

# Michelle Rothwell

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## Fine Artist | Associate Professor | Designer | Entrepreneur

Fine Art – 2D/ 3D Computer Graphics – Interdisciplinary Art & Design – Research & Education  
Creativity Consulting, Training & Coaching – Interaction & Information Design

### Summary

- Founder of Holistic Creativity, LLC, Workshops, Coaching, and Courses:  
[www.HolisticCreativity.com](http://www.HolisticCreativity.com)
- Expertise in Human Creativity and Innovation
- Mastery of Mindfulness practices for creative development
- 17 years expertise in developing curricula, both programs and courses
- 17 years teaching interdisciplinary curriculum in Interactive/Web Design, Digital Narrative, Digital Imaging, 2D/ 3D Animation, 3D Modeling Game Art/Design, and Creativity
- 18 years exhibiting in solo, jury, and group shows
- 30+ years' experience with Computer Graphics software and hardware
- 25+ years HCI (Human Computer Interaction) & design of interactive interfaces
- 7+ years leading interdisciplinary design teams to produce user-centered interface solutions and global information systems
- 2+ years in Virtual Reality/Simulation Design and Research
- Outstanding ability to frame complex ideas and systems using easy-to-understand models
- Masterful ability to interpret ethnographic data to create meaningful visual and interactive communication media
- Expert in information design, task schematics, user-experience design, user-scenarios, interface design and interactive prototyping

### Areas of Expertise

Creativity Coaching / Consulting

Web, UI/UX Experience, & Game Design

Fine Art/ Digital Art/ Media

Information Architecture/ Design

Programs & Curriculum

2D & 3D Modeling/ Animation

Virtual Reality/ Simulation Design

Human Computer Interaction/ Usability

Prototypes/ Virtual Environments  
Interactive/ Interaction/ Scripting  
Research/ Design/ Development

Programs/ Projects/ Production  
Multi-disciplinary/ Inter-disciplinary  
Training & Application Support

## Education

### Master of Industrial Design ([Current Program](#)),

**The University of the Arts**, Philadelphia, PA, 1997

- Awarded [Coryphaeus Fellowship](#)—for the ADID/A Project (Advanced Driver Interface Design/Assessment): a five-year research project for the Federal Highway Administration to develop an integrated, computer-based system to support design and human-factors assessment through interaction with virtual prototypes and environments.
- Graduated [Magna Cum Laude](#)
- Thesis: *A Dance Experience in a Non-linear Environment: A proof of concept for interactive spatial art in Virtual Reality* - [Abstract](#) and [Executive Summary](#)

**Bachelor of Art in Studio Art**, with High Distinction,

**University of Rhode Island**, Kingstown, RI, 1989

## Teaching Experience

**The University of the Arts** - [website](#)

Associate Professor

3D Graphics/ Game Art & Design

Fall 2014 – Spring 2018

**New York City College of Technology** - CUNY- [website](#)

Associate Professor: Animation and Game Art

2D/ 3D Animation, 3D Modeling, Game Art

Fall 2010 – Spring 2014

**Mercer County Community College** - [website](#)

Associate Professor: Digital Media Arts Program

Computer Art, Digital Narrative, 3D Modeling &

Animation, and Game Design

Fall 2008 – Spring 2010

**The University of Wisconsin - Stout - [website](#)**

Assistant/Associate Professor, Art & Design Department:

3D Modeling & Animation, Web/ Interaction Design

& Digital Imaging

Fall 2003 – Spring 2008

**The Art Institutes Online - [website](#)**

Multimedia/Web Design & Digital Imaging

Spring 2002 - Spring 2005

**Service Achievements: Educational & Professional**

- Published book, *Holistic Creativity: A Complete Course for Inspired Productivity*, ISBN- 978-0-9992227-2-0, Aug. 2019
- Co-curated Gallery show, *Digital Original*, May 12 – Jun. 18, 2018, Duke Gallery, Wallingford, PA
- Launched and sponsored a new student organization for Game Art, 2016/17
- Participated in the Web Redesign project for the University of the Arts, Spring 2017
- Served on Executive Counsel for the Dean of College of Art, Media, and Design, Fall 2015 – Fall 2016
- Chaired New Hire committee for 3D Computer Graphics Associate Professor, 2015/16
- Committee for New Hire of Design, Art, and Technology Associate Professor, 2015/16
- Designed new Game Lab for the Game Art program at UArts, 2016
- Designed a comprehensive creativity system, *Holistic Creativity*, copyright Nov. 2016
- Designed and Implemented Interdisciplinary Game Art BFA degree – launched in fall 2016, (Awarded NASAD preliminary accreditation).
- Served on Technology Committee at The University of the Arts – 2014 to 2016
- In fall of 2015, launched a new Creativity Consulting company, Holistic Creativity, LLC
- Resigned Design, Art + Technology BFA program – 2014/15
- Designed new courses in Virtual 3D Environment and Game Design at UArts - 2015
- Developed new courses in Virtual 3D Environment design – 2014/15
- Chaired Technology Literacy, subcommittee –2014/15
- Designed Concentrations in Animation, Game Graphics, & Illustration for B.Tech. in Communication Design degree – launched in Fall 2013
- Developed courses for new curriculum in Animation and Game Design at New York City College of Technology – CUNY, Fall 2011 – Spring 2012
- Initiated Technology Committee for Advertising Design Department, at NYC College of Technology - CUNY, serving 1300 students and over 100 faculty, Spring 2011 - Present
- Chair of Advertising Design Technology Committee at NYC College of Technology - CUNY, Spring 2011 – Spring 2014

- Advisor for Student Siggraph Chapter – NYC College of Technology – CUNY, Fall 2010 – Spring 2013
- [Chair of MetroCAF 2011](#) – Student animated film competition, sponsored by Siggraph NYC chapter
- Juror for “Art D’Eco” February 12 – April 3, 2010 at Gallery 125, Trenton, NJ
- Juror for 7<sup>th</sup> Annual MetroCAF 2009, student animated film festival competition, sponsored by Siggraph NYC chapter
- Designed & developed, completed college and state approval process, Associate of Applied Science degree in Game Design at Mercer County Community College – Spring 2009
- Advisor for Student Siggraph Chapter - Mercer County Community College, Fall 2008 – Spring 2010
- Faculty Senate, term: 8/2007 to 8/2010
- Promoted to Associate Professor 2008, ranked No. 1 of 18 total colleagues up for promotion
- M.F.A. Program Planning Committee at The University of Wisconsin – Stout, 2007 – 2008
- Served on College Governance Council – Fall 2006 – Spring 2008
- Coordinated hosting of PBS series Art:21 Season 4 at Univ. of Wisconsin – Stout, Oct. 8 & 10, 2007
- Published conference proceedings for the Independent Colleges of Art and Design (AICAD) [Echo: // chapter on Interdisciplinary Education](#) , 2006
- Chair of Facilities Committee (Lab and building modification/ Safety/ Budget), Fall 2006 – Spring 2007
- Designed a B.F.A. in Multimedia Design at the University of Wisconsin - Stout, Fall 2003
- Developed curriculum for 10 Multimedia courses, Fall 2003 – Spring 2004
- Art & Design Curriculum Committee - Processed 18 curriculum submissions from five concentrations, in response to department wide program revisions, and organized two Mid-Program Student Portfolio Reviews annually, Fall 2003 – Spring 2005
- Program committee: B.S. in Technical Communications, Fall 2005 – Spring 2008
- Program committee: B.F.A. in Art (Leadership role in Freshmen Orientation, Advising, Advisory Board for Multimedia), Fall 2003 – Spring 2007
- Student Advisor to the Student Siggraph Chapter –// Developed internship & professional opportunities for students in Gaming, Animation and 3D Visualization in MN & WI, Fall 2004 - Spring 2008
- CIDA, formerly FIDER, accreditation committee, Fall 2005 – Spring 2006
- NACAD accreditation committee, Fall 2006 - Spring 2007
- Visual Arts Classic- Juried for Statewide High School Art Competition - Spring 2007
- Faculty Hiring Committees: three for Industrial Design & three for Animation & Web Design, Fall 2006 – Spring 2008
- Gallery lecture on personal work in the faculty show- Fall 2006
- Moderator for "Interdisciplinary Education" workshop at the 2002 Conference for the Association of Independent Colleges of Art and Design ([AICAD](#)) - [HearSay: 10 Conversations on design](#)
- Presented graduate thesis work at Centre for Inquiries in the Interactive Arts, (CAiiA), Newport School of Art and Design, Wales, UK, 1997

- Jury-selected to present at ISEA, International Society for Electronic Arts, Chicago, IL, 1997

## Research Activities

- [\*Holistic Creativity: A Complete Course for Inspired Productivity\*](#), ISBN- 978-0-9992227-2-0, Aug. 2019
- **Pedagogical Theory** - *The Inevitability of Dynamic Interdisciplinary Education: Using Design Methodologies to Develop and Deliver Curriculum*

Presented at [8th International Conference on Design Principles and Practices](#)

Read the [Abstract](#)

Full [Journal](#)

- Fine Art Website – [michellerothwell.org](http://michellerothwell.org)
- [Grasshoppers of Wisconsin](#) - Interactive species-identification system designed and developed with an interdisciplinary team, including biologist Dr. Charles R. Bomar of the Univ. of Wisconsin-Stout

## Professional Organizations

- Former member of NYC and NJ-North chapters of IGDA, International Game Developer’s Association
- Board of Directors for NYC Siggraph Professional Chapter; Secretary fall 2010 – fall 2011
- Board of Directors for Minneapolis - St. Paul Siggraph Chapter; Committee Secretary, fall 2005 – fall 2006, Committee Chair, fall 2006 – fall 2008
- Minnesota Electronic Theater // Annual Animation Film Festival, Fall 2005 – Spring 2008
- [ACM Siggraph](#) Member, since 2004

## Conferences & Courses

- ACM Siggraph Conference: 1995, 1998, 2000, 2004, 2005, 2006, 2016
- International Conference on Design Principles & Practices: 2014
- Sadhguru Inner Engineering: Online & Complete
- Game Developer’s Conference 2009, 2015 in San Francisco
- Biomimicry for Designers: Fall 2007, MCAD with Dayna Baumeister co-founder of [Biomimicry 3.8](#)
- Studied painting at the Minneapolis Collage of Art & Design summer 2007
- Presented graduate thesis at Consciousness Reframed, 1<sup>st</sup> International CAiiA Research Conference, Univ. of Wales College, UK, 1997

## Grants & Awards

- **“Best in Show”**, *Mercer County Artists 2014*, Mar. 13 – Apr. 3, 2014, MCC College Gallery, NJ
- One of **“10 Artists to Watch”**, 2014 International Juried Exhibition, Los Angeles Center for Digital Arts
- Federal Perkins grant for New York City College of Technology - CUNY, implemented Spring 2012
- Federal Perkins grant for new Game Design Lab at Mercer County Community College, implemented Spring 2010
- Awarded Incubation Grant to develop a new interdisciplinary degree program in Game Design at the University of Wisconsin-Stout 2006
- Professional Development Grant to attend ACM Siggraph Conference awarded 2004
- Graduated Magna Cum Laude, May 1997
- Awarded Coryphaeus Fellowship in 1995. Fully paid scholarship and research stipend from Coryphaeus Software, Inc. towards a Master degree at The University of the Arts, Philadelphia, PA
- Received an Initiation and Innovation award for technical marketing support at DuPont, 1993

## Solo Shows

- *The Urgent Imperative*, Dec 12, 2019 – Jan. 25, 2020, Esther Klein Gallery, Philadelphia, PA
- *Virtual Sculptures*, Aug. 31 – Oct. 16, 2015, President’s Gallery, The University of the Arts, Phila., PA
- *Michelle Rothwell*, Solo Show, April 3 – April 27, 2015, CRUXspace, Philadelphia, PA
- *Biomimesis//Sculptures on Paper*, Solo Show, Sept. 10 - Oct. 7, 2013, Artworks, Trenton, NJ
- *Good Earth Gallery*, Solo Show, May 5 – Jun. 15, 2003, Philadelphia, PA
- *The Fringe Festival*, Solo Exhibition, Aug. 30 – Sept. 14, 2002, Ethical Society, Philadelphia, PA
- *Avenue of the Arts Festival*, Solo Exhibition, Oct., 1997, The University of the Arts, Philadelphia, PA

## Juried Shows

- *International Botanical Art Competition*, Aug 2018, [www.LightSpaceTime.Art](http://www.LightSpaceTime.Art), Online Art Gallery
- *LACDA 2014 International Juried Exhibition*, Mar. 13 – Apr. 6, 2014, Los Angeles, CA
- *Mercer County Artists 2014*, Juried Show, Mar. 13 – Apr. 3, 2014, MCC College Gallery, NJ
- *3 Years + 3 Days*, Juried Show, Feb. 4 – Feb. 7, 2014, NOoSPHERE ARTS, New York, NY
- *Paper Work*, Juried Show, Nov. 16 – Jan. 5, 2014, The Trenton City Museum at Ellarslie, Trenton, NJ
- *Art for Art’s Sake*, Juried Show, Apr. 9 – Jun. 5, 2010, Gallery 125, Trenton, NJ
- *Emerging Artists’ Show*, Juried Show, Feb. 9 – Mar. 2, 2007, The SPACE Centre, New Richmond, WI
- *ArtsWest 27*, Juried Show, Mar. 5 – Apr. 11, 2006, L. E. Phillips Library, Eau Claire, Wisconsin
- *The Photographic Process*, Juried Exhibition, Aug. 4 - 31, 2002, Da Vinci Art Alliance, Philadelphia, PA

## Group Shows

- *Digital Original*, May 12 – Jun. 18, 2018, Duke Gallery, Community Art Center, Wallingford, PA
- *UArts Faculty Exhibition*, Aug. 30 – Oct. 14, 2017, Montgomery Community College, Blue Bell, PA
- *Faculty Show*, Oct. 11 – Nov. 19, 2016, Kimmel Center for the Performing Arts, Philadelphia, PA
- *Faculty Show*, Oct. 2 – 23, 2013, Grace Gallery @ NYC College of Technology, Brooklyn, NY
- *Contemporary Visions*, Two-person show, Nov. 5 - Jan. 31, 2008, Univ. of Wisconsin-Marshfield Gallery
- *Northern/Southern Exposure*, Sept. 14 – Oct. 5, 2006, Univ. of Wisconsin-Stout, Menominee, WI
- *Northern/Southern Exposure*, Oct. 12 – Nov. 15, 2006, Univ. of Louisville, Louisville, Kentucky
- *Faculty Show 2005*, Group Show, Nov. 18 – Jan. 30, 2005, Furlong Gallery, University of Wisconsin
- *Food for the Soul*, 2004 Art Walk Series, Aug. 19, 2004, Menomonie, WI
- *Faculty Show 2004*, Group Show, Feb. 7 – Mar. 31, 2004, Furlong Gallery, University of Wisconsin-Stout
- *Women's Studies*, Group Show, Oct., 2003, Gallery 209, University of Wisconsin-Stout
- *From a Woman's Perspective*, Group Exhibition, Apr. 4 - 30, 2003, Gallery 911 @ Revsin, Phila., PA
- *Good Earth Gallery*, Group Show, Dec. 3 – Jan. 15, 2003, Philadelphia, PA

## Corporate Career Development

<b>Holistic Creativity, LLC</b> Principal	11/2015 to present
<b>Digital Ecology Design</b> Principal	10/2000 to 9/2007
<b>Healthaxis.com</b> Director of Information Architecture/ Consultant	11/99 to 5/01
<b>Qwest Communications, Inc.</b> Sr. Interactive Designer/ Information Architect	11/97 to 11/99
<b>Unisys Corporation</b> Multimedia/Interactive Designer	3/95 to 9/95
<b>E.I. DuPont De Nemours</b> (Acquired Crosfield Electronics, LTD 1991) Sr. National Applications Specialist / Art Director – Desktopics Magazine	1987 to 1995

## Corporate Clients/Projects

Glaxo SmithKline	Unisys	DuPont
Merrill Lynch	Qwest Communications	Proctor & Gamble
SAP	Rhone-Poulenc Rorer	HealthAxis
AstraZeneca	Philadelphia University	Bryn Mawr College

## Corporate Functions

Magazine cover design	Infographic Design	Motion Graphic Design
CD-ROM interactive applications	Interactive product catalogs	Virtual learning applications
Virtual Reality Systems	Virtual communication tools	Corporate Intranet/ Extranets
Information System front-ends	B2B Business systems	e-Commerce/College websites

## Selected Corporate Achievements

Initiated and developed new methods and processes for specifying front-end design of custom web applications across multi-discipline teams. Enhanced the integration of design, strategy, and technology by developing methods for building creative teams and collaborative work environments. Significantly affected product quality, client satisfaction and saved money by streamlining design process.

Designed, developed, and conducted national training for new computer graphic systems and software applications to specialists in field service, national technical support organizations, and national customer accounts. Implemented 20% of new training programs for the business unit of DuPont over 4 years' service.

Designed an innovative, e-Commerce solution for purchasing health insurance, as well as the post-sales claims support payment and management systems connecting to Legacy databases via XML. The dynamic information architecture significantly increased user performance to purchase products and generated maintenance efficiencies of 300% or better.

Designed and produced 3D highway database models used in real-time scene generation for research automobile simulator, using Coryphaeus software development tools for the Federal Highway Administration.

Designed creative interactive media programs, intranets and extranets for corporations, to support sales, marketing, and education. Through analysis and community building developed interactive user-



centered custom applications that facilitate job performance and global communication with both virtual and real tools.

Designed, produced, and managed full color National Customer Magazine. Aided and supported 50% of our national sales force in achieving sales closures, directly improved the bottom line of 75% of our customers, and saved our company \$100.0 thousand per year in ad agency fees. 85% of readers surveyed found beneficial technical value in the publication.

Coordinated the design, development, and implementation of usability testing for quality assurance in manufacturing of Dicommed Design systems via creative digitally generated images. Eliminated 10% of on-site installation failures of customer computer graphic hardware and software due to faulty disk and/or lack of hardware and software pre-testing.

As liaison to R&D in the Technical Marketing organization, developed user specifications for a high-end digital drum printer for DuPont Printing & Publishing. Afforded the product team intimate familiarity with technical specifications and operations of the users' workflow and tool base, and received a corporate Initiation and Innovation award.

### **Computer Graphics Skills**

*FAMILIAR:* Unreal, Quixel Suite 2.0, GameSalad, Mel Script, ZBrush, Substance Designer, World Builder, Vue, Plant Factory, and Unfold 3D;

*EXPERIENCE:* GameMaker, Unity, HTML, JavaScript, CSS, Visio, Microsoft Office;

*EXPERTISE:* Maya, Mudbox, Substance Painter, Photoshop, Illustrator, After Effects, InDesign, Wordpress, and Dreamweaver;

Willing to travel.

References furnished upon request.