

## Curriculum Vitae **Susan Campbell**

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### Education

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- 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

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- 2013 – present    **OCAD University Sessional Instructor**  
Typography 1 (GDES1015)  
Design Process 1 + 2 (GDES1031 + GDES1016)  
Graphic Design 1 + 2 (GRPH 2B08 + GRPH 2B09)
- 2016 – present    **Durham College Partial Load Professor**  
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)

### Grants and Awards

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- 2019           Canada Council for the Arts: Travel Grant
- 2017           1st Place Award at The Nth Degree Juried Exhibition, Foundry Art Centre
- 2016           Ontario Arts Council: Exhibition Assistance Grant
- 2015           Ontario Arts Council: Exhibition Assistance Grant
- 2015           Ontario Arts Council Visual Artists: Emerging Grant
- 2013           1st Place Award at VAM35 Juried Exhibition, Art Gallery of Mississauga
- 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
- 2008           Best Student in Design at Athlone Institute of Technology

## Selected Exhibitions

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- 2021 **Utopian Blank Slate (Solo)**  
Craft Council Gallery NL, St. John's, Newfoundland
- 2019 **TAG | Juried Exhibition**  
Thames Art Gallery, Chatham-Kent, Ontario
- We Made (Pretend) Plans (Solo)**  
Foundry Art Centre, St. Charles, Missouri
- Parting Lines II**  
Continuing Studies Gallery, OCAD University, Toronto, Ontario
- 2017 **The Nth Degree | Juried Exhibition**  
Foundry Art Centre, St. Charles, Missouri
- Workaday**  
Visual Arts at Harbourfront Centre, Toronto, Ontario
- Durham Reach | 50th Anniversary**  
The Robert McLaughlin Gallery, Oshawa, Ontario
- 2 Rooms Revisited**  
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

## Work Experience

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- 1997 – present      **Orphisme Design**  
Design Director, 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

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- **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. Engage in storyboarding, sequencing, stop-motion, animated graphics, video editing. Collaborate with industry professionals to deliver motion graphics across a range of online and offline media, including exhibition displays, screen displays, signage, trade displays, conference presentations
- **Publications and printing:** all aspects of design, layout, typography, photography, and preparation for print in respect of offset lithography, web printing, spot UV, die-cutting, stitching, binding
- **Web development:** building content management systems (Joomla and Wordpress) which allow client to administer/edit website without disruption to the front-end; designing HTML email templates; applying social web design standards e.g. tags, sharing, ratings
- **Design applications:** highly proficient in: InDesign, Illustrator, Photoshop, After Effects, Flash, Dreamweaver, Sketch, Rhino, Acrobat Pro, Final Cut Pro, iLife, Quark Xpress, Office, XHTML, CSS, XML, MySQL, and PHP
- **Graphic design research methodologies:** design ethnography, participant observation, pinpointing trends and values associated with target audience; SWOT analysis to evaluate niche markets; research to support brand repositioning

## Selection and Evaluation Committees

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2019	Chair of Program Evaluation Committee for Conestoga College's Bachelor of Design (Hons)
2017	Juror on 2017 Uxbridge Juried Art Show
2017	Member of Gallery A/Art Lab Selection Committee, Robert McLaughlin Gallery

## Residencies and Professional Development

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2018	<b>Sculpture Course</b> While attending a 6-week Mould Making Studio course delivered by Professor Lauren Schaffer at OCAD University, I developed two separate bodies of sculptural work involving 3D Printing.
2016	<b>Art Lab Residency</b> Artist-in-residence at the Robert McLaughlin Gallery for 2 months. Included artist talk.
2016	<b>2 Rooms Contemporary Art Projects</b> 3 week residency in Duntara on the Bonavista Peninsula, NL.
2011	<b>Fogo Island Art &amp; Design Residency</b> The residency, hosted by <a href="#">Shorefast Foundation</a> , 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.

## References

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