

Curriculum Vitae **Susan Campbell**

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Education

- 2012 **MFA Interdisciplinary Master's in Art, Media & Design (IAMD)**
Ontario College of Art & Design University, Canada
Thesis exhibition entitled: *Sitelines: An Exploration of Physical Mapping Practices*
- 2009 **Postgraduate Diploma in Digital Media**
Institute of Art, Design, and Technology (IADT), Ireland
- 2008 **BA (Honours) in Design for Digital Media (Distinction)**
Athlone Institute of Technology (AIT), Ireland
- 1994 **Diploma in Graphic Communications (City&Guilds)**
Dublin Institute of Technology (DIT), Dublin
- 1990 **NCEA Diploma in Marketing with Business & German (Distinction)**
Dundalk Institute of Technology (DKIT), Ireland

Academic Positions

- 2013 – present **OCAD University Sessional Instructor**
Typography 1 (GDES1015)
Communication Design 1 + 2 (GDES1009 + GDES1016)
Graphic Design 1 + 2 (GRPH 2B08 + GRPH 2B09)
- 2016 – present **Durham College Partial Load Instructor**
Studio Practice I + II 3D Art + Design (STPR 1300 + STPR 2300)
Contemporary Studio Practice in the Global Context (FACS 5300)
- 2012 – 2015 **Durham College Contract Instructor**
Drawing for Design (DRAW 2400)
20th Century Art History (FAAC 4300)
Typography and Colour Theory for Integrated Media (CWMD 1400)
- 2011 – 2012 **Ontario College of Art & Design University**
Teaching Assistant - Research Methodologies for Graphic Designers (Fall 2011 + 2012)
- 2010 – 2011 **Ontario College of Art & Design University**
Graduate Researcher - Confronting Pain: Redefining Mobility

Grants, Awards and Achievements

- 2017 Juror on 2017 Uxbridge Juried Art Show
- 2015 Ontario Arts Council Visual Artists: Emerging Grant
- 2013 1st Place Award from Visual Arts Mississauga at VAM35
- 2012 Winning proposal for design and installation of PARK(ing) Day Event for Port Credit BIA
- 2011 Travel Grant to Fogo Island NL from OCADU School of Graduate Studies
- 2010 Academic Scholarship from OCAD University
- 2008 Best Student in Design at Athlone Institute of Technology
- 1999 Founding member of Network Louth Meath, the organisation for women in business

Selected Exhibitions

- 2017 **Workaday**
Visual Arts at Harbourfront Centre, Toronto, Ontario
- Art Is Here | 50th Anniversary**
The Robert McLaughlin Gallery, Oshawa, Ontario
- 2 Rooms Artist Residency**
Graduate Gallery, OCAD University, Toronto, Ontario
- 2016 **Zonification (Solo)**
Gallery A, Robert McLaughlin Gallery, Oshawa, Ontario
- Architectonic**
2 Rooms Contemporary Art Projects, Duntara, Bonavista Bay, Newfoundland
- 2015 **Tracing Ambiguity (Solo)**
XIT-RM Emerging Artist Project Space, Art Gallery of Mississauga, Ontario
- 2013 **theSHOW.13**
Cambridge Galleries, Cambridge, Ontario
- VAM | 35th Annual Juried Show of Fine Arts**
Art Gallery of Mississauga, Ontario
- 2012 **PARK(ing) Day Installation**
Port Credit BIA and City of Mississauga, Ontario
- Sitelines: An Exploration of Physical Mapping Practices (Solo)**
Katharine Mulherin Contemporary Art Projects, Toronto, Ontario
- Yesterday's Today, Tomorrow**
XPACE Cultural Centre, Toronto, Ontario
- 2011 **Shore Notes Revisited**
Graduate Gallery, OCAD University, Toronto, Ontario
- Shore Notes (Residency Exhibition)**
The Long Studio, Fogo Island, Newfoundland
- Like There's No Tomorrow (Graduate Exhibition)**
XPACE Cultural Centre, Toronto, Ontario
- 2010 **{dis}PLACEMENT (Graduate Exhibition)**
Graduate Gallery, OCAD University, Toronto, Ontario
- 2008 **The {collective} Mechanism (Graduate Exhibition)**
Athlone Institute of Technology (AIT), Co Westmeath, Ireland

Residencies and Workshops

- 2016 **Art Lab Residency**
Artist-in-residence at the Robert McLaughlin Gallery for 2 months. Included artist talk.
- 2016 **2 Rooms Contemporary Art Projects**
3 week residency in Duntara on the Bonavista Peninsula, NL.
- 2011 **Fogo Island Art & Design Residency**
The residency, hosted by [Shorefast Foundation](#), explored various aspects of the relationship between Seal and Man in the North Atlantic region: the fisherman, the nomad, the scientist, the child, the scholar, the environmentalist, the hunter, the protectionist, and the seal itself. The culmination of the residency was a group exhibition held in our workspace – the Long Studio, a one-of-a-kind building situated on the rocky shoreline of Fogo Island.

Work Experience

- 1997 – present **Orphisme Design**
Graphic Designer, Marketing Consultant & Cross-Media Specialist
Duties include:
- Proposing brand concepts and setting out brand management guidelines
 - Building rapport with new clients, exploring their design needs in depth, and developing these into design briefs
 - Market research and competitive analysis for clients from sectors such as state agencies, institutes of education, and corporate enterprises
 - Researching potential client markets and proposing brand repositioning strategies
 - Identifying appropriate suppliers to tender for specific components of projects
 - Costing and budgeting all elements of a project
 - Taking overall responsibility for individual projects, drawing up specifications and co-ordinating with photographers, illustrators, sign-makers, printers, copywriters, coders and fabricators
 - Providing feedback on all aspects of the project as it develops to ensure client satisfaction
 - Adhering to projected schedules to ensure job is completed on time and on budget
- 1994 – 1997 **Graphic Designer with Point One Graphics, Toronto ON, Canada**
- 1993 – 1994 **Graphic Designer with Clarke Warner Marketing, Dún Laoghaire, Dublin, Ireland**
- 1991 – 1993 **Junior Graphic Designer with Daniel O'Brien Creative Design, Drogheda, Ireland**

Key Skills and Experience

- **Design and project management:** drawing up design briefs with clients to determine marketing strategies, identifying goals and objectives, and implementing a project schedule to achieve these
- **Digital media:** design and develop motion graphics. Collaborate with industry professionals to deliver information kiosks, exhibition displays, DVD installations, trade displays, conference presentations
- **Publications and printing:** all aspects of design, layout, typography, photography, and preparation for print; template design to provide flexibility and adaptability to ensure effective management of successive editions
- **Web development:** building content management systems (Joomla and Wordpress) which allow client to administer/edit website without disruption to the front-end; applying social web design standards e.g. tags, sharing, ratings; designing and managing HTML email templates
- **Design and multimedia applications:** highly proficient in: InDesign, Illustrator, Photoshop, After Effects, Flash, Dreamweaver, Acrobat Pro, Final Cut Pro, iLife, Quark Xpress, Office, XHTML, CSS, XML, MySQL, and PHP
- **Graphic design research methodologies:** participant observation, pinpointing trends and values associated with target audience; SWOT analysis to evaluate niche markets; research to support brand repositioning

References

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