

JENNIFER RITTNER

EDUCATION

Teachers College-Columbia University, New York, NY

Communication and Education, Master of Education, 2008

New York University, New York, NY

Arts Education and Administration, Bachelor of Arts, 1992

HIGHER EDUCATION

Parsons School of Design, New York, NY

Assistant Dean, Curriculum and Learning, July 2024-present

Assistant Professor, Strategic Design and Management (Tenure-Track), July 2024-present

Associate Director, BBA, Strategic Design and Management, July 2023-June 2024

Courses Taught:

Ms Strategic Design and Management: External Engagement Studio (Spring 2025, Spring 2024, Spring 2023), Project Facilitation and Collaborative Methods (Fall 2022, Fall 2023, Fall 2024)

BBA Strategic Design and Management: Design Research 1: Methods (Fall 2022-present); Design Research 2: Integration (Fall 2022-present)

Research: *High School to Higher Education in Design pathways* (2022-present)

Visiting Assistant Professor of Strategic Design and Management, July 2021-June 2024

Courses Taught:

Ms Strategic Design and Management: External Engagement Studio (Spring 2023, Spring 2024), Project Facilitation and Collaborative Methods (Fall 2022, Fall 2023)

BBA Strategic Design and Management: Senior Projects 1: Capstone (Fall 2021, Spring 2022, Fall 2023); Senior Projects 2: Capstone (Spring 2023), Research and Development Methods/Design Research 1: Methods (Fall 2021-Fall 2023); Integrative Research and Development/Design Research 2: Integration (Spring 2022-Spring 2024)

BA Integrative Design Program: Equity, Community, and Design (Spring 2022)

MFA Transdisciplinary Design: Contemporary Issues in Design (Fall 2021)

Continuing and Professional Education: Dimensions of Social Justice in the Design Industries

Courses Authored:

Ms Strategic Design and Management: Project Facilitation and Collaborative Methods (Fall 2022)

Continuing and Professional Education: Dimensions of Social Justice in the Design Industries (Spring 2022)

Service:

School of Design Strategies: SDS *EISJ Curriculum Initiative* white paper working group with Cynthia Jaramillo Lawson, Sam Mejias, Evren Uzer, and Paloma Griffin (Spring 2024); SDS *How Do You Belong* design sprint, co-lead with Mark Randall and Cotter Christian (Spring 2023); SDS *Weiss Lecture Series*, co-curator with Hala Malek and Barbara Adams (Spring 2022)

Ms Strategic Design and Management: Fall Symposium Faculty Lead (Ms SDM, Spring-Fall 2024); Course Coordinator for Project Facilitation and Collaborative Creative Practices (Fall 2022, 2023, 2024); Course Coordinator for External Engagement Studio (Spring 2024, 2025)

BBA Strategic Design and Management: Associate Director, responsible for BBA Course Coordinator/Teaching Team support and New Faculty Success support (Fall 2023-present); Course Coordinator for Senior Projects 1: Capstone (Fall 2022); Coordinator for Design Research 1 (Fall 2024); Co-Coordinator (support only, as needed) for Creative Team Dynamics (Fall 2024)

Research: *Black Experience in Design Little Library* and *K-12 Consortium* (Spring 2023), *I Am A Design Student* (Spring 2024);

Adjunct, January 2008 to 2012

Courses Taught:

Design + Management Departmental Seminar 1; Design and Everyday Experience; Design Development; History of Graphic Design (AAS program); Global Issues in 21st Century Art and Design.

All syllabi are available for review on request.

University of Illinois - Chicago

Guest lecturer, Fall 2024

Course: DES410/1 Colloquium

Leading three sessions on writing instruction for undergraduate seniors in the core course on career and professional development.

California College of Art, San Francisco, CA

Visiting Scholar, Fall 2021

Course Taught: Current Issues in Design

Public Lecture: Designing We: Collectivity and Equity in Design

School of Visual Arts, New York, NY

MA Design Research, Writing and Criticism – www.designresearch.sva.edu

Interim Chair, October 2019-February 2020

Faculty, Fall 2016-May 2021

Courses taught: Thesis Synthesis and Writing (Spring 2019, 2020, 2021), Design Histories (Fall 2017, 2018, 2019, 2020).

MFA Products of Design - www.productsofdesign.sva.edu

Faculty, Spring 2016-May 2021

Courses taught: Thesis II: Information Architecture (Spring 2019, 2020, 2021), Design History (Spring 2016, 2019), Design for Social Value (Fall 2016, 2017, 2018, 2019, 2020), Design and Politics (Fall 2018, 2020).

BFA Graphic Design and Advertising - <https://sva.edu/academics/undergraduate/bfa-design>

Courses taught: Graphic Design History (Spring 2020, Spring 2021)

Colloquium for International Graduate Students

Program/Course authored: Summer Intensive

Syllabi are available for review on request. All courses are taught in the context of social responsibility and the critical interrogation of systems.

Fashion Institute of Technology

Adjunct, Spring 2012

Communication Design Department

Course Taught: CD361 Professional Practices

PEDAGOGY

New York Times Learning Network, New York, NY - www.nytimes.com/learning/index.html

Freelance writer, April 2005 to January 2009

I wrote grade 6-12 lesson plans for online publication. Published lesson plans vary in subject and include social studies, geography, civics, science, math, language arts, media studies and journalism.

American Federation of Arts, New York, NY - www.afaweb.org

Interim Director of Education; Jan 1997 to Feb 1998

Assistant Curator of Education, Sep 1994 to Jan 1997

I wrote teacher packets designed to help teachers integrate art into the school curriculum; and managed a national audience research and implementation project (Art Access II) that targeted under-represented communities through improved educational programs and communications strategies. That work involved leading a consortium of AFA staff and museum professionals nationwide to devise educational and communications strategies for each exhibition in the project. I developed long-range plans and budgets; prepared educational programming guides; coordinated fundraising efforts with the development office; and reported to the Education Committee of the Board of Trustees on current and future education activities. I assumed leadership of the Education Office in 1997 following the departure of the Head of Education.

Museum of Modern Art, New York, NY

Administrative Assistant, 1992-1993

Museum of American Folk Art, New York, NY

Education Intern, Spring 1992

New York-Historical Society, New York, NY

Education Intern, Fall 1991

COMMUNICATIONS, CONTENT AND BRANDING STRATEGY

Content Matters – www.contentmattersny.com

Principal, January 2009 to July 2021

“Do great work with passion and pride, don’t keep it a secret.”

I developed communications, content and branding strategies for creative businesses and non-profits based on the philosophy that knowledge and insight ignite long-lasting engagements. I lead my clients through branding workshops and provide concise analysis and recommendations for strategic direction. I advise clients on relationship building, research strategy and presentation strategy, including developing and coaching on new business presentations; writing content across platforms; and often ghostwriting articles, conference proposals and client presentations.

Helicopter, LLC, New York, NY – www.hellochopper.com

Director of Client Strategy and Project Management, May 2008 to December 2008

My goal for this wonderful boutique design firm was to communicate their tremendous value to new business clients. I researched, developed and implemented new business strategies for the firm in what turned out to be their final year of business. The principals closed the shop midway through the following year.

Pentagram Design Inc., New York, NY - www.pentagram.com

Project Manager, May 2003 to May 2008

I managed a team of graphic designers for firm principal Paula Scher; working with clients that included Citibank, Coca-Cola NA, The Daily Show with Jon Stewart, The Public Theater and New York City Ballet. I retained and managed sub-consultants including illustrators, photographers, copywriters and copyeditors; defined project scopes and deliverables; managed project timetables; established

budgets; managed contracts and accounts; and mediated client communications, particularly in complex relationships between large corporate clients and our team of designers.

Columbia Center for New Media Teaching and Learning, New York, NY - ccnmtl.columbia.edu

Communication and Outreach Coordinator, June 2001 to July 2002

My goal in working with CCNMTL was to make the new technologies we offered to the faculty community more accessible and provoke them to learn more. I met with faculty across the many Columbia campuses and wrote concise website content to communicate our value to their research and encourage their participation.

American Institute of Graphic Arts, New York, NY - www.aiga.org

Project Coordinator Feb 1998 to Jan 2000

I managed a multi-disciplinary portfolio of special projects, including developing policies and procedures governing relations between AIGA and its affiliates or special interest groups (SIG); launched the first two SIGs: Design Education Task Force (for design academics) and Advance for Design Forum (for interaction designers). I produced Brandesign, the AIGA's third biennial business conference, which featured more than thirty speakers who addressed a sold-out audience at the Hudson Theater in New York. I developed communication strategies and prepared press releases for all of the organization's projects and prepared articles for publication in the organization's journal and on the website.

COMMUNITY SERVICE

Williamsburg High School for Architecture and Design, Applied Design Curriculum Developer for Junior year AP Human Geography course (Project initiation Summer 2018)

Montclair Art Museum, Van Vleck House and Gardens, Montclair Historical Society, Educator / Docent

Montclair Designers Outings, Founder and **Montclair Design Week**, Founding board of advisors

Unitarian Universalist Congregation of Montclair – Educator, Music committee

Advisory Councils – Design Museum Foundation (2021-present), Poster House Museum CMYK Council (2020), AICAD BIPOC Academic Leadership Institute (2020), AICAD BIPOC Leadership Mentor (2022-2023), Montclair Art Museum DEAI Council (2020-2023)

SPEAKING ENGAGEMENTS

- *Pluralism and the Historical Method in Design History Pedagogy*, AIGA Design Educator's Conference (Weave), June 2025
- *Teaching Design History*, NYC Museum Educator Roundtable, May 2025
- *Teaching Design History Pecha Kucha*, AAC&U conference, April 2025
- *Service Design* podcast with Marc Fontein, host, September 27, 2024
- *The Social Life of Small Urban Spaces*, Parsons School of Design public program, Organizer and Moderator (Jamer Hunt and Evren Uzer, participants), September 17, 2024; Johnson Auditorium
- *Design and Care lecture/workshop*, Design for Social Innovation Global Guest Lecture series, School of Visual Arts, April 13, 2022
- *Black Experience in Design* panel with Anne H. Berry and Kelly Walters, AIGA Conference (Seattle), mainstage, October 2022
- *Collective D(esign) | Season 2: Episode 4 | Decolonizing Design: Moving Beyond 101*, IIDA, September 30, 2021
- *The Equitable City: A Design for Fairer Living*, 92Y Cities Summit, September 23, 2021
- *Design Thinking 101 Podcast Conversation* with Dawan Stanford, August 12, 2021
- *Designing the Future: Approaches to Community-Led Justice panel discussion*, Public Policy Lab, June 15, 2021

- *Is Design a Form of Imperialism*, Queens College MA Media Studies lecture, March 17, 2021
- RGD Design Education Conference, Keynote with Anne H. Berry and Kelly Walters, January 15, 2021
- Restorative Design Conference 2020, Decentering Whiteness in Design with Sadie Red Wing, Lesley Ann Noel, and George Aye (moderator)
- NYCxDDesign, Design Delight: Making Room for Joy in Times of Crisis, June 2020
- 2020, Montclair Art Museum, Introduction to Art History (5-wk series), Summer 2019
- Bard Graduate Center, Manifestoes, Ethics & Design Practice (moderator), June 2019
- AIGA Diversity+Design, Keynote, 2018
- Reconstructing Practice, Art Center College of Design, Keynote, 2018
- Ladies, Wine & Design, Diversity and Inclusion discussion (Moderator), 2018
- SVA D*Crit Masters Thesis Presentations, Keynote lecture, 2018
- Tyler School of Art, Temple University, Guest lecture, April 2017
- RGD DesignThinkers, Diversity panel discussion, 2017
- Media Ethics seminar, Queens College, 2017
- iXDA Design Education Summit, Diversity in Design (lecture), 2017
- Tyler School of Art, Temple University, Guest lecture, April 2016
- Spark, Positioning Workshop, May 2014
- Evolve Symposium (co-organizer/co-facilitator), March 2013
- Spark (www.sparknyc.com), Managing Multiple Revenue Streams, May 2010
- American Association of Museums, Brand Longevity (Moderator), 2010 National Conference
- AIGA NY Breakfast Club, Communications Strategies for Design Firms, Spring 2010
- NY Historical Society, Exhibition critique of Before Central Park: The Life and Death of Seneca Village (Moderator), 1997
- National Museum of the American Indian, The Ownership of Meaning: Interpreting Ethnic Materials (Moderator), 1997
- The New-York Historical Society, Education vs. Entertainment: An Institutional Dilemma (Moderator), 1996
- Metropolitan Museum of Art, Educating in the Galleries: Traditional and Non-traditional Interpreters (Moderator), 1995

PUBLICATIONS

- Barnett, Malene with Jennifer Rittner (Editor). *Crafted Kinship: Inside the Creative Practices of Contemporary Black Caribbean Makers*, New York: Artisan Books, 2024
- Rittner, Jennifer, "David Klein's New York" in Lowry, Nicholas D. and Lippert, Angelina. *Wonder City of the World: New York City Travel Posters*, New York: Abrams, 2024
- Burch, Melissa, Nicole Burrowes, Marisol LeBron, Amaka Okechukwu, Jennifer Rittner, Designing Justice+ Designing Spaces, Paula Austin, and Shana Agid. "Geographies, Systems, Spaces, and Pictures: Scholars and Practitioners on Designing Against Infrastructures of Harm." *Design and Culture* 15, no. 2 (2023): 267-286.
- Rittner, Jennifer. *Was Ist Design?* featurette in Verlag Form, 2023
- Berry, Anne H., Kareem Collie, Penina Acayo Laker, Lesley-Ann Noel, Jennifer Rittner, and Kelly Walters, eds. *The Black experience in design: Identity, expression & reflection*. Simon and Schuster, 2022.
- Rittner, Jennifer, editor. *The Policing Issue: How one of the most powerful institutions functions by design*. Design Museum Magazine, Spring 2021
- Interview in Walters, Kelly. *Black, Brown + Latinx Design Educators: Conversations on Design and Race*. Princeton Architectural Press, 2021
- Rittner, Jennifer. "Design education reform: Modeling equity and inclusion in teaching and learning." *Design Management Review* 31, no. 3 (2020): 12-22.
- "Black Lives Matter Instagram Carousels are Changing the Shape and Longevity of Protest Graphics," *AIGA Eye on Design*, July 16, 2020.
- "Design Leadership: Now What?" *Future of Design in Higher Education* on Medium, June 22, 2020
- "Inclusion, Representation and Equity: A Mandate for Design Education," *The Startup* on Medium, Aug 2019
- Rittner Jennifer, "Chapter 4: Identifying Your Optimal Area of Specialization," in Cohen, Emily Ruth. *Brutally Honest: No Bullshit Strategies to Evolve Your Creative Business*. Bookseller's Daughter, 2018

- "Design, Collective Action, and American Racism," *UX Collective* on Medium, June 1, 2020
- "What is Design for Social Impact," SVA PoD blog, July 2017
- Rittner, Jennifer. "Teaching diversity in design." *Design Management Review* 28, no. 2 (2017): 16-18.
- "Design for Impact series: 8 designer profiles," *Core77*, Winter 2016-17
- Rittner, Jennifer. "Making Money Without Clients," in Benum, Ilise, *The Creative Professional's Guide to Money: How to think about it. How to talk about it. How to manage it.* How Books, 2011
- Hapgood, Susan, and Jennifer Rittner. "Neo-Dada: Redefining Art, 1958–1962." *Performing Arts Journal* 17, no. 1 (1995): 63-70.