CHRISTINA CARRASQUILLA CURRICULUM VITAE

AREA OF EXPERTISE

Cross-Media Design, Web Design & Front-End Development, User Experience Design

EDUCATION

2011	M.S.Tech, Graphic Information Technology, College of Technology and Innovation, Arizona State University, Mesa, AZ
2003	Desktop Publishing & Digital Design Certificate, Extended Campus, The University of Arizona, Tucson, AZ
2000	B.A. in Music, Minor Studio Art Photography College of Fine Arts, The University of Arizona, Tucson, AZ

ACADEMIC EXPERIENCE

2014 - present	Lecturer, Ira A. Fulton Schools of Engineering, Arizona State University, Mesa, AZ
2012 - 2014	Lecturer, College of Technology and Innovation, Arizona State University, Mesa, AZ
2011 - 2012	Faculty Associate, College of Technology and Innovation, Arizona State University, Mesa, AZ

PERSONNEL: TEACHING, MENTORING, AND OUTREACH

SUMMARY OF TEACHING
Teaching Awards: 1
Teaching Certificates: 2
Total SCH: 6066
Average SCH/AY: 1011
Average Teaching Evaluation Total: 4.56
Undergraduate Courses (In-person, iCourse, Online): 10
Graduate Courses (In-person, iCourse, Online): 8
Guest Lectures: 5

Teaching Awards

1. Fulton Schools of Engineering Outstanding Lecturer, May 2017

Teaching Certificates

1. Quality Matters Training - Certificate of Completion, 2012

2. ASU Online Bootcamp Training - Certificate of Completion, 2012

Undergraduate Courses

1. **GIT 135: Graphic Communications**- The Principles and Elements of Design
    Redesigned the course and optimized for in-person, online, for various session lengths (6-week, 7.5-week, 15 week).

2. **GIT 215: Introduction to Web Authoring**- HTML & CSS
    Redesigned the course and optimized for in-person, online, for various session lengths (6-week, 7.5-week, 15 week).

3. **GIT 237: Web Content Design**- Content Strategy, UX, Mockups, Prototypes, CSS
    Redesigned the course and optimized for in-person, online, for various session lengths (6-week, 7.5-week, 15 week).

4. **GIT 394: Web Foundations**- HTML, CSS, Front-end visual design
    Created to ensure success of BAS students lacking web skills.

5. **GIT 402: New Media Internet Technologies**- Multimedia creation & implementation into new media platforms
    *Course created based on success of omnibus course and student demand**. Designed the course and optimized for in-person, online, for various session lengths (6-week, 7.5-week, 15 week).*

6. **GIT 414: Advanced Website Design**- Responsive Web Design
    Redesigned the course and optimized for in-person, online, for various session lengths (6-week, 7.5-week, 15 week).

7. **GIT 432: Graphic Industry Business Practices**- Business of design
    Adapted to 7.5-week ASUOnline format.

8. **GIT 450: Digital Workflow in the Graphics Industry**- Processes, best practices
    Adapted to 7.5-week ASUOnline format.

9. **[GIT 598: UI/UX Consulting](#)** (cross listed with EGR 494/598, HSE 542, PSY 562, SMC 598)- Industry presented design challenges with cross-disciplinary teams
    Designed and co-taught in-person in 15-week session.

10. **[GIT 598: The GIT Creative Agency (](#)** cross listed GIT 598)- An elite team of students chosen through an application process to run a fully operational design agency. From client brief and scope to design and delivery, students will produce cross-media design solutions, gaining real-world experience in an academic setting. Co-*designed and taught in-person in 15-week session.*

Graduate Courses

1. **GIT 598: Web Fundamentals**- HTML, CSS, Front-end visual design
   Created to ensure success of MS students lacking web skills.
   Designed the course and optimized for in-person, online, for various session lengths (6-week, 7.5-week, 15 week).

2. **GIT 502: New Media Internet Technologies**- Multimedia creation & implementation into new media platforms
   Course created based on success of omnibus course and student demand. Designed the course and optimized for in-person, online, for various session lengths (6-week, 7.5-week, 15 week).

3. **GIT 598: Advanced Website Design**- Responsive Web Design
   Redesigned the course and optimized for in-person, online, for various session lengths (6-week, 7.5-week, 15 week).

4. **GIT 598: Graphic Industry Business Practices**- Business of design
   Adapted to 7.5-week ASUOnline format.

5. **GIT 598: Digital Workflow in the Graphics Industry**- Processes, best practices
   Adapted to 7.5-week ASUOnline format.

6. **GIT 540: Cross-Media Design Solutions**- Principles and elements of design applied in various technology platforms
   Revived the course in response to student need and optimized for in-person, online, for various session lengths (6-week, 7.5-week, 15 week).

7. **GIT 598: UI/UX Consulting** (cross listed with EGR 494/598, HSE 542, PSY 562, SMC 598)- Industry (Starbucks, Proctor & Gamble, Hewlett Packard, Mesa Gateway Airport) presented design challenges with cross-disciplinary teams
   Designed and co-taught in-person in 15-week session.

8. **GIT 598: The GIT Creative Agency (**cross listed GIT 598)- An elite team of students chosen through an application process to run a fully operational design agency. From client brief and scope to design and delivery, students will produce cross-media design solutions, gaining real-world experience in an academic setting.
   Co-*designed and taught in-person in 15-week session.*

Guest Lectures

1. HSE: Portfolios (2016, 2017)
2. HSE: Visual Design Aesthetics (2014)
3. TEM: Social Media Goals (2014)

4. TEM: Social Media (2013)

SUMMARY OF MENTORING
Student Organization Faculty Adviser: 1
Student Organization Awards: 1
Projects Mentored: 4
M.S. Student Faculty Chair (current): 19
M.S. Students Committee Member (current): 5
M.S. Students Graduated: 49
Undergraduate Honors Thesis: 2
Undergraduate Honors Contracts: 15

Student Organization Faculty Adviser

1. AIGA Poly Student Club (2016-present)

Student Organization Awards

1. Best Demonstration of Community Embeddedness at the Fulton Schools of Engineering Student
    Organizations Awards: AIGA Poly Student Club (2015-2016),

Mentored Projects

1. University Innovation Fellows, d.school Institute of Design at Stanford, co-mentor (2018)
2. ASU Institute for Human Origins Website- CIDSE & GIT Mentor, Project Manager, 2016-2017
3. Boeing, StratEx Project- GIT Mentor, 2013
4. Exomed, Finger Dressing Project- GIT Project Facilitator, 2013

M.S Students Chair (current)

1. Peru, James
2. Olkes, Ryan
3. Schindler, Hanna
4. Kress, Kerri
5. Perlis, Allison
6. Davis, David
7. Draina Amber
8. Freebairn, Steven
9. Gupta, Kanika

10. Sosa, Joshua

11.   Beakley-Mercill, Sara

12.   Jwahir, Lisa

13. Lopez, Gabe

14.   Khin, Christina

15. Takuma, Natalie Fumiko

16. Kemp VI, Thomas Howard

17. Plazony, Steven Edward

18. Vanek, Kelly J Cassidy

19. Bailey, Josh Dean

M.S Students Committee Member (current)

1. Morgan, Tiana

2. Farrington, Christopher

3. Tiwari, Pooja

4. Wesolek, Tracy Lynn

5. Lindberg, Michael

M.S Students Graduated

1. Squire, Susan Wiebke. *M.S. Technology, Graphic Information Technology*. College of Technology & Innovation. December 2012.

2. Metro, Jennifer L. *M.S. Technology, Graphic Information Technology*. College of Technology & Innovation. May 2013.

3. Nelson, Lance Burnett. *M.S. Technology, Graphic Information Technology*. College of Technology & Innovation, May 2013.

4. Tang, Ying. *M.S. Technology, Graphic Information Technology*. College of Technology & Innovation. May 2013.

5. Loftis, Asterisk Diamondrim. *M.S. Technology, Graphic Information Technology*. College of Technology & Innovation. June 2013.

6. Maldonado, Janessa Lynn, *M.S. Technology, Graphic Information Technology*. College of Technology & Innovation. December 2013.

7. Zimmerman, Anne Marie. *M.S. Technology, Graphic Information Technology*. College of Technology & Innovation. December 2013.

8. Howard, Jamie L. *M.S. Technology, Graphic Information Technology*. College of Technology & Innovation. December 2013.

9. Slaughter, Cynthia Lynn. *M.S. Technology, Graphic Information Technology*. College of Technology & Innovation. December 2013.

10. Orr, Margaret Weichert. *M.S. Technology, Graphic Information Technology*. College of Technology & Innovation. December 2013.

11. Slaughter, Jennifer Laurel. *M.S. Technology, Graphic Information Technology*. College of Technology & Innovation. June 2014.

12. Madsen, Scott Allan. *M.S. Technology, Graphic Information Technology*. College of Technology & Innovation. June 2014.

13. Lensing, Thomas James. *M.S. Technology, Graphic Information Technology*. College of Technology & Innovation. June 2014.

14. Jacobs, Amya Torie. *M.S. Technology, Graphic Information Technology*. Fulton Schools of Engineering. May 2015.

15. Pestonjee, Emily Jane. *M.S. Technology, Graphic Information Technology*. Fulton Schools of Engineering. May 2015.

16. Goggans, Jonathan Ty. *M.S. Technology, Graphic Information Technology*. Fulton Schools of Engineering. June 2015.

17. Clark, Philip Lyle. *M.S. Technology, Graphic Information Technology*. Fulton Schools of Engineering. December 2015.

18. Warner, Larry Robert. *M.S. Technology, Graphic Information Technology*. Fulton Schools of Engineering. May 2016.

19. McElvania, Jennifer M. *M.S. Technology, Graphic Information Technology*. Fulton Schools of Engineering. May 2016.

20. Cohen, Bryan J. *M.S. Technology, Graphic Information Technology*. Fulton Schools of Engineering. May 2016.

21. Minter, Anthony Febrick. *M.S. Technology, Graphic Information Technology*. Fulton Schools of Engineering. May 2016.

22. Hernandez, Heather Angelita. *M.S. Technology, Graphic Information Technology*. Fulton Schools of Engineering. May 2016.

23. Noon, Jamie Lynn. *M.S. Technology, Graphic Information Technology*. Fulton Schools of Engineering. May 2016.

24. Winebrenner, Jamie. *M.S. Technology, Graphic Information Technology*. Fulton Schools of Engineering. May 2016.

25. Gray, Kyle Joseph. *M.S. Technology, Graphic Information Technology*. Fulton Schools of Engineering. May 2016.

26. Barr, Savannah Joy. *M.S. Technology, Graphic Information Technology*. Fulton Schools of Engineering. June 2016.

27. Halkides, Warren Robert. *M.S. Technology, Graphic Information Technology*. Fulton Schools of Engineering. December 2016.

28. Corkill, Drew Alexander. *M.S. Technology, Graphic Information Technology*. Fulton Schools of Engineering. December 2016.

29. Adams, David R. *M.S. Technology, Graphic Information Technology*. Fulton Schools of Engineering. May 2017.

30. Velarde, Kia Marie. *M.S. Technology, Graphic Information Technology*. Fulton Schools of Engineering. May 2017.

31. Saldana-Chiago, Michelle. *M.S. Technology, Graphic Information Technology*. Fulton Schools of Engineering. May 2017.

32. Fleming, Brenda Kaye. *M.S. Technology, Graphic Information Technology*. Fulton Schools of Engineering. May 2017.

33. Montano, Antonio M. *M.S. Technology, Graphic Information Technology*. Fulton Schools of Engineering. May 2017.

34. Lewis, Cameron Benton. *M.S. Technology, Graphic Information Technology*. Fulton Schools of Engineering. May 2017.

35. Youel, Kevin. *M.S. Technology, Graphic Information Technology*. Fulton Schools of Engineering. June 2017.

36. Mauet, Sarah. *M.S. Technology, Graphic Information Technology*. Fulton Schools of Engineering. June 2017.

37. Finden, Nathan Eugene. *M.S. Technology, Graphic Information Technology*. Fulton Schools of Engineering. May 2018.

38. Bojorquez, Alexis. *M.S. Technology, Graphic Information Technology*. Fulton Schools of Engineering. May 2018.

39. Muthukrishnan, Soundharya. *M.S. Technology, Graphic Information Technology*. Fulton Schools of Engineering. May 2018.

40. Taylor, McKenna Elise. *M.S. Technology, Graphic Information Technology*. Fulton Schools of Engineering. May 2018.

41. Martinez Gonzalez, Zintia M. *M.S. Technology, Graphic Information Technology*. Fulton Schools of Engineering. May 2018.

42. Port, Jennifer. *M.S. Technology, Graphic Information Technology*. Fulton Schools of Engineering. May 2018.

43. Carpenter, Tiffany Lynn. *M.S. Technology, Graphic Information Technology*. Fulton Schools of Engineering. May 2018.

44. Stutz, Chad Steven. *M.S. Technology, Graphic Information Technology*. Fulton Schools of Engineering. May 2018.

45. Pico, Michael Anthony. *M.S. Technology, Graphic Information Technology*. Fulton Schools of Engineering. May 2018.

46. Antcliff, Susan Charlotte. *M.S. Technology, Graphic Information Technology*. Fulton Schools of Engineering. May 2018.

47. Griffith, Elizabeth Renee. *M.S. Technology, Graphic Information Technology*. Fulton Schools of Engineering. May 2018.

48. Underwood, Madison Sara. *M.S. Technology, Graphic Information Technology*. Fulton Schools of Engineering. May 2018.

49. Gran, Emily, Information Architecture in Vehicle Infotainment Displays, Thesis. *M.S. Human Systems Engineering*, Fulton Schools of Engineering. May 2018.

Undergraduate Honors Thesis

1. Sommer Healy (2012)
2. Carlos Zamora (in progress)

Undergraduate Honors Contracts

1. Cerbo, Anthony (in progress)
2. Porter, Ethan (Spring 2018)
3. Peru, James (Spring 2018)
4. Bramwell, Zachary (Spring 2017)
5. Debusschere, Caitlin (Spring 2017)
6. Liddle, Lucas (Spring 2017)
7. Bennett, Weston (Spring 2015)
8. Nido, Jazmin (Spring 2015)
9. Thielen, Bethany (Spring 2015)
10. Graham, Jordan (Fall 2013)
11. Harden, Anthony (Fall 2013)
12. Arriaga, Matt (Fall 2013)
13. Czerny, Zuzanna (Fall 2013)
14. Teplik, Julie (Fall 2013)
15. Healy, Somer (Fall 2012)

SUMMARY OF OUTREACH
Reviewer/Judge: 4
Organizer/Host: 8
Presenter: 2
Volunteer: 2

Reviewer/Judge

1. Design Reviewer, EGR 334: Embedded Systems Customer Interview (2017, 2018)

2. Reviewer, Northern Arizona University Senior Graphic Design Portfolio Review, Flagstaff, AZ, 2017

3. Judge, SPARK App League sponsored by Google & Waymo, partnered by Town of Gilbert, AZ, 2014- present

4. Judge, Walter Cronkite School of Mass Journalisms' Hack Day Event, Phoenix, AZ, 2014

Organizer/Host

1. Girl Scouts Own the Night: STEM Edition. ASU Polytechnic, host/volunteer coordinator for one of the night's workshops. (2018)

2. Young Engineers Shape the World: Graphic Information Technology session, ASU Polytechnic, event organizer/host/presenter (2018)

3. App Camp for Girls, Phoenix Co-Organizer, Host, and MC (2016-2017)

4. Fulton Schools Summer High School Research Program, Host & Presenter (2015)

5. Hour of Code, Host & Presenter (2014, 2015, 2016)

6. SPARK App League, Organizer and/or collaborator (2014, 2015, 2016, 2017, 2018)

7. Night of the Open Door Community Outreach, Host (2014, 2015, 2016, 2017, 2018)

8. Girl Scout Badge Blast, Host & Presenter (2013)

Presenter

1. Be a Leader Foundation. "What is a designer?" Phoenix, AZ (2018)

2. Career Day, "What is a designer?" Harmon Elementary School, September 14, 2017

Volunteer

1. CreateAthon, AIGA AZ, 24-hour creative marathon where volunteers come together to provide design, marketing, and strategic services for nonprofits. 2017

2. ASU Polytechnic Relay for Life, Social Media Lead, 2015-present

PROFESSIONAL ACTIVITIES AND SERVICE

SUMMARY OF PROFESSIONAL ACTIVITIES AND SERVICE
Board of Directors: 2
Professional Membership/Meet Up Groups: 11
Conference Attendance: 7
ASU Service: 7
Engineering Service: 4
Polytechnic School Service: 3
GIT Leadership: 11
Faculty Search Committees: 1

Board of Directors

1. Mentorship + Education Director, AIGA AZ *the professional organization for design (2016*-present)
2. Advisory Board Member, Career and Technical Education (CTE) in Graphic Arts Technology, Fairfax High School in Laveen, AZ. (2017-present)

Professional Membership

1. AIGA *the professional organization for design*
2. AIGA Design Educators Committee
3. Interaction Design Association (IxDA), Phoenix, AZ
4. Ladies The UX, Phoenix, AZ
5. Phoenix Designers (facebook group)
6. Freelance Phoenix (facebook group)
7. SaaSie Tech Socials (facebook group)
8. Phoenix Web Designers & Developers (facebook group)
9. UX in AZ (facebook group)
10. UX/UI Design Feedback (facebook group)
11. PHX UX (meet up group)

Conference Attendance

1. AIGA Design Educators Conference, MAKE, Indianapolis, IN (2018)
2. AIGA Leadership Conference: Lead by Design, Baltimore, Maryland (2018)
3. AIGA Arizona Design Conference and Design Week, Phoenix, AZ (2015, 2016, 2017, 2018)

4. [AIGA Design Conference](#), Las Vegas, NV (2016)
5. [World Usability Day](#), Go Daddy, Scottsdale, AZ (2014, 2015, 2016, 2017, 2018)
6. [Internet User Experience (IUE) Conference](#), Scottsdale, AZ (2013-2014)
7. [An Event Apart Conference](#), Boston, MA (2013)

ASU Service

1. Panelist. Herberger Institute of Design, [Redesign the Design School Roundtable Discussion](#) (2018)
2. Contributor. ASU Schmidt Futures Grant. Entrepreneurship + Innovation (E+I) (2018)
3. Flyer Design. Working With Wayne. Entrepreneurship + Innovation (E+I) (2018)
4. Entrepreneurship + Innovation (E+I) Networking Event (2018)
5. Presenter. What is Graphic Information Technology? What is the Device & Usability Learning Lab? ASU Admissions Tour (July 12, 2018)
6. ASU Citizen Science Maker Summit, Consultant (2016)
7. Barrett the Honors College, Honor's Faculty (2012-present)

Engineering Service

1. Usability tester, NSF Sponsored Research Project, Instructional Module Development System (IMODS), PI Srividya Bansal and Preston Goulet (2018)
2. College of Technology and Innovation Collaboratory Council, Member (2012-2013)
3. Fulton Schools of Engineering E2 Camp for freshman, Faculty Participant (2015)
4. College of Technology & Innovation XI Camp for freshman, Faculty Participant (2013)

Polytechnic School Service

1. Participant, Polytechnic Pedagogical Ninja, NSF Sponsored Research Project, PI Jennifer Bekki, Samantha Brunhaver, Shawn Jordan, Micah Lande (2018)
2. Launched a New Degree, [MS in User Experience](#), Committee Member (2016-2018)
3. HES Department Engagement and Retention Committee, Member (2013-2014)

GIT Leadership

1. Development of New Degree Concentration, BA in GIT with a concentration in User Experience, Committee Member (2016-2017)
2. Development of New Degree Concentration, BA in GIT with a concentration in Web Design & Development, Committee Member (2016-2017)
3. GIT 480: Senior Capstone Faculty Mentor (2016-present)

4. Organizer, GIT Awards (2015 – present)

   Bi-annual awards celebrating outstanding work of GIT students as judged by faculty and industry.

5. Co-Creator and Co-Director, Device and Usability Learning Lab (2015-present)

6. GIT Accreditation Committee - Accrediting Council for Collegiate Graphic Communications, Inc. (ACCGC) (2015)

7. Creator, Faculty Associate Resources Website, *compilation of hyperlinks and creation of how-to video library*, (2015-present)

8. GIT Lecturer Search Committee (2015)

9. GIT Web Curriculum Committee (2012-present)

10. GIT Undergraduate Program Curriculum Committee (2012-present)

11. GIT Graduate Program Curriculum Committee (2012-present)

Faculty Search Committees

1. Lecturer, GIT (2015)

PRESENTATIONS, INTELLECTUAL PROPERTY, AND PUBLICATIONS

SUMMARY OF PRESENTATIONS
Invited Conference Presentations: 2
Invited Panels: 2
Invited Presentations - External: 2
Invited Presentations - Internal: 3
(^) Corresponding Presenter(s)

Invited Conference Presentations

1. Carrasquilla, C.L (2018). AIGA Designer 2025 Initiative. AIGA AZ Design Conference: Beyond Design. Phoenix, AZ. October 8, 2018.

2. Carrasquilla, C.L.^, Lande, M. (2017). Inclusion in the Design Process. Method & Madness Design Conference. AIGA AZ. Phoenix, AZ. October 29, 2017.

Invited Panels

1. Carrasquilla, C.L., International Women's Day hosted by GoDaddy – Tempe, AZ, March 8, 2017. Panelist: Women in Tech: Be Bold for Change.

2. Carrasquilla, C.L., (2014). Panelist: UX/IA Design Challenge: What should we be doing different now that we break interfaces down to their atomic elements and then optimize their organization and

presentation for Website, Tablet, and Mobile? And what about the SmartWatch? Proceedings of the 10th Internet User Experience Conference. Tempe, AZ. June, 2014.

Invited Presentations- External

1. Carrasquilla, C. L.^, Prewitt, D., Squire, S. Arizona World Usability Day Celebration 2015, Scottsdale, AZ, November 2015. How Technology and Design Have Changed the Way We Teach.
2. Carrasquilla, C.L. Henkel Corporation, Technology Forum - Scottsdale, AZ, March, 2014. Social Media.

Invited Presentations- Internal

1. Carrasquilla, C.L., Arizona State University Mandela Washington Fellows for Young African Leaders – Phoenix, AZ, July 24, 2017. Digital Community Engagement.
2. Carrasquilla, C.L., Polytechnic School Faculty, Arizona State University, Mesa, AZ, September 8, 2015. Blackboard: Unlocking the Mysteries.
3. Carrasquilla, C.L. ASU Online, Faculty Showcase Workshop – Scottsdale, AZ, April, 2013. Google+ Hangouts for Student Interactions and Engagement.

SUMMARY OF PUBLICATIONS
Books Co-Edited: 1
Invited Contributor: 2
(^) Corresponding Editor(s)

Books Co-Edited

1. Beal, B., Carrasquilla,C.L.^, Flake, K., Hunter, A., Gutierrez,L., Nelson, L., Orr, M., Thomas, M., "A's Amazing Adventures," iTunes, , 2013

Invited Contributor

1. Before the end is near: finals week ideas, *February 20, 2016*, compiled and edited by Kelly M. Murdoch-Kitt, AIGA Design Educators News Blog.
2. Featured AIGA AZ Board Member, *August 2017*. AIGA AZ Newsletter.

SUMMARY OF POSTERS
Posters: 1

Posters

1. Carrasquilla, C.L., Craig, S., Guterriez, P., Shelton, T. (2014) *Music and the Web Cognitive and affective effects of music in the Web domain.* College of Technology and Innovation, Mesa, AZ.

RESEARCH

SUMMARY OF RESEARCH
Internal Awards: 1
Internal Proposals: 1

Internal Awards

1. Carrasquilla, C.L., Lande, M., [The Frankenstein Bicentennial Project](#), 2017-2018, $5,000 ($2500 @ 50%)

Internal Proposals

1. Carrasquilla, C.L., Lande, M., Squire, S.W., Making Innovation Visible- Prototyping Collaboration Spaces Across the ASU Polytechnic campus, 2017, $12,000 ($4000 @33%), (declined)

INDUSTRY EXPERIENCE

2011 - 2014	Creative Director, Sondance Designs, Gilbert, AZ
2010 - 2011	Graphic Design Assistant, Arizona State University, Mesa, AZ
2008 - 2009	Desktop Publishing Specialist, Arizona State University, Tempe, AZ
2007 - 2009	Document Imaging Specialist, Arizona State University, Tempe, AZ
2004 - 2007	Digital Imaging Production Manager, DigMyPics.com, Mesa, AZ
2001 - 2003	Computer Graphic Artist- Senior, Arizona State University, Tempe, AZ