Laura Anne Huisinga
DESIGN & HCI

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EDUCATION

PhD: August 2017, Doctor of Philosophy Human Computer Interaction. Iowa State University. Ames, IA.

Dissertation: Augmented reality reading support in higher education: Exploring effects on perceived motivation and confidence in comprehension for struggling readers in higher education

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

Assistant Professor GD155: Advanced Interaction Design
Fall semester 2017, Fresno State

Assistant Professor GD157: Motiongraphics
Fall semester 2017, Fresno State

Assistant Professor GD50 (2 sections): Web Design
Spring semester 2017, Fresno State

Assistant Professor GD157: Motiongraphics
Fall semester 2016, Fresno State

Assistant Professor GD50: Web Design
Fall semester 2016, Fresno State

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

SKILLS

Web Design
UX
Usability
Augmented Reality
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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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

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

California State University at Fresno, Fresno, California, July 2016 - Present
Assistant Professor, Multimedia and Interaction Track Department of Art and Design

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.

REFERENCES

Larysa Nadolny,
Assistant Professor, HCI and Education,
Iowa State University, Ames IA.
515-294-9928
lnadolny@iastate.edu

Amy Hutchison,
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
abr@iastate.edu

Bob Campagna
Photographer, Employer,
Mentor, CoWorker
319-560-6889
abbecreek@aol.com

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Iowa State University, Ames, Iowa, 2015 – 2016
Research Assistant for Dr. Amy Hutchison, 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.

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.

2017-2014 **SIGCHI** Special Interest Group on Computer Human Interaction

2017-2014 **ACM** Advancing Computing as a Science & Profession

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

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.

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

CONFERENCES

Submitted Paper: 2018 CHI Conference on Human Factors in Computing Systems. Montreal, Canada. *Paper Presentation: Using Augmented Reality to Provide Reading Support in Higher Education for Struggling Readers.*

2017 DevFest Valley Google Development Festival Fresno CA. *Tech Talk Speaker: Augmented Reality: what is it and how can I use it? Design Track Speaker: Designing augmented reality for the classroom*

2017 AHFE Applied Human Factors and Ergonomics Los Angeles, CA. *Poster Presentation: Using augmented reality in higher education: A discussion on ethical considerations and inclusive technology leaning strategies*

2017 AWE Augmented Reality World Expo, Santa Clara, CA. *Attended*

2017 International Women's Day Celebration, Women Techmakers Conference, Fresno CA. *Speaker: UI design for AR: Thinking past the screen*

2016 Goggle DevFest West 2016, Goggle Development Tech Conference, Mountain View, CA. *Attended*

2016 Valley DevFest 2016, Goggle Development Tech Conference, Fresno, CA. *Attended*

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

PUBLICATIONS

2017 Dissertation: "Augmented reality reading support in higher education: Exploring effects on perceived motivation and confidence in comprehension for struggling readers in higher education" Major Professor: Dr. Larysa Nadolny, Committee: Alex Braidwood, Dr. Judy Vance, Dr. Anne Estapa, and Fred Malven

2015 Thesis: "Dyslexic edge: Designing an awareness campaign to foster wider understanding of dyslexia"
Major Professor: Alex Braidwood, Committee: Debra Satterfield, and Fred Malven.

EXHIBITIONS

2017 Group Exhibit, New Faculty Show, M Street Art Complex, Fresno State University.
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.

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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. Lancing, IA: Free River Press, 2005.