

JAMES A. REEVES

james@kinosport.tv
646 567 0831

www.kinosport.tv
Uudenmaankatu 33 E27

www.redantenna.tv
Helsinki, Finland 00120

EDUCATION

- 2004** **M.S. Art & Design Education.** Pratt Institute, New York, NY
Thesis: *Reanimating the Grid: Beyond a Survey of Design History*
- 2001** **B.F.A. Graphic Design.** University of Michigan, Ann Arbor, MI

EXPERIENCE

- 2001 – Present** **Principal, Red Antenna. New York, NY. www.redantenna.tv**
Partner and creative director of award-winning design studio. Developed marketing and usability strategies, managed team of designers and developers, and created identity systems, websites, posters, magazines, and multimedia presentations for clients such as American Express, Dow Reuters, McKinsey, and MTV. Focused on design as a process of empowerment and education by working with academic institutions, non-profit organizations and local government such as The World Bank, Architectural League of New York, National Teaching Fellows, and the Center for Urban Pedagogy to develop projects that address issues such as urban planning, education, sustainable design practices, and social justice.
- 2006-2007** **Instructor, Parsons, the New School for Design. New York, NY**
Taught Laboratory I and II, a studio/seminar for freshmen that focuses on New York City community engagement through firsthand research, concept development, and studio work. Mediated student meetings with government and community organizations, helped identify local issues, and guided projects that led to press in *New York Magazine* and the Associated Press.
- 2004 - 2006** **Adjunct Faculty, Pratt Institute. Brooklyn, NY**
Developed graduate and undergraduate courses within the Art & Design Education department, including:
- Teaching & Technology: Design for Change
 - Survey of Literature in Design Education
 - Advanced Studies in American Education
 - Studies in Visual Culture
- Served as Chairperson for the Committee of Academic Concerns & Resources and Co-Chair of the Academic Senate Committee for Visual/Critical Studies, which seeks to promote interdisciplinary collaboration and foster curricular exchanges across the institute.
- 2006** **Adjunct Instructor, Southern Connecticut State University. New Haven, CT**
Taught undergraduate course in Information Design that focused on design as a research process that can serve community needs.
- 2003-2005** **Program Director, Pratt Summer Design School. Brooklyn, NY**
Managed all aspects of a six-week design school for 7–13 year olds. Developed the curriculum, hired and trained teachers, recruited students, promoted the program, and managed the budget. Achieved high level of work that led to increased funding and double enrollment by the third year.

- 1999-2001 Media Consultant, University Of Michigan Media Union. Ann Arbor, MI**
 Provided training sessions for university faculty in graphic and interactive software and hardware. Developed multimedia presentations, print materials, and training resources for faculty and university departments.
- 1997 – 2001 Publicity Director, WCBN 88.3 FM. Ann Arbor, MI**
 Managed radio station's publicity department. Developed marketing strategies, conducted regular interviews with press, and updated public with ongoing events. Created innovative promotional campaigns that helped increase station participation by over 30% in four years.

PUBLICATIONS & EXHIBITIONS

- 2008 "American Blend." *What Happened to Us? Life in the Bush Years* So New/Elope Press**
- 2007 Minimal/Maximal Festival. MC2 Cultural Center. Grenoble, France**
- 2007 *The Shape of Content.* Presentation at NAEA Conference. New York, NY**
- 2006 *Fingerprint: The Art of the Handmade* How Magazine & CDA**
- 2005 *Skinless Capital: Neoliberalism & Resistance.* OpenSource Gallery. Champaign, IL**
- 2005 *Stick Up, New York!* Wordless Street Art Festival. Zurich, Switzerland**
- 2003 *The Next 100.* URB Magazine**
- 2003 *Meanwhile...* Tonic. New York, NY**
- 2001 *Bloom: Flora & Electrics In Nine Parts.* Taubman Gallery. Ann Arbor, MI**

AWARDS & SCHOLARSHIPS

- 2004 Award for Outstanding Contribution to the Department of Art & Design Education. Pratt Institute**
- 2003 Scholarship award for Academic Achievement. Pratt Institute**
- 1995 National Merit Scholarship award. University of Michigan**