



Cyndi Wiley.com

Education ::

- 2014 **PhD Human Computer Interaction** Iowa State University
Dissertation: "Teaching, connecting, and having fun: The interplay between empathy, play and comics in graphic design higher education"
Major Professor: Debra Satterfield
- 2012 **MFA Graphic Design** Iowa State University
Thesis: "Empathy, connectivity, authenticity, and trust (e-CAT): A rhetorical framework for creating and evaluating interaction design"
Major Professor: Paul Bruski
- 1997 **Bachelor of Arts (BA) Art, emphasis in Graphic Design** University of Missouri-Columbia

Certification ::

- 2012 **Gamification Certificate** University of Pennsylvania, The Wharton School
- 2010, 2019 **Human Subjects Training (IRB)**

Teaching Experience ::

- 2015-2019 **Department Chair, Associate Professor of Art & Design**, Grand View University
- 2012-2018 **Assistant Professor of Art & Design**, Grand View University
- 2010-2012 **Teaching and Research Assistant, Instructor of Record** Iowa State University

Professional Experience ::

- 2018-present **Digital Accessibility Program Manager** Iowa State University
- 2017-2018 **Subject Matter Expert (UX and Digital Accessibility)** Course Hero
- 2014-2016 **Subject Matter Expert (UX and Game Design)** Southern New Hampshire University
- 2002-2009 **Owner** FitnessFire.com, St. Louis, Missouri
- 2001-2007 **Creative Director** Nutraceuticals Corporation, St. Louis, Missouri
- 2000-2001 **Senior Graphic Designer** Intaglio Creative, St. Louis, Missouri
- 1999-2000 **Art Director** The Waterways Journal, St. Louis, Missouri
- 1998-1999 **Electronic Production Manager** Reilly Publishing, Schaumburg, Illinois
- 1997-1998 **Graphic Designer** CWC Inventories, St. Louis, Missouri

Publications ::

Wiley, C. (expected publication summer 2020). "Whose Responsibility is it? Designing Digitally Accessible Screen-Based Experiences." *Smashing Magazine*.

Wiley, C., and Merrill-Schwaller, R. (2018) "Punky Swizz Shizzle: Basic design (with gatos) for creating effective visual communication," Ugly Poster Lecture Series for Course Hero, San Francisco, California, August 2018.

Wiley, C., Merrill, R. (2016) "Design + Art = BFFs (Best Friends Forever): Queering the Pedagogical Framework for Interdisciplinarity beyond the First-year Core," PCA (Pop Culture Association) conference, Seattle, Washington, March 22-25, 2016.

Wiley, C. (2013). "A Case for Empathy, Connectivity, Authenticity, Trust, and Spirituality in Graphic Design Theory, Education and Practice." AIGA National Conference, Design Educators Conference, Minneapolis, Minnesota, October 10-12, 2013.

Wiley, C., Hall, J. (2013). "Empathy, Connectivity, Authenticity, Trust, and Spirituality (E_CATS): A Pedagogical Framework for Teaching Interaction Design." International Association for Societies of Design Research (IASDR), Tokyo, Japan, August 26-30, 2013.

Wiley, C., Wang, W. (2012). "Promoting intergenerational collaborations through virtual community garden application design." AECT Design & Development paper and presentation, October 30-November 3, 2012, Louisville, Kentucky.

Kang, S., Satterfield, D., Lasrado, J., Gonzalez, R., Ladjahasan, N., Wiley, C. (2012) "Tailoring Snack Food Package Design to Children as a Health Communication Strategy." Design Research Society (DRS), Chulalongkorn University, Bangkok, Thailand, 1-4 July 2012.

Wiley, C., Saka, E., Tauber, S., Kang, S. (2011). "Ginger: A shopping cart interactive program. A case study for relational-cultural theory and activity theory in interaction design." International Association of Societies of Design Research Conference Fourth World Conference on Design Research October 31-November 4, 2011 Delft, the Netherlands.

Wiley, C., Saka, E., Tauber, S., Kang, S. (2011). "Shopping Cart Interactive Program (SCIP)." HCI International July 9-14, 2011, Conference Proceedings, Orlando, Florida.

Wiley, C., Wang, Y., Musselman, R. (2011). "Connecting generations: Preserving memories through thanato-sensitive technologies." HCI International July 9-14, Conference Proceedings, 2011 Orlando, Florida.

Selected Presentations ::

"The Museum Version 2.1: Inclusive Design Through Digital Accessibility," Paper Presentation, College Art Association Annual Conference, Chicago, Illinois, February 12-15, 2020.

"Feminist Rhetorical Data Analysis and Visualization (What's Missing from Data?)," PCA (Pop Culture Association) conference, Indianapolis, Indiana, March 27-31, 2018.

Invited Mentor (Diversity, Equity and Inclusion through Digital Interactions), SXSW EDU, Austin, Texas, March 5-8, 2018.

Central Rivers Area Education Agency presentation to Iowa Instructional Technologists on Digital Accessibility, UX and Game Design, January 30, 2018

UX Meetup presenter, "Design Process and Accessibility," July 20, 2016, Des Moines, Iowa

Paper presentation, "Teaching, connecting, and having fun: The interplay between empathy, play, and comics in software learning," Comics and Comic Art area PCA (Pop Culture Association) conference, Seattle, Wa., March 22-25, 2016

Roundtable co-presentation, "Building a Game Design Curriculum," PCA (Pop Culture Association) conference, Seattle, Wa., March 22-25, 2016

Paper Co-Presentation in a Themed Session, "Design + Art = BFFs (Best Friends Forever): A Pedagogical Framework for Interdisciplinarity beyond the First-year Core," PCA (Pop Culture Association) conference, Seattle, Wa., March 22-25, 2016

Invited presenter, ArtForce Iowa, GIF Animation workshop, September 9, 2015

Invited speaker, UnityPoint Health, 2015, 2017, 2019 Topic: Salary Negotiation

Cat Animation Workshop, Des Moines Art Center, August 30, 2015

Glitch Art Workshop, Des Moines Art Center, April 30, 2015

\$tart \$mart Salary Negotiation Workshop, Grand View University, Monday, April 13, 2015

Forum on Sexism in Gaming, Grand View University, co-presenter, October 21, 2014

\$tart \$mart Salary Negotiation Workshop, November 10, 2014

Presenter AIGA Iowa Get a Job Bootcamp March 2014, Topic: Salary Negotiation

AIGA Design Educator's Conference, Minneapolis, Minnesota, October 10, 2013, paper presentation on E_CATS framework

AIGA Iowa Design Assign, Presentation on Ethnic Minorities of Burma Advocacy and Resource Center web design project with Interactive Design students, October 3, 2013, Des Moines, Iowa

Association for Educational Communications and Technology (AECT), Design and Development roundtable, Louisville, Kentucky, October 30-November 3, 2012

Grants :: In Progress

- 2020 Miller Grant, Iowa State University
Design a game to teach Ancient Roman farming with Smaranda Andrews, Assistant Teaching Professor, Food Science & Human Nutrition, CALS; Lesya Hassall, Program Coordinator, CELT; Rachel Meyers, Assistant Professor, World Languages and Cultures, LAS; Gaylan Scofield, Director, Brenton Center, CALS
- 2020 Inclusion Initiatives Grant, Iowa State University
Our team will contribute to a more inclusive ISU through the design, development, and implementation of an accessible arcade game to be located in the highly anticipated gaming space in Beyer Hall (Fall 2020). As currently designed, this space only includes digital games, limiting access to students with visual impairment. Working with Ezequiel Aleman, School of Education PhD candidate; Larysa Nadolny, Associate Professor, School of Education; Shelby Doyle, College of Design, Architecture

Grants :: Awarded

- 2020 PIRI Grant, Iowa State University (\$50,000—3 years)
“Game2Work: Accelerating the future of work through a game-based, human-autonomy teaming platform,” supporting department, led by Larysa Nadolny, Associate Professor, School of Education; Michael Dorneich, Associate Professor, Industrial & Manufacturing Systems Engineering and large research and support team from across campus
- 2019 Computation Advisory Council (\$25,000), digital accessibility lab startup funds, Iowa State University
- 2019 HCI Alumni Participant Grant (\$3,500), XR Brain Jam, The New School, New York, New York
- 2018 Provost's Faculty Development grant (\$1,800)
- 2016 Principal Financial Group grant (\$1,500)
- 2015 Faculty-student engagement mini grant (\$200) for students to attend AIGA Iowa luncheon
- 2015 Principal Financial Group grant (\$2,800) to attend SXSW Interactive Conference
- 2013 Faculty-student engagement mini grant (\$200)

Grants :: Non Awarded

- 2017 Prairie Meadows Grant, \$10,000 for Refugees and the Arts in Iowa Project, named No Place Like Home. Co-Authored with Dr. Heather Brady, Professor of Liberal Arts.
- 2016 National Endowment for Humanities (NEH) Grant, Digital Projects for the Public, \$30,000
Project proposal to build serious game to encourage organ and tissue donation, “Phoenix Rising (The Gift of Life).” Co-Authored with Dr. Josh Call, Professor of English, and Rachel Merrill-Schwaller, Professor of Art & Design.

Memberships ::

2019-present	Teach Access
2018-present	Association on Higher Education and Disability (AHEAD)
2018-present	EDUCAUSE
2018-present	International Association of Accessibility Professionals (IAAP)
2016-present	College Art Association (CAA)
2014-present	User Experience Professionals Association (UXPA)
2014-2016	AIGA Iowa Education Co-Director, Board of Directors
2012-present	Interaction Design Association (IxDA)
2012-2013	Art Director's Association of Iowa (ADAI), Board of Directors, VP Student Exhibition

University Service ::

- 2020-present **Inclusion, Diversity, Equity Advisory Council** co-lead, Iowa State University
- 2019-present **Information Technology Services Strategic Plan Writing**, Iowa State University
- 2018-present **University Committee on Disabilities**, Iowa State University
- 2018-present **Open and Affordable Educational Resources Committee**, Iowa State University
- 2018-present **Information Technology Services Leadership Committee**, Iowa State University
- 2018-present **Digitally Accessible Course Materials Task Force**, Iowa State University
- 2018-present **Digital Accessibility Task Force Leader**, Iowa State University

- 2017-2018 **IRB Review Committee**
- 2017-2018 **Student Publications Board**
- 2017-2018 **Search Committee Chair** Art & Design Faculty Search
- 2016-2018 **Co-Advisor** PRIDE (LGBTQ*) student group
- 2016-2018 **Co-Advisor** National Center for Women in Information Technology (NCWIT) student group
- 2016-2018 **Web Advisory Committee GrandView.edu**
- 2015-2018 **Internship coordinator** Graphic Design, UX, Game Design
- 2015-2017 Co-proposed and co-authored curriculum for a new major in **Game Design and Interactive Analytics** launched Fall 2017
- 2015-2017 **New faculty mentor**
- 2015-2016 **Grand View University Provost Search Committee**

- 2015 **Denmark international partnership travel** Visited UCC Copenhagen and IBA Kolding to establish faculty and student exchanges

- 2014-2015 Proposed, wrote curriculum and launched a new certificate program for **User Experience Design (UX/UI)** through College of Professional and Adult Learning, launched January 2016

- 2014-2015 **Advisory committee for Center for Excellence in Teaching and Learning (CETL)**

- 2013-2015 **Vice Chair, Assessment & Program Evaluation Committee**

Community Service ::

- 2017 Pro bono interactive publication design for Catch Des Moines' International Festivals and Events. International award received August 2017.
- 2016 Pro bono banner design for MARR (Rottweiler rescue)
- 2016 Pro bono t-shirt design for Des Moines Metro Arts Jazz in July event
- 2016 Pro bono website design/development for Wings of Hope International
- 2015 Designed criteria for artist submission for UnityPoint, Wall of Heroes Organ Donation project with Rachel Merrill-Schwaller
- 2015 Website design/development for Iowa Higher Education Loan Authority
- 2014 North Central Region Association for Clinical Pastoral Education, Distinguished Service Award bulletin design, annual regional conference
- 2013 North Central Region Association for Clinical Pastoral Education, Distinguished Service Award bulletin design, annual regional conference
- 2013 AIGA Iowa Design Assign project to design website and brochure for Ethnic Minorities of Burma Advocacy and Resources (EMBARC), facilitated as class project for Interactive Design students
- 2012 Pro bono logo design for Child Abuse Prevention Council
- 2012-2014 Planned and coordinated Art Director's Association of Iowa (ADAI) student exhibition
- 2012-2013 Advisor to Iowa State University Special Interest Group Computer Human Interaction (SIGCHI) teams 2012-2013
- 2012 Pro bono website design/development for Interfaith Alliance of Iowa, facilitated as class project with Interactive Design students
- 2012 Pro bono website design/development for Children and Families Urban Ministries, facilitated as class project with Interactive Design students
- 2012 Pro bono website design/development for North Central Region Association of Clinical Pastoral Education (NCRACPE), facilitated as class project with Interactive Design students

Recognition and Awards ::

- 2020 Professional Photography published in book "100 Best Annual 2019"
- 2020 Star Spangled Rodeo Design System, 13th Annual IDA Design Awards
- 2019 Professional Photography published in "Creative Quarterly," Issue 56
- 2016 Art Department Impact Award, Grand View University
- 2012 Excellence in teaching award, Iowa State University
- 2011 Graduate assistant award for extraordinary performance
- 2011 Phyllis Rogers Baer Graduate Scholarship in Graphic Design
- 2011 HCI User Experience Design Challenge 2nd place
- 2010 Package design published in "The Big Book of Packaging"
- 2010 Logo design published in "Master's Library, Volume 3" by LogoLounge
- 2010 Poster design published as runner-up in "Creative Quarterly," Issue 19
- 2009 Logo design published in "Master's Library, Volume 2" by LogoLounge
- 2009 Article, "Des Moines Register," January 20, 2009
- 2007 Article, "Curve Magazine," July 2007
- 2005 Appearance and interview in documentary movie, "The Asphalt Gospel"
- 2003 Recognized in "Print Magazine," May 2003

Exhibitions ::

- 2019 "+w@+ = code_switching," Solo Exhibition, Grand View University, November 2-December 6, 2019
- 2016 "MO" Digital Publication Unveiling, Group Exhibition, June 22, 2016, Moberg on Walnut Gallery
- 2012 "Grand View Art & Design Faculty Show," Group Exhibition, Grand View University November 26, 2012-January 11, 2013