



Jessica Zirkel-Rubin, Ed.D.  
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## EXPERIENCE

**JZRDesign, LLC**  
**Founder**

**2019 - present**  
**Short Hills, NJ**

Provides graphic design and creative services for small businesses, including original logos, WordPress websites, marketing collateral, print and digital ads, still and animated infographics, social media assets, and promotional products.

**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 kiosk. 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 website and magazine. Designed and conducted studies to evaluate usability and appeal of online and offline products for children and parents. Utilized a variety of research methods. 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 the 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 routine 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  
**Website Designer** New York, NY

Created web content for clients including Hasbro and the Champion Middle School Partnership.

## 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 1.0, 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).

## PROFESSIONAL TRAINING

**Nielsen Norman Group** 2020  
**UX Certification, Interaction Design Speciality** Online

Completed rigorous user experience training program via online synchronous course.



## TECHNICAL SKILLS

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

## AWARDS

<b>Gold Award for Logo Design</b> from Hermes Creative Awards	2019
<b>Award of Excellence for Digital Media: Not for Profit/Pro Bono</b> from New Jersey Ad Club	2018
<b>Award of Excellence for Logo, Consumer</b> from New Jersey Ad Club	2017
<b>Graduate Scholarships</b> from Teachers College, Columbia University, New York, NY	1997-1998 1995-1996
<b>Elihu Rose Fellowship</b> from Thirteen/WNET, New York, NY	1996-1997
<b>Summer Fellowship</b> 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.

## ORGANIZATIONS

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

