



Jessica Zirkel-Rubin, Ed.D.

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EXPERIENCE

JZRDesign, LLC

Founder

2019–present

Short Hills, NJ

Provides graphic design, website design, and creative services, building brands from ideation to implementation. Designs all elements of the branding system, including original logos, WordPress websites, marketing collateral, 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.

Previous professional experience includes Senior Research Manager at MaMaMedia, Inc. (New York, NY) and Website Designer at Small World Software (New York, NY).

EDUCATION

Teachers College, Columbia University

Ed.D., Instructional Media and Technology

2001

New York, NY

Doctoral work included the development and application of a software model that enabled users to create and share web-based museum exhibits. Academic concentrations included instructional technologies for museum education, constructionism/learning by design, and media literacy.

Lehigh University

M.S., Educational Technology

1995

Bethlehem, PA

Courses included Instructional Design, Advanced Interactive Multimedia Programming, and Research Methods in Education. In 1994, designed my first website, using HTML 1.0, for a class assignment.

University of Pennsylvania

B.A., American Civilization

1993

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 NJ (Summit, NJ 2010-2012).

TRAINING

Nielsen Norman Group

UX Certification, Interaction Design Speciality

2020

Online

Completed user experience training program via synchronous online classes.

TECH SKILLS

Adobe Creative Cloud (InDesign, Illustrator, and Photoshop) • WordPress (including HTML and CSS) • Drupal • Figma • MailChimp

awards, publications, memberships, and portfolio at www.jzrdesign.com