



Jessica Zirkel-Rubin, Ed.D.
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EXPERIENCE

JZRDesign, LLC
Founder

2019 - present
Short Hills, NJ

Provides graphic design services to companies and individuals, including original logos, digital and print advertisements, social media assets, branded collateral, and party and promotional products. Also designs and builds custom WordPress websites.

New Frontier Marketing Associates, LLC
Design Director

2012-2019
Millburn, NJ

Designed digital and print marketing materials, including websites, logos, and advertisements, for a wide variety of corporate and non-profit clients. Managed complex projects, collaborating with other designers, programmers, and related professionals.

The Newark Museum
Manager of Web/Multimedia Development

2002-2003
Newark, NJ

Responsible for the design, production, and evaluation of promotional digital materials for The Newark Museum's website and gallery spaces. Also served as instructional designer for the museum's educational technology initiatives, including Web-enabled collections database projects.

MaMaMedia, Inc.
Senior Research Manager

1998-2000
New York, NY

Managed all product development and marketing research for children's Internet company. Designed and conducted studies to evaluate usability and appeal of online and offline products for children and parents. Utilized a variety of research methods including longitudinal focus groups, dyad sessions, and individual interviews. Developed budget and standards for department, supervised staff of research associates, and managed relationships with external research facilities.

Teachers College, Columbia University
Instructor, Advanced Multimedia Authoring

1998
New York, NY

Taught graduate-level course in design and programming of database-driven websites.

New York Eye and Ear Infirmary **1997**
Technical Coordinator, Department of Tele-Informatics **New York, NY**

Collaborated with clinical staff to design and produce Digital Atlas of Ophthalmology, a web-enabled database of ophthalmologic images. Performed web server and site maintenance.

Thirteen/WNET **1996-1997**
Elihu Rose Fellow **New York, NY**

Developed online lesson plans for wNetSchool, a subscription-based website for teachers.

Small World Software **1996**
Web Site Designer **New York, NY**

Designed and built web content for corporate clients including Hasbro and Champion Middle School Partnership.

Earlier work experiences included internships at **Harlem Environmental Access Project** (New York, NY, 1995), **Save Outdoor Sculpture!** (Lehigh Valley, PA, 1995), and the **Institute of Contemporary Art** (Philadelphia, PA, 1993) and administrative assistant position at **Prints in Progress** (Philadelphia, PA, 1994).

EDUCATION

Teachers College, Columbia University **2001**
Ed.D., Instructional Media and Technology **New York, NY**

Doctoral dissertation, "The Virtual Gallery 2.0 Framework: Design Plan for Digital Exhibit Curating," described the development and application of a software model that enables users to create and share web-based museum exhibits. Academic concentrations included instructional technologies for museum education, constructionism/learning by design, and internet use by pre-service teachers.

Lehigh University **1995**
M.S., Educational Technology **Bethlehem, PA**

Courses included Instructional Design, Advanced Interactive Multimedia Programming, Hypermedia Theory and Applications, and Research Methods in Education. In 1994, designed my first website, using HTML, for a class assignment.

University of Pennsylvania **1993**
B.A., American Civilization **Philadelphia, PA**

Minor in History of Art. Dean's List, 1992-1993.

Additional coursework in graphic design from **School of Visual Arts** (New York, NY 2012) and **University of the Arts** (Philadelphia, PA 1993), fine arts from **Visual Arts Center of New Jersey** (Summit, NJ 2010-2012)



TECHNICAL SKILLS

Adobe InDesign, Illustrator, and Photoshop • WordPress (including HTML and CSS) • MailChimp

AWARDS

Gold Award for Logo Design from Hermes Creative Awards	2019
Award of Excellence for Digital Media: Not for Profit/Pro Bono from New Jersey Advertising Club	2018
Award of Excellence for Logo, Consumer from New Jersey Advertising Club	2017
Graduate Scholarships from Teachers College, Columbia University, New York, NY	1997-1998 1995-1996
Elihu Rose Fellowship from Thirteen/WNET, New York, NY	1996-1997
Summer Fellowship from the National Endowment for the Humanities, Washington, DC	1994

PUBLICATIONS AND PRESENTATIONS

Bell, B. L., & Zirkel-Rubin, J. (2001). Goal directed inquiry via exhibit design: Engaging with history through the lens of baseball. Journal of Interactive Learning Research, 12(1), 3-39.

Zirkel, J., & Bell, B. (1998, December). The Abner project: Goal-directed inquiry in a simulated environment. Poster session presented at the International Conference of the Learning Sciences, Atlanta, Georgia.

Zirkel, J. (1998). Growing trends in technology training for preservice and inservice teachers. Social Science Record, 35(1), 37-43.

Zirkel, J. (1997, August). Virtual museum experiences in the classroom. Paper presented at the Museum of the City of New York's annual summer institute for educators, New York, NY.

Bell, B., & Zirkel, J. (1997). Authoring Virtual Gallery environments via task-specific tools. American Association for Artificial Intelligence Fall Symposium: Intelligent Tutoring System Authoring Tools (pp. 9-17). Menlo Park, CA: AAAI Press.

Zirkel, J., & Zirkel, P. (1997). Technological alternatives to actual dissection in anatomy instruction: A review of the research. Educational Technology, 37(6), 52-56.

Zirkel, J. (1989). When teachers go on strike, it's the kids who bear the brunt. The American School Board Journal, 47-48.

ORGANIZATIONS

Member AIGA • Member and Volunteer, National Council of Jewish Women

