



Serene Arena

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EDUCATION

Visual Thinking Skills (VTS) training, (August 2020)
Beginner Practicum

Summer Institute in Digital Literacy, (July 2020)
From The University of Rhode Island Media Education Lab

Columbia College Chicago, Civic Media MA
Graduate Award
Assistant to launching First-Year Voter Registration Initiative (Columbia Votes!)

University of Michigan-Ann Arbor, BFA & BGS, Cum Laude
Minors: French and Art History
AIGA Student Chapter President
Université Laval Immersion, Quebec City

TEACHING EXPERIENCE

Guest Presenter

Presented on Social Information Processing for a Communication Essentials class at Columbia College Chicago

College for Creative Studies (Adjunct Professor, Communication Design), 2017–2019

Taught design and typography fundamental; engage students in the process of deconstructing how we see and navigate our environment and culture, and how to interpret information visually so to create intentional communication pathways.

Design for America (Crit Volunteer), 2020

Big Brother Big Sister of Metropolitan Detroit (Big Sister), 2015–2016

WORKSHOPS & EXHIBITIONS

Workshop: **Circular Design for Community Engagement**, design and presentation. IMPACT Conference, Tempe, AZ, February 2020

Workshop: **Mapping Impact: Planning for Project Sustainability**, design and co-presentation. IMPACT Conference, Tempe, AZ February 2020

Workshop: **Show, Don't Tell: Data Visualization** Technical Assistance, Design and co-presentation: UWSEM, Detroit, MI 2018

Exhibition: **Footwork, Biennale Internationale Design Saint-Étienne**, Co-curator, St. Étienne, France, February 2017

TEACHING INTERESTS

Design Fundamentals
Design Theory
Typography
Design & Systems Thinking
Critical Visual Thinking
Communication
Art & Design History
Semiotics & Messaging
Collaborative Development

RESEARCH INTERESTS

Communication as design
Design's role in social power dynamics
Civic Design and Media
Deconstructing ways of seeing
Mediated vs. in-person communication
Collaboration in innovation
Circular Design

Exhibition piece (one): **The Softer Side**, the Art Show at BFF Fest, El Club, Detroit, MI, July 2016

Exhibition pieces (two): **Venus Rising**, Tangent Gallery, Detroit, MI, February 2016

PROFESSIONAL EXPERIENCE & AWARDS

Convergence Design Lab (Designer and Visual Strategist) 2019–present

Assisting in designed materials and providing strategic support in developing visual learning pathways.

EarlyWorks, llc (Designer, Visual Communications) 2017–Sept. 2019

Develop strategic communications/marketing materials for community and influencer engagement, executive counsel, and social impact initiatives that build neighborhood and regional infrastructure.

Indigo Design Awards, 2019: Bronze in Brand Development, the Youth Development Resource Center; Honorable Mention, Brand Dev and Programming, CitizenDetroit
Clarence B. Jones Impact Award, 2018 Finalist: Hope Starts Here Campaign

Type A Creative (Owner, Principal Designer), 2017–Present

Strategically-designed materials for organizations to communicate their work/mission. I use conversation and diagramming to connect unique histories to larger shared experiences, creating a social dialogue platform and stronger relationships with audiences.

Detroit Institute of Arts (Graphic Designer), 2013–2016

Created print/online content that strengthened the museum name and brand recognition. Developed procedures/processes and guided colleagues through those standards. Expanded extensively on agency concepts for large-scale exhibitions, including Diego Rivera & Frida Kahlo in Detroit, the DIA's highest-attended exhibition in 15 years.

Goodby, Silverstein & Partners/Commonwealth (Design-Focused Art Director), 2011-2013

Produced multi-format print and digital material for Nonprofits and Chevrolet, and large-scale materials for Chevy Racing. Collaborated on conceiving and implementing Chevy rebranding and guidelines.

D Show Award 2012 winner: Chevy Corvette C7 Times Square takeover (outdoor media); Alternatives for Girls: Best political/PSA

MSHC Partners/Pivot Group (Senior Graphic Designer) 2008–2010, 2016

Designed campaign and GOTV materials for high profile progressive causes and candidates. Developed proposals, managed junior staff on quality control and multiple campaigns; assisted in workflow standards. Engaged departments in brainstorming sessions, copyedited.

Pollie Award Winner 2011: Best in Show: Double Up Food Bucks.

Campaign literature picked up by *New York Times*, *Politico*

BOOKS UTILIZED

Design Elements,
Timothy Samara

Graphic Design: The
New Basics,
Ellen Lupton &
Jennifer Cole Phillips

Thinking with Type,
Ellen Lupton

This Means This/This
Means That: A User's
Guide to Semiotics,
Sean Hall

A Designer's Research
Manual,
Jennifer Visocky
O'Grady & Kenneth
Visocky O'Grady

Just Enough Research,
Erika Hall

79 Short Essays on
Design,
Michael Bierut

Ways of Seeing,
John Berger

lovio george communication + design (Senior Graphic Designer), 2006–2008

Collaborated with Creative Director and account executives on non-profit, regional policy and state government clients. Worked directly with printers. Managed multiple accounts at varying stages of creative need.

Q+M (Graphic Designer), 2003–2005

Developed/maintained initial identity system, artistic direction, quality of brand. Designed packaging/layout for educational videos and a book. Wrote copy, created artwork for supporting materials.

Telly Awards winner: SAT Vocabulary videos

EXTRACURRICULAR

2020 Design Justice Network Member

2020 Chicago Learning Exchange Member

2017–2018 Leadership Detroit, Class 49

2016–2018 Declare Detroit Board Member

2017 Women’s March on Lansing Organizing Member

2014 EnoughSAID Launch Team

REFERENCES

Available upon request.

**“It’s not just about
creativity, it’s about
the person you are
becoming while
creating.”**

—S. Rensing, retired
high school teacher