

## Resume

Adam Smith  
Associate Professor / Program Chair  
New Media Design and Imaging  
School of Design  
Rochester Institute of Technology  
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## Professional Profile

With 9 years of academic experience coupled with over 7 years of freelance work in multimedia, e-learning and web design, I bring a unique and diverse educational and professional expertise to user experience design and development. With industry contacts and relationships, I have helped bring national recognition to Rochester and RIT through yearly student collaborations, international projects, lectures and events.

## Education

Masters of Fine Art  
Computer Graphics Design  
Rochester Institute of Technology, Rochester, NY 2001

Bachelor of Fine Art, with high honors  
Advertising Photography  
Rochester Institute of Technology, Rochester, NY 1998

## Key Qualifications

6 years of experience with graduate and undergraduate level teaching

7+ years of freelance experience in instructional/interactive and user experience design

I instruct each subject area using a wide variety of custom teaching aids, motivational and implementation strategies to engage student/user in active learning and problem solving techniques. Lectures and labs are developed to increase students' knowledge in computer software technology and design principles and aesthetics. I develop curricula with "real-world" clients and projects to better prepare students and foster team productivity.

My professional work experience involves project planning, content creation, design and implementation across digital media formats and technologies. A large portion of this work has been involved with instructional learning applications, template creation and technical troubleshooting.

## **Awards, Conferences and Publications**

2011 Presenter – Adobe Max  
Building Workspaces of the Future – Today

2011 Technical Reviewer  
iOS Wow Factor – Tim Wood, Apress

2010 Article - Adobe Online  
Collaborative Education for Designers and Developers (2 articles)

2010 Presenter – Adobe Educational Conference  
Creating an Interactive Designer in 4 years

2010 Panel Presenter  
Adobe AEL Summer Institute

2009 Presenter – Adobe Max: Partners By Design Conference  
Flash and Interactive Touch Screen Tables

2009 Presenter – Printing Industry Center Symposium  
Typographic Expressiveness of Print Compared to Screen

2008 Award - Graphic Design USA  
Website: David Lamb Photography

2008 Award - Graphic Design USA  
Website: Hye-Hun Nae Portfolio

2007 Article - Design and Technology  
Article written for "Design Magazine" in South Korea

2006 Contributor- Adobe article  
Article highlighting the teaching methods and work of my students work at RIT

2005 Lecture - "Designing the Experience"  
Society for Technical Communication Conference, Rochester, NY

2002 Best in Show Award for X-ray Safety Training  
International conference for the Society for Technical Communication

2002 Distinguished Award for X-ray Safety Training  
International conference for the Society for Technical Communication

1998 SPAS Honor Show Award  
Rochester Institute of Technology

## Employment

### Professional Development in Education

July 2010 to present, Associate Profess & Program Chair  
Rochester Institute of Technology  
College of Imaging Arts and Sciences, School of Design  
New Media Design and Imaging Program

July 2004 to 2010, Assistant Professor  
Rochester Institute of Technology  
CIAS | SOD | NMDI

July 2002 to 2004, Visiting Assistant Professor  
Rochester Institute of Technology  
CIAS | SOD | NMDI

July 2001 to 2002, Adjunct Professor  
Rochester Institute of Technology  
CIAS | SOD | NMDI  
2001 to 2008, Kyoto Summer Program and Workshops

2002 to Present, Course List

*Course materials and custom labs are available upon request.*

- New Media Perspectives
- 3D Form and Space
- Dynamic Typography
- Advanced 3D Techniques
- QTVR and Multimedia
- Intro to Computer Graphics
- Experimental Device UI Design
- Typography I
- Advanced Design for Networking
- Dynamic Information Design
- Emerging Multimedia
- New Media Team Project I and II
- 3D Dynamics
- 3D Motion and Particles

### Educational Service

2007 - present, Academic Support Committee  
2006 - 2007, Academic Senator (elected)  
2006 - Judge and Instructor for Digital Arts Competition & Exhibition  
2005 - 2006, Professional Leaves Committee (elected)

### Freelance Multimedia Development

Nae and Smith Design, September 2008 - Present

- Clients Effective UI/Rocky Mountain Health Providers, Afinos/Skin UX...
- UI Design, Desktop Application
- IA, UI and website redesign

Novatek Communications, September 2005

- Design and Develop desktop based reference application
- Eastman Kodak, March 2002 to 2005
- Design and Develop multimedia/online training applications
- Create SCORM and LMS compliant templates
- Track user success through interactions and quiz results

Azonic Web, LLC, August 2001

- Web site development and implementation
- Author Promotional CD-ROMs
- Author Flash "commercial" Animations

In-Seitz, September 1999-2000

- Author Promotional CD-ROMS
- Sound editing and mixing
- Clients (Legacy Bank of Texas, Accede Co.)

Additional projects, work and presentation materials are available upon request