



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, building brands from ideation to implementation. Designs all elements of the branding system, including original logos, WordPress websites, marketing collateral, print and digital ads, social media assets, promotional products, and more.

New Frontier Marketing Associates, LLC

Design Director

2012-2019

Millburn, NJ

Created digital and print marketing materials, including websites, logos, and collateral, for 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 digital media for The Newark Museum's website and in-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 media literacy for 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) • Figma • 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 Ad Club	2018
Award of Excellence for Logo, Consumer from New Jersey Ad 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.

ORGANIZATIONS

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

