

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

CERTIFICATIONS

Design Thinking for Learning Innovation

DevLearn, October 2017
Arun Pradhan

SERVICE

Bridge Refugee

Grant Writing and Marketing
Fall 2016

EuReCA

Undergraduate Design Judge
2017-2019

Graduate School Senator

Fall 2015 – Spring 2017

TABLE

Summer 2013

Habitat for Humanity

2007-2009

PROFESSIONAL EXPERIENCE

MAY 2016 – PRESENT

VISUAL DESIGN AND DEVELOPMENT SPECIALIST
Instructional Support & Training,
Office of Information Technology
University of Tennessee, Knoxville, TN

- Assisted faculty with the development of online learning modules, utilizing Adobe Captivate, Articulate Storyline, and WordPress.
- 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 in the creation of marketing and educational materials.
- Project lead for instructional design faculty projects.
- Worked with the OIT communications and marketing team to create campaigns and both print and digital marketing materials.

AUGUST 2014 –
APRIL 2016

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.

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 re-branding 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 parent-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.

CONFERENCE PRESENTATIONS**Online Learning Consortium (OLC),**

October 2020

"More Than Just Eye Candy:
Visual Design for Online
Content Presentation"
co-presenter: Jian Su

EDUCAUSE, October 2018**THEITS**, April 2019

"Professional Digital Presence:
Providing Building Blocks for
Life After Graduation"
co-presenters:
Rachael Stanley & Kortney Jarman

SKILLS**DIGITAL MEDIA**

Adobe Creative Suite, File preparation
for printing, CorelDraw and Corel
PhotoPaint, Microsoft Office, Keynote

WEB DESIGN

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

PROGRAMMING

Processing, Arduino, Raspberry Pi

VIDEO & PHOTOGRAPHY

Adobe Premiere & After Effects,
iMovie, DSLR cameras

AUDIO

Audacity, Adobe Audition, Garageband,
field recording

WRITING

Editorial and proofreading, Chicago
Manual 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).

USER-ORIENTED DESIGN

OIT, University of Tennessee, Knoxville, TN

- Presentation for UTIA web developers and marketers; discussed user personas, stakeholder mapping, principles of user-centered design for aesthetics and accessibility.

DEVELOPING YOUR PERSONAL BRAND & BUILDING A STUDENT PORTFOLIO WITH WORDPRESS

OIT, University of Tennessee, Knoxville, TN

- Visiting speaker for First-Year Studies and other undergrad courses covering the basics of building your brand and how to use WordPress.com to create a personal website to help for job searches.

REFERENCES

Rachael Stanley
INSTRUCTIONAL TECHNOLOGIST
 Office of Information Technology
 rachael@utk.edu
 865.567.6119

Stephanie Church
PROCESS OFFICER,
COMMUNICATIONS & PUBLIC AFFAIRS
 Whirlpool Corporation
 stephanie_j_church@whirlpool.com
 269.281.6523

Rose Parker
ASSISTANT DIRECTOR
 Office of Information Technology
 rose@utk.edu
 865.548.3327

Deb Shmerler
DESIGNER
 dshmerle@utk.edu
 865.789.2913

SPRING 2016

WEB DEVELOPMENT OVERVIEW WORKSHOP

OIT, University of Tennessee, Knoxville, TN

- Introduction to web development, including the strategies and technologies that can be used. Advised attendees about which development method would be best for their individual projects.

CSS WORKSHOP

OIT, University of Tennessee, Knoxville, TN

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

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

ADOBE MUSE WORKSHOP, Foundations 102
 School of Art & OIT, University of Tennessee, Knoxville, TN

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

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

2020	OFFICE OF INFORMATION TECHNOLOGY, The University of Tennessee, oit.utk.edu (under construction)
	CLASSROOM TECHNOLOGY RESOURCE, The University of Tennessee, classrooms.utk.edu
2019	PROGRAM FOR PET HEALTH EQUITY, The University of Tennessee, pphe.utk.edu
	AMERICAN RESEARCH INSTITUTE OF THE SOUTH CAUCASUS, arisc.org
2018	DEB SHMERLER, debshmerler.com
	SCHOOL OF ART, The University of Tennessee art.utk.edu
	SIWI, Strategic and Interactive Writing Instruction, siwi.utk.edu
2017	PRINCIPLES & PRACTICES OF SURGERY, The University of Tennessee, surgeryprinciples.utk.edu
	OFFICE OF INFORMATION TECHNOLOGY, The University of Tennessee, oit.utk.edu
2016	BONNE CHANCE, playbonnechance.com
2015	AND: ART SHOW, andartshow.com (inactive)
	HR EXCELLENCE GOOGLE SITE, private Whirlpool site
2014 & 2011	BLUEFIN TECHNOLOGY PARTNERS, getbluefin.com
2014	PEORIA PROMISE, peoriapromise.org
	GIS GOOGLE SITE, private Whirlpool site
2013	KENT HOMES, kenthomes.co.uk (inactive)
	DRAG+DROP, LTD, draganddrop.co.uk (inactive)
2012 & 2010	EZADSPRO ADVERTISING PLATFORM, ezadspro.com
2011	ABOVE THE FOLD MAGAZINE, abovethefoldmag.com (inactive)
2010	INDECOTEC, indecotec.net
	SASHA FARM, sashafarm.org (inactive)
2009	ESD INSTITUTE (for the Engineering Society of Detroit)
	GREENING THE HEARTLAND CONFERENCE, 2009 Conference site

EXHIBITIONS

- 2018 *PERIPATETIC SENSE OF PLACE*, Blackberry Farm Gallery, Maryville, TN
- 2017 *REROUTED* (solo), Ewing Gallery, Knoxville, TN
- 2016 *THREE RINGS AND TWO PARTIES; THE ELECTION CIRCUS*, Rogue Community College, Grants Pass, OR
- TAKING ISSUE: POLITICS, PRIVILEGE, AND OUR COLLECTIVE PRIORITIES*, Memorial Union Gallery, Fargo, ND
- REALLY BIG PRINTS*
Rahr-West Museum of Art, Manitowoc, WI;
Hamilton Woodtype Museum, Two Rivers, WI;
Lawrence University, Appleton, WI
- HANDHELD FESTIVAL*, The University of Tennessee, Knoxville, TN
- 2015 *AND: ART SHOW* (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