad.com/wp-admin/Art%C3%ADculos/22/05_Anderson.pdf?_t=1576012009.

PEER REVIEWED ABSTRACTS / CONFERENCE PRESENTATIONS

Anderson, D. (2024). Do Interdisciplinary and Experiential Courses Add Value to Higher Education? *112th CAA Annual Conference/Design Incubation Colloquium 10.2*. Virtual.

Anderson, D., Singh, S., & Schwab, S. (2023). Does Interdisciplinary and Experiential Learning Add Value to Higher Education? *Focus on Pedagogy 2023/Teaching Beyond the Curriculum Conference*. Architecture, Media, Politics, Society (AMPS). Virtual: U.K., U.S.A., China.

Singh, S., Anderson, D., & Schwab, S. (2023). Does Interdisciplinary and Experiential Learning Add Value to Higher Education? *National Association of Business, Economics, and Technology (NABET) US 2023 Conference*. Penn State University.

Anderson, D., Konyk, C. (2022). Architecture and Design Students Envision the Post-COVID Built Environment, Phase II. *111th CAA Annual Conference /Design Incubation Colloquium 8.2*. Virtual.

Anderson, D., Badillo, N., Hernandez, J., Konyk, C., Kutuk, E., Mena, K., Shi, L., & Siryon, V. (2021). Architecture and Design Students Envision the Post-COVID Built Environment. In *2021 Kean Research Days*. Kean University. <https://www.keanresearchdays.com/faculty-oral-presentation-feed/planning-for-the-next-pandemic-a-proactive-design-think-tank-at-kean-university>.

Anderson, D., O'Connor, J., LeBuis, L., & Desai, P. (2020). MGC SYNC: Connecting Design Students to Industry Professionals. In *2020 Kean Research Days*. Kean University. <https://www.keanresearchdays.com/faculty-oral-presentation-feed/planning-for-the-next-pandemic-a-proactive-design-think-tank-at-kean-university>.

Anderson, D. (2018). Good Design Net-Works. In *2018 UCDA Design Education Summit*. University & College Designers Association. <https://www.ucda.com/events/25>.

Anderson, D., Almoneda, D., & Goldstein, D. (2018). MGC SYNC: Connecting Design Students to Professionals. In *2018 Kean Research Days*. Kean University.

Anderson, D. (2017). Cultivating Design Entrepreneurs. In *Conference on Design Principles & Practice, Institute Without Boundaries*. Conference on Design Principles & Practice. <https://designprinciplesandpractices.com/about/history/2017-conference>.

Anderson, D., & Johnston, E. (2017). Fusing Hand and Hi-Tech for Hi-Touch. In *Design Incubation Colloquium 3.2*. Design Incubation.

Anderson, D. (2016). The Rise of the Design Entrepreneur. In *Design Incubation Colloquium 3.1*. Design Incubation. <https://designincubation.com/publications/abstracts/the-rise-of-the-design-entrepreneur/>.

Anderson, D. (2015). Stand Out: Building a Design Portfolio. In *2015 Kean Research Days*. Kean University.

INVITED PRESENTATIONS + ARTICLES

Anderson, D. M. (2021). Research and Retention Process. In *DI Books Group*. Design Incubation.

Anderson, D. (2016). Design and Promote a Stand-Out Brand. In *American Institute of Architects (AIA) Continuing Education Series*. American Institute of Architects.

Anderson, D. (2016). *5 Tips for Building a Killer Portfolio*. <https://www.peachpit.com/articles/article.aspx?p=2481898>.

Anderson, D. (2014). *I Wish I Knew That Before Creating My Portfolio: 10 Tips for Landing Your First (or Next) Design Job*. <http://adcglobal.org/i-wish-i-knew-that-before-i-created-my-portfolio/>

Anderson, D. (2014). 10 Things I Wish I Had Known Before Creating My Portfolio! In *Here Are All the Black People*. The One Club.

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RESEARCH + PROFESSIONAL DESIGN PRACTICE IN COLLABORATION WITH STUDENTS

Ruys, J., Turner, S., & Anderson, D. (2023). *Kean University Business Sports Summit* brand identity. Kean University.

Mizrahi, S., & Anderson, D. (2021). *Starting Over* mobile application. In *2021 Kean Business Plan Competition*, Second Place. Kean University.
<https://www.mizrahidesignstudio.com/?pgid=khdaeys12-68adf3cd-0026-494e-9ede-1629f9eff030>.

Anderson, D., Konyk, C., Mena, K., & Siryon, V. (2021). Architecture and Design Students Envision the Post-COVID Built Environment. *Students Partnering with Faculty*. Kean University.

Anderson, D., Badillo, N., Hernandez, J., Konyk, C., Kutuk, E., Mena, K., Shi, L., & Siryon, V. (2021). Planning for the Next Pandemic: A Proactive Design Think Tank at Kean University." *Faculty Seed Grant for COVID-19 Research Projects*. Kean University.

Anderson, D., Dominguez, M., & Sakar, R. (2021). *2021 MGC Virtual Senior Portfolio Review* event. Kean University.

Anderson, D., Abdou, D., Dominguez, M., Murray, J., & Sakar, R (2020). *2020 MGC Senior Portfolio Review* event. Kean University.

Anderson, D., & Larney, B. (2020). Rebels Basketball brand identity. In *The Mustard Seed School*. Hoboken, New Jersey. <https://www.brianlarneydesign.com/mustard-seed-rebels>.

Anderson, D., O'Connor, J., LeBuis, L., & Desai, P. (2020). *MGCReview Senior Portfolio Review* website, phase III. *Release Time for Research and Creative Works*. Kean University.
<https://www.michaelgravescollegereview.com/>.

Anderson, D., & Hernandez, A. (2019). Safe Keep. *McNair Scholars Mentor Program*. Kean University.
<https://www.amandahernandez.design/safe-keep>.

Mellana, F., Stankiewicz, H., & Anderson, D. (2019). Trauma. In *2018 Kean Business Plan Competition*, Second Place. Kean University. <https://www.frankmellana.com/trauma>.

Anderson, D., Almoneda, D., & Goldstein, D. (2018). *MGCReview Senior Portfolio Review* website, phase II. *Release Time for Research and Creative Works*. Kean University.

Hopkins, C., & Anderson, D. (2019). Forte. In *2019 Kean Business Plan Competition*, Second Place. Kean University.

Manosalvas, E., & Anderson, D. (2018). *MGC+: Online Design Community*, phase II. Kean University.

DeCastro, M., Johnston, E., & Anderson, D. (2017). *MGCReview Senior Portfolio Review* website, phase I. *Release Time for Research and Creative Works*. Kean University.
<https://rbsdportfolio.github.io/>.

Abujawdeh, J., & Anderson, D. (2017). *MGC+: Online Design Community*, phase I. Kean University.

Rosario, M., & Anderson, D. (2017). *Michael Graves College* brand identity. Kean University.

Capelakos, P., & Anderson, D. (2017). *Frameworks: RBSD Senior Portfolio Review* brand identity. Kean University.

Roderick, B., Weaver, W., & Anderson, D. (2017). Battle of the Decades Fashion Show. *International Interior Design Association (IIDA)*. Union County Performing Arts Center, Rahway, New Jersey.

Streisguth, K., & Anderson, D. (2017). Elite Care Mobile Application. In *2018 Kean Business Plan Competition* Kean University. <https://www.frankmellana.com/trauma>.

Capelakos, P., & Anderson, D. (2017). Brand identity. In *Center for Undergraduate + Fellowships (CURF)*. Kean University.

Anderson, D., & Matos, A. (2016). Together for Tomorrow capital campaign identity. In *The Mustard Seed School*. Hoboken, New Jersey.

Anderson, D., & Sepulveda, S. (2016). *Stand Out* book website and worksheets.
www.standoutportfolio.com/.

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Anderson, D., & Grzymkowski, M. (2015). *Stand Out* book layout design and illustrations.
Anderson, D., & Finelli, M. (2015). *The Healthcare Is a Human Right Campaign Collaborative. Healthcare Is a Human Right*, New York, New York.

LECTURES + WORKSHOPS

Anderson, D. (2019). *The Business of Design. MGC Thinking Creatively Mini-Workshops*. Kean University.
Anderson, D. (2018). *How to Write a More Effective Program Assessment Report. 2018 Kean Professional Development Days*, Kean University.
Anderson, D. (2017). *Design and Promote a Stand-Out Brand. MGC Caffeinated Books Series*, Barnes & Noble. Kean University.
Anderson, D. (2017). *Creating Visually Effective Presentations. 2017 Kean Professional Development Days*, Kean University.
Anderson, D. (2016). *Personal Branding. EEO/EOF Program*. Kean University.
Anderson, D. (2016). *Personal Branding. New Jersey DECA*. Kean University.
Anderson, D. (2014). *Type Pairings. Thinking Creatively Mini-Workshops*. Kean University.

ACADEMIC + INDUSTRY MEMBERSHIPS

COLLEGE OF ART ASSOCIATION (CAA)

Member | 2021+

ONE CLUB FOR CREATIVITY

Member | 2016+

- Reviewer, Student Portfolios | November 2023
- Judge, Young Ones Student Awards | March 2018

DESIGN MANAGEMENT INSTITUTE (DMI)

Member | 2002+

Peer Reviewer: Academic Design Management Conference | March 2020, 2022, 2024

DESIGN INCUBATION (DI)

Member | 2016+

Peer Reviewer:

- Colloquium 7.3: Florida Atlantic University | April 2021
- Colloquium 4.0: SUNY New Paltz | August 2017

AMERICAN INSTITUTE OF GRAPHIC ARTS DESIGN EDUCATORS COMMUNITY (AIGA DEC)

Member | 2015+

Mentor: NY Mentorship Program | 2024

Peer Reviewer: *Surface* | August 2022

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UNIVERSITY & COLLEGE DESIGNERS ASSOCIATION (UCDA)

Member | 2014+

Board Member, Design Education Council | 2017–2019

- Judge, UCDA Design for Education, student poster competition | 2017

Peer Reviewer:

- UCDA Design Education Summit | 2017

Conference Chairs:

- Chair, 2016 UCDA Design Education Summit, Kean University | May 23–24, 2016
- Co-chair, 2015 UCDA Design Education Summit, South Dakota State University | May 18–19, 2015

PROFESSIONAL PRACTICE EXPERIENCE

DESIGN DMA

Founder + Creative Director | 1993+

BNY MELLON | PERSHING

Director, Creative Services | 2005–2007

DESIGN MANAGEMENT ASSOCIATES

Founder + Creative Strategist | 2005–2009

DBD INTERNATIONAL

Art Director + Account Executive | 1990–1993

RONNIE SOLOMON DESIGN

Art Director + Account Executive | 1988–1990

BASKIN-ROBBINS ICE CREAM FRANCHISE

Owner + Operator | 1983–1987

PROFESSIONAL MEMBERSHIPS

THE ONE CLUB FOR CREATIVITY

Member | 2015+

AMERICAN INSTITUTE OF GRAPHIC ARTS (AIGA)

Member | 1996+

ART DIRECTORS CLUB OF NEW JERSEY (ADCNJ)

Member | 1996–2018

Board Member | 1996–2016

- President (two-term) | 1998–2000
- Secretary | 1997–1998

Founder and Chair | 2014 + 2015

- *Designsters*, a portfolio presentation, scholarship awards program, and networking event for emerging design students

Founder and Sponsor | 1998–2015

- The *DMA Spirit of Design* and *Best of the Best* scholarship awards for college students

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EDUCATION

MASTER OF PROFESSIONAL STUDIES | Design Management
Pratt Institute, New York, NY | Spring 2004 (summa cum laude)

BACHELOR OF FINE ARTS | Visual Communications
Kean College, Union, NJ | Summer 1988 (magna cum laude)