

YVETTE SHEN

CURRICULUM VITAE

CONTACT

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yvetteshen.com

EDUCATION

2008 MFA

Visual Communication Design

Thesis: Active Interface in Visual Communication Design

Purdue university
West Lafayette, IN

2001 BSc

Computer Science

University of Rhode Island
Kingston, RD

TEACHING EXPERIENCE

2022-present

Associate Professor (with Tenure)

Department of Design

The Ohio State University, Columbus, OH

- GRADTDA 5505 Information Design
- DESIGN 4153 Information Design (Visual Communication Design)
- DESIGN 5505 Information Design for Non-majors
- DESIGN 3400 Design Media I (UI/UX Design)

2016-2022

Assistant Professor (Tenure Track)

Department of Design

The Ohio State University, Columbus, OH

- GRADTDA 5505 Information Design
- DESIGN 6200 Foundation for Graduate Design Studies
- DESIGN 4650 Collaborative Studio
- DESIGN 4153 Information Design (Visual Communication Design)
- DESIGN 5453 Design Media IV (Advanced Topics in VCD)
- DESIGN 3400 Design Media I (UI/UX Design)
- DESIGN 5505 Information Design for Non-majors
- DESIGN 3305 Visualizing as Thinking (Design Minors)

2013-2016

Assistant Professor/Lecturer

Department of Communication

The University of Utah, Salt Lake City, UT

- COMM 3510 Intro to Web Design
- COMM 3550 Principles of Visual Communication
- COMM 5520/6520 Interactive Narrative
- COMM 4570 Visual Editing

2010-2013

Assistant Professor - Converged/Interactive Media (Tenure Track)

School of Media Arts and Design

James Madison University, Harrisonburg, Virginia

- SMAD 201 Fundamental Skills in Media Arts and Design
- SMAD 308 Interactive Design for the Web II
- SMAD 332 Print Communication

2008-2009

Visiting Assistant Professor - Visual Communication Design

Patti and Rusty Rueff School of Visual and Performing Arts
Purdue University, West Lafayette, Indiana

- A&D 205 Design III
- A&D 206 Studio in VCD
- A&D 318 Fundamentals of Interactive Multimedia Design

PROFESSIONAL EXPERIENCE

2002-present

Freelance Designer

Promotional Marketing Campaign. Website design/development. Brochure design. Poster design. Work with clients individually from initial inquiry to final production.

Clients include: University of Utah, Circle Zine Online, James Madison University Football, Purdue Theatre, Purdue University, Cramer Inc., Orbidex Inc., Capitol Court Reporting, J.H.Lynch and sons, Park Shuttle and Fly, Gaming Solutions.

2004-2005

Senior Interactive Designer

Cramer, Inc. Norwood, Massachusetts

Project Management. Concept development, rebranding and refreshing design for various of clients. Web site design and development. E-mail newsletter design and development.

Clients include: Saucony, Abbott, Be-Jane, Novartis, Triaminic, Candela, Energizer, Comcast.

2003-2004

Multimedia Designer

BZ Results Coventry, Rhode Island

Created, developed and maintained customized web sites and marketing materials for a large group of customers

Clients include: Herb Chambers, Inskip, Paul Miller, etc. Approximately 30 automobile dealerships across America and Canada.

2000-2003

Web Designer/Graphic Designer

Orbidex, Inc. Providence, Rhode Island

Managed daily design challenges, as well as long-term projects for large and small clients, including web interfaces, brochures, logos, electronic newsletters, multi-media pieces, advertising materials and presentations

Clients include: Garth Clark Gallery, Paul Kasmin Gallery, Ann McCoy, Karen Lamonte, Larry Rivers, MassArt, Lenox Hill, RI Venture.

ESSAY PUBLICATIONS

07. 2003 Colton, Zachary A., et al. "Study protocol for FUTURES: testing a web-based reproductive health education program for adolescent and young adult males with sickle cell disease." PLoS one 18.7 (2023): e0289039. <https://doi.org/10.1371/journal.pone.0289039>

04.2003 Shen, Y., Sanders, E.BN. "Identity discovery: Small learning interventions as catalysts for change in design education", Journal of Design, Business & Society, Special Issue: 'Design and Interdisciplinarity', 9:1, pp. 127-44, https://doi.org/10.1386/dbs_00049_1

- 06.2022** Chu, H.Y., Shen, Y. User Feedback Design in AI-Driven Mood Tracker Mobile Apps. In: Kurosu, M. (eds) Human-Computer Interaction. User Experience and Behavior. HCII 2022. Lecture Notes in Computer Science, vol 13304. Springer, Cham. https://doi.org/10.1007/978-3-031-05412-9_24
- 05.2022** Alejandra Gomez Ortega A., van Kollenburg J., Y. Shen, et al. SIG on Data as Human-Centered Design Material. In CHI Conference on Human Factors in Computing Systems Extended Abstracts (CHI EA '22). Association for Computing Machinery, New York, NY, USA, Article 160, 1–4. <https://doi.org/10.1145/3491101.3516403>
- 02.2022** Shen Y. Supporting Student Mental Health in Design Learning Class via Positive Psychology. Dialectics 5th issue, ALGA Design Educators' Community and Michigan Publishing. <https://doi.org/10.3998/dialectic.14932326.0003.106>
- 01.2022** A brams M. Zajo K. Chan P. Shen Y. et al. A Health Literate Approach to Address Health Disparities: A Virtual Program for Parents of Children with Sickle Cell. Journal of Communication in Healthcare (YCIH) <https://doi.org/10.1080/17538068.2022.2026056> .
- 12.2021** Shen Y., Sanders E. Visualizing Stress: in-person and virtual co-designing with chart-based tools. Pictorial, IASDR (International Association Societies of Design Research) 2021.
- 06.2021** Shen Y., Sanders E. Exploring Experiential Information Environments. Communication + Place, SEGD (Society for Experiential Graphic Design)
- 02.2021** Shen Y. Visualizing One Week of College Students' Lives During the Pandemic. The Little Book on Global Health: COVID-19, Design Research Society.
- 12.2018** Shen Y. Placing Graphic Design at the Intersection of Information Visualization Fields. DHQ: Digital Humanity Quarterly
- 2017** Shen Y. Computer-Media: Interactive Narrative. In Li Y., Chi X. (Ed.), Fusion+Evolution: Teaching and Learning of Design in American and Chinese Academia (pp. 108 – 114). Wuhan, China: Huazhong University of Science and Technology Press.
- 10.2017** Shen Y. A Tale of Two Cities - Visualizing Air Quality in Salt Lake City and Beijing Communication Design, Interdisciplinary and Graphic Design Research Journal, ico-D, Routledge Taylor & Francis Online. Print. Web. < <http://www.tandfonline.com/eprint/PUWDuwfyEwVMY3gySYgm/full>>
- 11.2015** Shen Y. Reading and Interaction – Books in the Digital Age. Circle Magazine (Issue 10, November 2015 cover story) Taiwan. Print.
- 08.2015** Shen Y. Ideas and Strategies to Teach Conceptual Thinking Across the Divide. Beijing: China Light Industry, 2015. Print.

SELECTED CONFERENCE PROCEEDINGS

- 10.2023** Glove, R., Shen, Y. "Tracking Acts of Kindness through Comics: an Experimental Study" In: IASDR2023 Milan: Life Changing Design. <https://dl.designresearchsociety.org/iasdr/iasdr2023/shortpapers/29/>
- 11.2022** Shen, Y., Sanders, E.BN. "Visualizing Stress – In-person and Virtual Co-designing with Chart-Based Tools". In: Bruyns, G., Wei, H. (eds) [] With Design: Reinventing Design Modes. IASDR 2021. Springer, Singapore. https://doi.org/10.1007/978-981-19-4472-7_173
- 06.2021** "Finding New Representations of Old Knowledge: a design study of visualizing I-Ching" Design Culture(s) Cumulus Roma 2020 (delayed due to COVID-19)
- 10.2020** Abrams MA, Zajo K, Beeman C, et al. "A Health Literate Approach to Create a Virtual Sickle Cell Trait Education Program", Health Literacy Research Conference (virtual). Oral abstracts. (2021). HLRP: Health Literacy Research and Practice, 5(2), e124–e139. doi:10.3928/24748307-20210428-01
- 09.2019** "Design for Empowerment: A case study of using information visualization to support and promote college students' subjective well-being" International Association Societies of Design Research (IASDR) 2019 Manchester, UK <https://iasdr2019.org/uploads/files/Proceedings/pe-s-1115-She-Y.pdf>

- 11.2018** "A Comparative Study of the Role of Design in China and S. Korea" DTRS (Design Thinking Research Symposium) 12, Ulsan National Institute of Science and Technology (UNIST), South Korea
- 10.2018** "Visualizing Philosophy" Long Essay Presentation. Information+ conference, Interdisciplinary Practices in Information Design & Visualization. Potsdam, Germany.
- 09.2018** "Self-Guided Pain Assessment Tool for Cancer Survivors with Chronic Pain" Design4Health Conference poster session, Sheffield, UK
- 06.2018** "Visualizing the Confluence ..." Short Essay Presentation. MAKE conference by AIGA Design Educators Community Conference Indianapolis, Indiana. <https://www.fulcrum.org/epubs/2801ph964?locale=en#page=61>
- 10.2017** "From Software Engineering to Information Design" International Association Societies of Design Research (IASDR) 2017 Fundamental Research Session, long paper. Cincinnati, OH
- 06.2017** Panel organizer and presenter.
"Visualizing As Thinking" Converge: Disciplinarity and Digital Scholarship. AIGA Design Educators Community Conference Los Angeles, California.
- 04.2014** "From Data to Graphics." Broadcast Education Association (BEA) 2014, Las Vegas, Nevada.
- 04.2013** "Beyond Tools & Technologies: Ideas & Strategies to Teach Conceptual Thinking." Broadcast Education Association (BEA) 2013, Las Vegas, Nevada.
- 04.2012** "User Centered Mobile Web Design." Broadcast Education Association (BEA) 2012, Las Vegas, Nevada.

SELECTED EXHIBITIONS

- 08.2019** The Beauty of Visual Language as Art exhibition, San Francisco Library
- 10.2018** RSD7 The Systemetic Design Research Network conference poster exhibition, Torino, Italy
- 07.2018** ChinaVis Data Visualization Art and Design Exhibition. Shanghai, China
- 02.2018** Words in Characters, Books as Vehicles group Exhibition, Earl and Virginia Green Art Gallery, Biola University, La Mirada, CA
- 12.2017** Shanghai Visual Art and Design Exhibition 2017, Liu Haisu Art Museum Shanghai China
- 07.2018** ChinaVis Data Visualization Poster Exhibition. Qingdao, China
- 04.2017 - 01.2018** The Art of Language in Asian Culture juried Exhibition, Oklahoma State University Museum of Art, East Asia Library of Stanford University
- 08.2016** Research through Making The Ohio State University Department of Design Faculty Exhibition, Urban Art Space, Columbus, OH
- 02.2016** University of Utah A Sense of Place juried exhibition, President's Gallery, Salt Lake City, UT
- 05.2015** Across the Divide Group Exhibition, Beijing, China. Shijiazhuang, China
- 04.2010** ICC 2010 International Digital Design Invitation Exhibition, Tezukayama University, Nara, Japan
- 03.2009** interPHASE - MFA Thesis Exhibition (solo), West Gallery, Rueff Galleries, PAO Hall, Purdue University, West Lafayette, Indiana
- 01.2009** Color & Design International Poster Exhibition, Daegu & Kyongbuk Design Center, Daegu, Korea

- 04.2008** Be_Tween, Envision Center, Purdue University, West Lafayette, Indiana
- 04.2008** Design by Color, East Gallery, Rueff Galleries, PAO Hall, Purdue University, West Lafayette, Indiana
- 12.2007** Art Partners: A Mystery Challenge, Art Museum of Greater Lafayette, Lafayette, Indiana
- 2007** Waves, Tippacanoe Arts Federation, Lafayette, Indiana
- 2007** Applied Arts Student Awards Exhibit, Toronto's Design Exchange, Toronto, Canada
- 2007** Of Mind and Place, East Gallery, Rueff Galleries, Purdue University, West Lafayette, Indiana

GRANTS AND AWARDS

- 2022** Johnson & Johnson Innovation QuickFire Challenge Award "Wheeltrak" project team.
- 2021** 27th Annual Communicator Award (The Academy of Interactive and Visual Arts)"A New Generation of Climate Activism: Twitter Data Analysis on Fridays for Future Movement".
- 2021** OSU Affordable Learning Exchange (ALX) Teaching Grant.
- 2020** R. Warhol (English), Y. Shen – Reading Like a Victorian Global Arts and Humanity Large Grant, OSU
- 2020** Y. Shen, E. Sanders, A. Keanlinger, D. Sagris, What Stresses Us Out and How We Deal with It. Graphic Design USA (GDUSA) Web Design Award
- 2020** Y. Shen, E. Sanders (Design), P. Reitter (Germanic Language and Literature) How the Arts and Humanities can Benefit our Well-being Global Arts and Humanities Discovery Theme Open Grants Competition
- 2020** P. Chan (Design), Y. Shen, B. McCorkle (English) Sickle Cell Trait – SCT Aware Education In-Person Visual Aid 2.0 and eBook 1.0 Design Development Nationwide Children Hospital sub-contract
- 2020** D. Xiu (Mathematics), Y. Shen, J. Cheavens (Psychology), ASCTech - Studying Subjective Well-being on OSU Campus using Modern Machine Learning Techniques. OSU Seed Grant
- 2018** K., Lustberg (Public Health), N., Brill, Y. Shen Oncologists' Perspectives of the Survivorship Care for Older Breast Cancer Survivors OSU Cancer Control Program Seed Award
- 2017** Beecher, M. (Design), Shen, Y. The Designing Leaders Project: Visualizing the Leadership Narratives of Persons with Design Backgrounds Leadership Research Grant, Fisher Leadership Initiative
- 2016** University of Utah Faculty Research & Creative Grant - Visualizing Air Quality Changes in Major U.S. Cities
- 2015** First place in the Debut Paper Competition at Broadcast Education Association (BEA) - collaborated with Dr. Ye Sun and Miao Liu.
- 2014** University of Utah Teaching Grant - Interactive E-Book - The Future of Narrative Communication
- 2013** Association for Education in Journalism and Mass Communication (AEJMC) Creative Project 2nd Place Award
- 2011** American Graphic Design Award, Graphic Design USA
- 2011** Adobe Design Achievement Awards (ADAA) Innovation in Interactive Media in Education Semifinalist, Adobe Systems
- 2011** BEA(Broadcast Education Association) Award of Excellence (Interactive Media Educational Category)
- 2007** STA (The Society of Typographic Arts) Scholarship:Jack Weiss Founder Award (First Prize)
- 2007** Creative Quarterly Graphic Design Bronze Award (Issue 7) New York, New York

2006 Applied Arts magazine Student Award in Web Design Toronto, Canada

PRESS

04.2020 "Information Design during Covid-19 Pandemic" OSU onCampus Today.

06.2019 "University Students & Their Pursuit of Happiness" Lead Read Today. Fisher Leadership Initiative. Web. < <https://fisher.osu.edu/blogs/leadreadtoday/blog/university-students-their-pursuit-of-happiness/>>

02.2019 "Curators from China Discuss the Ancient Wisdom Behind Traditional Art" The Lantern. Web. < <https://www.thelantern.com/2019/02/curators-from-china-discuss-the-ancient-wisdom-behind-traditional-art/>>

05.2018 "New course marries design with data to amplify impact" The Ohio State University Translational Data Analytics Institute News. Web. < <https://tdai.osu.edu/news/2018/05/16/new-visualization-course/>>

10.2015 "Seven Days in Beijing." Photomediations Machine. Web. <<http://photomediationsmachine.net/2015/10/20/seven-days-in-beijing/>>

04.2015 Envisioning Air Quality", @the U University of Utah Newsletter

04.2015 "Air of Salt Lake City." - Information Is Beautiful Awards / Inspiration. 15 Apr. 2015. Web. <<http://www.informationisbeautifulawards.com/news/71-air-of-salt-lake-city>>.

2014 Busan Design Association 40th Anniversary Exhibition Catalogue Busan, Korea

2013 Poster design published in Color & Design International Poster Exhibition Catalogue Daegu, Korea

2007 Book design published in Creative Quarterly (Issue 7, April 2007) New York, New York

2006 Website design published in Applied Arts (September 2006) Toronto, Canada

SELECTED WORKSHOPS

03.2019 Participatory Data Visualization for the Wellbeing of College Students Workshop. Jiangnan University School of Digital Media. Wuxi, China

05.2018 Visualizing Color System 2-Day Workshop. Hebei University of Science and Technology. Shijiazhuang, China

03.2018 Visualize the Cycle of Neighborhood Regeneration. 3-Week Collaborative Design in Agile Framework. The Ohio State University, Columbus, Ohio

11.2017 Design Sprint: Solving On-Campus Health & Wellness Issues with Design. The Ohio State University, Columbus, Ohio

06.2017 5-Day Information Visualization Workshop at the Department of Art and Design of Gengdan Institute of Beijing University of Technology. Beijing, China

11.2016 "The Power of Visuals – Exploring the Creative Space with Data" Research Data Management Workshop hosted by OSU Health Sciences Library. Columbus, OH

07.2015 "Visual Design and Mobile App." Healthcare Innovation Mall, Beijing, China

06.2015 "Design Education in the U.S." Central Academy of Fine Arts, Beijing, China.

05.2015 "Conceptual Thinking." Across the Divide 2015 Keynote Presentation, Beijing Normal University, Beijing, China.

SELECTED SERVICES

National:

- AIGA National Design Educator Steering Committee
- Committee member of Across the Divide - the Association of Chinese Artists in American Academia (elected membership).

Reviewer for Information Design Journal, IEEE VISAP, AIGA Dialectics, IASDR, Cumulus.

University:

- Barnett Center for Integrated Arts and Enterprise Advisory Committee (OSU)
- Master's in Translational Data Analytics (MTDA) Advisory Committee (OSU)
- Affiliated faculty of East Asian Studies Center (OSU)
- Students Wellness committee of College of Arts and Sciences (OSU)
- College of Arts and Sciences Senate (OSU)

Department

- Diversity & Inclusion Committee
- Events Committee
- Technology Committee
- Search Committee
- Visual Communication Design Curriculum Committee
- Undergraduate Study Committee
- Strategic Planning - Faculty Eminence Committee