

LeAnne Wagner leannemwagner@gmail.com  
leannewagner.com  
917.445.6003

**education** Parsons the New School for Design; New York City, NY  
MFA Design and Technology  
2007 - 2009

University of Cincinnati; Cincinnati, OH  
College of Design, Architecture, Art, and Planning  
BS Graphic Design; Minor Certificate Marketing  
2000 - 2005

**professional  
experience** Knovation  
Cincinnati, OH; knovationlearning.com  
January 2013 - present. Contract

**UX/UI designer:** Knovation creates technology for K-12 classrooms, primarily software that provides standards aligned content for teachers. I'm currently working with a team to develop a new product that integrates content and student engagement in the same application, supporting the shift to blended learning and 21st Century Skills. My role is to define the user experience and interface design through research and on-site testing. We employ an agile development process, working closely with teachers and students.

SocialThreader  
Cincinnati, OH; socialthreader.com, brandery.org  
July 2012 - December 2012. Full time

**Chief creative officer/Front end developer:** SocialThreader is a start-up company and member of the Brandery 2012 Class, a 14-week start-up accelerator, that aggregates a companies social media feeds to capitalize on ROI from their paid, earned and owned content. My primary responsibilities were gathering insight from potential clients to shape the interactive experience and develop the front-end of the interface.

Hyperquake  
Cincinnati, OH; hyperquake.com  
November 2010 - July 2012; Full time

**Senior interactive designer:** Hyperquake is a small design strategy and branding firm. Hyperquake specializes in brand innovation and category conceptualization. Design work is grounded ethnographic research methods and exploratory design innovation. As senior designer my responsibilities varied widely from print, digital, and installation design to research and art direction to regular client presentations.

POSSIBLE  
Cincinnati, OH; possibleworldwide.com  
November 2009 - November 2010; Full time

**Experience media lead:** Bridge Worldwide is a digital marketing agency. As an experience media lead I was a creative generalist, straddling multiple discipline areas including visual design, interactive media, and interactive development. I was responsible for seeing the "big picture" in a project, providing leadership internally, and seeking to continually improve the thinking and ideas behind experience rich executions.

r/ga  
New York, NY; rga.com  
January 2009 - March 2009; Graduate intern

Web/mobile designer: r/ga is a nationally recognized interactive firm. Worked on a Flash development team. My primary responsibilities were interface design and the translation and development of the final Flash site to a mobile compatible site.

Eric Mower and Associates  
Charlotte, NC; mower.com  
January 2006 - July 2007; Full time

Art director: Eric Mower is a marketing communications agency with multiple offices on the east coast. My primary responsibilities included the concept and design of TV, print, and radio ads, often partnering with a copywriter, direct contact with clients presenting work internally and externally.

research  
experience

National Science Foundation  
Urban Game Design as a Tool for Creativity, Collaboration, and Learning Among Youth  
New York, NY; Cincinnati, OH; nsf.gov  
September 2010 - present

Primary investigator: Urban Game Design is a National Science Foundation funded research project under their Creative IT initiative. The purpose of the study is to better understand the potential of new media for fostering creativity among youth. Through iterative game design youth participants learn new ways to link media to physical locations via mobile technologies. I am one of two primary investigators in the three-year study. My responsibilities include the authoring of curriculum, facilitating workshops, data analysis, and prototyping iPhone apps. This project is sponsored by Social Science Research Council.

PETLab  
New York, NY; petlab.parsons.edu  
October 2007 - August 2009

Research assistant: PETLab (Prototyping, Evaluation, Teaching and Learning Lab) is a MacArthur funded research initiative that develops games and play experiences that encourage alternative learning spaces. The research is primarily focused on the development of digital learning tools and games that explore social issues and the integration of emerging technology. My research was focused on the creation of urban games, mobile technology and situated learning with topics ranging from activism to the national debt.

Wakatta!  
New York, NY; wakatta.parsons.edu  
December 2008 - August 2009

Research assistant: Wakatta! is a MacArthur funded research project jointly led by the Social Science Research Council and Parsons, which leverages research and design as a process to assist civic and youth development organizations in New York City. My scope of research was centered on the collaborative design process and iPhone application development.

Parsons Center for Mobile Creativity  
New York, NY; mobile.parsons.edu

Fellow: Mobile media design studio supporting student interest and exploration in creativity and mobility through mobile device software.

teaching  
experience

Art Academy of Cincinnati  
Cincinnati, OH; [artacademy.edu](http://artacademy.edu)  
2013; Adjunct faculty, Visual Communications

**Design Systems, Investigation and Application:** The course is a project based class that introduces students to design research and client relationships. Students explore contemporary social, cultural, environmental, and community related issues by completing a series of 2D and 3D projects with local non-profit organizations.

University of Cincinnati  
Cincinnati, OH; [daap.uc.edu](http://daap.uc.edu)  
2012 – 2013; Adjunct faculty, Design Architecture Art and Planning (DAAP)

**Digital Design Seminar: Iterative Game Design:** The principle objective of the class was rooted in learning iterative design methodologies through game design. Games make an ideal vehicle for the iterative process, because their creation focuses on a cyclical process of testing, user input, and refining prototypes. Students first build analog board games to learn the principles of game design and later incorporate digital skills through the creation of location based mobile games.

**DAAP Camp Facilitator:** DAAP Camp is a week long summer camp for high schoolers interested in exploring design and art. I facilitated classes on game design, which focused on prototyping and iterative methodologies.

Northern Kentucky University  
Highland Heights, KY; [art.nku.edu](http://art.nku.edu)  
2012 – 2013; Adjunct faculty, Visual Communications

**Interactive Design for Visual Communications:** This course focuses on the fundamental designing of websites and interfaces for visual communication through studio-based inquiry and visual problem solving. Students learn web authoring tools and technology in addition to basic interaction software to engage in challenges that build competencies in visual communication design contexts.

Parsons The New School for Design  
New York, NY; [parsons.edu](http://parsons.edu)  
2007 – 2009; Part-time faculty

**Parsons International Design Collaboration Studio. Beijing and Shanghai, China:** Design collaboration between MFA and BFA design and technology, photography, and fashion students from Parsons and Tsingua University, Beijing. The collaboration focused on exploring global themes such as youth culture, climate change, and mobile media.

**Institute of Play: Mobile Quest Summer Camp:** Week-long game design camp where 5th graders created games using Nokia N85 smart phones.

**MFA DT Bootcamp:** Summer intensive course for incoming graduate students in the MFA Design and Technology program. Curriculum focused on design process.

Baruch College  
Fine Arts Department; New York, NY  
2008 – 2009; Adjunct faculty, Department of Fine Arts

**Graphic Design & Photography Concept & Theory:** Capstone course in which students pursued a project in photography or graphic communication that reflected a topic related to the contemporary social environment. The course included visual analysis and research of relevant theoretical perspectives.

**Principles of Internet Design:** Fundamental course exploring the principles and methods of designing for the internet, from content creation through production utilizing HTML, CSS, and Dreamweaver.

community  
involvement

AIGA Cincinnati  
Cincinnati, OH; [cincinnati.aiga.org](http://cincinnati.aiga.org)  
2009 - 2013

**Co-president (2011 - 2013):** AIGA is a professional association for designers that are committed to advancing design as a professional craft, strategic tool and vital cultural force. As co-president of the Cincinnati chapter, I lead 500+ local designers and a board of 20 in the goal of establishing AIGA Cincinnati as a neutral space where local creatives can collaborate, inspire, and educate. Goals during my term are to aggressively engage our members in three primary initiatives: the creation of our Design for Good program, establishing Cincinnati as a prominent design community nationally, and providing education opportunities for students and professionals.

**Programming Committee Chair (2009 - 2011):** As programming chair my chief responsibility was the orchestration and planning of chapter events and coordination the yearly schedule and goals.

WordPlay  
Cincinnati, OH; [wordplaycincy.org](http://wordplaycincy.org)  
2013

**Volunteer and workshop leader:** WordPlay provides a creative and engaging "third place" for children, offering a safe and inspirational location outside the home and school where children are supported in literacy with homework help, reading skills, creative and expository writing, collaborative arts, and project-based learning that encourages self-expression.

Cincinnati Contemporary Arts Center  
Cincinnati, OH; [contemporaryartscenter.org](http://contemporaryartscenter.org)  
2009 - 2013

**Scripps Docent:** Contemporary Arts Center docents provide educational and entertaining experiences to visitors of all ages through art, ideas and issues of our time. The Scripps Outreach Program pairs a docent with a classroom of students from K-12 for a year of in-class and museum visits, trips to artists' studios and projects that help to further explore the current exhibits and topics at the museum.

CoreChange  
Cincinnati, OH; [corechangecincy.com](http://corechangecincy.com)  
2011 - 2013

**Workshop facilitator:** CoreChange is a community-wide effort to bring together improbable partners to co-create solutions that unleash the possibilities of the urban core. As a workshop facilitator my role is to work with the team to plan and lead six-week workshops that bring together designers and individuals from low-income neighborhoods in Cincinnati. The goal of the workshops is to teach design methodologies to the neighborhood members in order to give them the tools to make improvements in their communities.

speaking  
engagements

Games, Learning, and Society; Madison, WI; June 2009, 2011, 2013  
Good Design for Cities; Cincinnati, OH; May 2012  
Nokia Mega Conference; Beijing, China; June 2009  
Parsons Design and Technology Thesis Symposium; New York, NY; May 2009  
Bank Street Teachers College; New York, NY; April 2009  
Cumulus Conference Saint-Etienne; Saint-Etienne, France; November 2008  
Meaningful Play Conference; East Lansing, MI; October 2008

**publications** "Design Through Play: A Case-Study for How the Iterative Game Design Process Promotes Learning." Wagner. Yust. Cumulus, Saint-Etienne 2008. Publication Series G. University of Art and Design Helsinki, 2009.

**software skills** After Effects  
Dreamweaver  
Flash/AS3  
HTML5/CSS3  
Illustrator  
InDesign (Digital Publishing Suite)  
Microsoft Office Suite  
Photoshop

**professional affiliations** American Educational Research Association  
AIGA Cincinnati  
Cumulus, International Association of Universities & Colleges of Art, Design & Media  
iPhone Developer Connection  
Independent Game Developers Association  
IxDA