

MEG ERLEWINE

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EDUCATION

MASTER OF FINE ARTS

Time-Based Arts and Design
University of Tennessee,
Knoxville, TN
May 2017

ASSOCIATES IN APPLIED SCIENCE

Visual Design and Web Media
Ferris State University,
Big Rapids, MI
August 2006

BACHELOR OF ARTS

English
University of Michigan,
Ann Arbor, MI
May 2003

SERVICE

Bridge Refugee

Grant Writing and Marketing
Fall 2016 – present

EuReCA

Undergraduate Design Judge
April 2017

Graduate School Senator

Fall 2015 – Spring 2017

PROFESSIONAL EXPERIENCE

MAY 2016 – PRESENT

WEB DESIGNER

Instructional Development & Training,
Office of Information Technology
University of Tennessee, Knoxville, TN

- Assisted faculty with the development of online learning modules, utilizing Adobe Captivate and Articulate Storyline.
- Lead designer on OIT website redesign; implementing the UT WordPress template and customizing PHP, CSS, and plugins as needed.
- Led technology workshops for students, faculty, and staff.
- Mentored and trained graduate and undergraduate students.
- Project lead for instructional design faculty projects, including an online veterinary surgical training manual and interactive animated videos explaining chemical reactions.

GRADUATE TEACHING ASSISTANT

Instructional Development & Training,
Office of Information Technology
University of Tennessee, Knoxville, TN

- Assist with design needs, update website (Sharepoint).
- Assist with training workshops for a variety of software, including the Adobe suite and the Microsoft Office suite.
- Led technology workshops for students, faculty, and staff, including Camtasia, HTML, CSS, and Adobe Muse.

AUGUST 2014 –
APRIL 2016

JUNE 2010 –
AUGUST 2015

MANAGING EDITOR / MARKETING DIRECTOR

EZAdsPRO
Lafayette, IN

- Began as one of two editors to design and write five monthly trade publications, quickly promoted to managing editor.
- As managing editor, was responsible for the rebranding of Above the Fold Magazine, coordinating the editorial calendar, managing content, and supervising editors and interns.
- Directed the marketing campaigns for Above the Fold, EZAdsPro, and partner-company Drag+drop, including the design and maintenance of the corporate websites.
- Worked with the development team to create web-based software and web templates for customers.

SKILLS**DIGITAL MEDIA**

Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Acrobat, Fireworks, After Effects, File preparation for digital and offset printing; Flatbed scanning, CorelDraw, Corel PhotoPaint, Microsoft Office, Keynote, Prezi

WEB DESIGN

HTML 5, CSS 3, Adobe Dreamweaver, Adobe Muse, Bootstrap, WordPress, Squarespace, Drupal, PHP, ASP, Sharepoint, Javascript

PROGRAMMING

Processing, Arduino, Raspberry Pi

VIDEO

Adobe Premiere, iMovie, Bolex 16mm cameras, DSLR

AUDIO

Audacity, Adobe Audition, Garageband, field recording

NON-DIGITAL

Printmaking, relief; Letterpress, Book Arts, 3D Printing, Laser Cut

WRITING

Editorial and proofreading, Chicago Manual of Style and AP Style

eLEARNING

Adobe Captivate, Camtasia, Articulate Storyline, PowerPoint

Proficient on PC and Mac operating systems

JUNE 2012 –
OCTOBER 2013

APRIL 2008 –
JANUARY 2011

AUGUST 2003 –
NOVEMBER 2008

JULY 1996 –
JANUARY 2012

TEACHING EXPERIENCE

FALL 2016 – PRESENT

CONFERENCE COORDINATOR

Western Classified Advertising Association
(Telecommute)

- Developed annual conference theme, managed email campaign, and created content for the website.
- Designed print promotional materials.
- Attended board meetings and annual board retreat.

GRAPHIC AND WEB DESIGNER

Root & Branch Consulting, LLC
(Freelance)

- Designed, coded, and maintained websites.
- Designed print materials, including stationery, business cards, and marketing material.
- Consulted with clients via phone and email.

WEB CONTENT MANAGER

Matrix Software
Big Rapids, MI

- Managed web-ready content and databases; added HTML and ASP pages; and developed, designed, and managed Matrix's online magazine.
- Wrote copy for the website, catalogs, and booklets.
- Coordinated the copy editing of text for software programs.
- Designed web ads, catalog spreads, and booklets.

COPY EDITOR / DATA ENTRY TEAM LEADER

All Media Guide (AMG) / Rovi
Ann Arbor, MI

- As a copy editor (2000 until January 2012), edited and hyperlinked essays, freelance and in the office.
- Trained, supervised, and managed the late-shift staff as a Data Entry Team Leader (1999–2003).

WEB DEVELOPMENT OVERVIEW

OIT, University of Tennessee, Knoxville, TN

- Introduction to web development, including explanation of various coding and scripting languages, development process, and the different technologies that can be used.
- Advised faculty, staff, and students which development method would be best for their individual projects.

CSS 1

OIT, University of Tennessee, Knoxville, TN

REFERENCES

Susannah Finley
**DESIGN, MARKETING, AND
 WEBSITE MANAGER**
 sflinley@utk.edu
 865.974.9752

FALL 2016

Stephanie Church
GLOBAL COMMUNICATIONS
 stephanie_j_church@whirlpool.com
 269.281.6523

Sarah Lowe
**ASSOCIATE PROFESSOR
 OF GRAPHIC DESIGN**
 slowe@utk.edu
 865.974.3208

SPRING 2016

2015-2016

- Lead instructor for OIT; introducing students, faculty, and staff to the basics of CSS.

ADOBE MUSE

OIT, University of Tennessee, Knoxville, TN

- Lead instructor for students, faculty, and staff.

EXPRESSIVE TYPE WORKSHOP, Design 251
 School of Art, University of Tennessee, Knoxville

AUDACITY WORKSHOP, Foundations 102
 School of Art, University of Tennessee, Knoxville

MUSE WORKSHOP, Foundations 102
 School of Art, University of Tennessee, Knoxville

TEACHING ASSISTANT, Interaction Design
 School of Art, University of Tennessee, Knoxville

- Wrote and led final web project
- Provide technical support, with Muse and UNIX
- Provide design critique and feedback
- Maintain office hours and conduct one-on-one meetings with students

MUSE WORKSHOP, Foundations 102
 School of Art, University of Tennessee, Knoxville

GRADUATE TEACHING ASSISTANT
 Instructional Development & Training,
 Office of Information Technology
 University of Tennessee, Knoxville, TN

- Lead instructor of Camtasia
- Developer of CSS workshop
- Co-developer of Adobe Muse workshop

AWARDS AND RESIDENCIES

2016

**ORIN B. & EMMA G. GRAF GRADUATE
 TRAVEL AWARD**
 University of Tennessee, Knoxville, TN

2015

DOWNSTREET ART HONORARIUM
 through the Massachusetts College of Liberal Arts,
 The Berkshire Cultural Resource Center, Mass MoCA,
 and the City of North Adams, MA;
 North Adams, MA

**IMPLEMENTING IMPACT!
 STRATEGIES FOR CREATIVE INTERVENTION**
 School of the Visual Arts, New York City, NY
 Summer Residency

DOROTHY DILLE MATERIALS GRANT
 University of Tennessee, Knoxville, TN

SELECT WEB DESIGN

2017	OIT , The University of Tennessee
2016	BONNE CHANCE , playbonnechance.com
2015	AND: ART SHOW , andartshow.com
2015	HR EXCELLENCE GOOGLE SITE , private Whirlpool site
2014 & 2011	BLUEFIN TECHNOLOGY PARTNERS , getbluefin.com
2014	PEORIA PROMISE , peoriapromise.org
2014	GIS GOOGLE SITE , private Whirlpool site
2013	KENT HOMES , kenthomes.co.uk
2013	DRAG+DROP, LTD , draganddrop.co.uk
2012 & 2010	EZADSPRO ADVERTISING PLATFORM , ezadspro.com
2011	ABOVE THE FOLD MAGAZINE , abovethefoldmag.com
2010	INDECOTEC , indecotec.net
2010	SASHA FARM , sashafarm.org
2009	ESD INSTITUTE (for the Engineering Society of Detroit)
2009	GREENING THE HEARTLAND CONFERENCE , 2009 Conference site

EXHIBITIONS

2017	<i>REROUTED</i> (solo), Ewing Gallery, Knoxville, TN
2016	<i>THREE RINGS AND TWO PARTIES; THE ELECTION CIRCUS</i> , Rogue Community College, Grants Pass, OR <i>TAKING ISSUE: POLITICS, PRIVILEGE, AND OUR COLLEGE-FIVE PRIORITIES</i> , Memorial Union Gallery, Fargo, ND <i>REALLY BIG PRINTS</i> Rahr-West Museum of Art, Manitowoc, WI; Hamilton Woodtype Museum, Two Rivers, WI; Lawrence University, Appleton, WI <i>HANDHELD FESTIVAL</i> , The University of Tennessee, Knoxville, TN
2015	<i>AND: ART SHOW</i> (co-curated with Jade Hoyer, Cynthia Tidler, and Sarita Zaleha) Gallery 1010, Knoxville, TN; Gelsey Verna Gallery, Madison, WI; The Ark Gallery, Iowa City, IA

27 LBS OF INDIRECT EVIDENCE, The Standard, Knoxville, TN

GROUNDPLAY, A1 Gallery, Knoxville, TN

8TH ANNUAL DOWNSTREET ART EXHIBITION, North Adams, MA

DOUBLE DOWN: OR, A SHOW SO NICE THEY NAMED IT TWICE, Gallery 1010, Knoxville, TN

THE REJECT SHOW, The Living Gallery, New York, NY

2014

FIRST-YEAR SHOW, The Downtown Gallery, Knoxville, TN