

Kerstin Upmeyer

Illustration & Design • Instructor & Instructional Technologist, M.Ed.

Profile

- **Over 14 years of teaching experience in illustration & design**
- **Published author of tutorials, columns and feature articles for an international design magazine**
- **Administrative experience as Program Coordinator of a post-secondary design and multimedia program**
- **Published Illustrator in both traditional and digital mediums**
- **Adept at training and adapting to new curriculum and subjects**
- **Well connected in the Florida West Coast design and advertising community**

Teaching/Administrative Experience

Program Coordinator, Design & Multimedia - Keiser University, Tampa Campus

2010 - present

- Train to teach unfamiliar subjects including multimedia and web
- Work to raise awareness of program with the local industry via advisory board and hosting industry group meetings
- Building multiple collateral materials for program, such as flyers, posters, mailers etc.
- Spearheading methods to grow student population including attending high schools, hosting field trips and art/design related events
- Member of an inter-campus technology committee
- Teach all existing courses for the program while working as Coordinator, as well as marketing the program
- Participate in inter-campus Convocation meetings with all design & multimedia program instructors to forecast upcoming trends and plan curriculum changes

Online Instructor, Graphic Design - International Academy of Design and Technology, Online

2007 - present

- Teach various subjects with a focus on portfolio development
- Work as Subject Matter Expert developing curriculum for classes

Adjunct Instructor, Graphic Design - International Academy of Design and Technology, Tampa

1997 - 2010

- Taught various subjects with a focus on portfolio development
- Developed curriculum for various classes
- Internship Coordinator for Graphic Design program, 2005-2008

Education

Fall 2007: Masters of Education

Major: Curriculum & Instruction: Instructional Technology

University of South Florida

GPA 4.0

1991: Independent Study

Major: Children's Book Illustration/Computer Graphics

Ringling School of Art and Design

- Studied independently over winter with Barry Moser, Illustrator

1990: Bachelor of Fine Arts

Major: Illustration

Ringling School of Art and Design

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Selected Work & Freelance Experience

Vermilion Dollar Lips

Tampa, FL

Medical Illustration, Book Layout

IECubed

St. Petersburg, FL

Corporate Training; Computer Graphics and Design

International Learning Systems

St. Petersburg, FL

Assistant Art Director; Illustration and Graphic Design

School Book Fairs, Inc.

Tampa, FL

Illustrator; *Totally Useless Skills* - by Rick Davis

Highway Safety Devices

Plant City, FL

Developed Logo and Advertising

R-Design

St. Petersburg, FL

Logo Development for an R-Design Client

Software Skills

- **Illustrator**
- **Photoshop**
- **InDesign**
- **Dreamweaver**
- **XHTML/CSS**
- **Premiere**
- **After Effects**
- **Flash**
- **QuarkXpress**
- **Microsoft Office**

Publications

Artistik: The Magazine of Art and Design

Tutorials and Column writer from 2008 to present

Sing Spell Read and Write - Sue Dickson

Illustrator and Designer - 1997

Using Illustrator 9 - Suzanne Sayegh

Technical Editor, 2000

Totally Useless Skills - Rick Davis

Illustrator - 1994

Awards/Organizations

- **2011: Best Professor - Creative Loafing: Best of the Bay**
runner up, readers poll
- **2005: Graduate Certificate - Web Design, Instructional Technology**
University of South Florida
- **Adobe Certified Experts Network**
- **Phi Kappa Phi Honor Society**
- **Adobe InDesign Users Group of Tampa**
- **Tampa Illustrator and Photoshop Users Group**
- **USF Instructional Technology Student Association**
- **Tampa Graphic Design and Tampa Bay Wordpress Meet up Group**