



Jessica Zirkel-Rubin, Ed.D.

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EXPERIENCE

JZRDesign, LLC **Founder**

Short Hills, NJ
2019–present

Provides graphic design, website development, and creative services, building brands from ideation through implementation. Specialized UX training ensures all materials are user-friendly and accessible. Recent clients include the 9/11 Memorial & Museum and smaller nonprofits.

New Frontier Marketing Associates, LLC **Design Director**

Millburn, NJ
2012–2019

Created digital and print marketing materials, including websites, logos, and collateral, for commercial and non-profit clients. Managed complex projects, collaborating with other designers, coders, vendors, and related professionals.

The Newark Museum of Art **Manager of Web/Multimedia Development**

Newark, NJ
2002–2003

Responsible for the design and production of digital media for the Museum's website and onsite kiosk.

Previous professional experience includes Senior Research Manager at MaMaMedia, Inc. (New York, NY) and Instructor at Teachers College, Columbia University (New York, NY).

EDUCATION

Teachers College, Columbia University **Ed.D., Instructional Media and Technology**

New York, NY
2001

Dissertation described the development of an educational software model that enabled users to create and share web-based museum exhibits.

Lehigh University **M.S., Educational Technology**

Bethlehem, PA
1995

Focus on Instructional Design. Created my first website in 1994, using HTML 1.0, for a class assignment.

University of Pennsylvania **B.A., American Civilization** • Minor in History of Art

Philadelphia, PA
1993

Additional coursework in graphic design and fine arts from The Cooper Union (2022), School of Visual Arts (2012), Visual Arts Center of NJ (2010–2012), and University of the Arts (1993)

TRAINING

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

Online
2020

Completed user experience training program via synchronous online classes.

TECH SKILLS

Adobe Creative Suite (especially InDesign, Illustrator, and Photoshop) • WordPress (including HTML and CSS) • Drupal • Jira • iContact • MailChimp • Microsoft 365 (including PowerPoint) • Google Workspace

VOLUNTEER WORK

Board Member, Visual Arts Center of New Jersey • National Council of Jewish Women * Planned Parenthood of Metro New Jersey • Catchafire

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