



Jessica Zirkel-Rubin, Ed.D.

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EXPERIENCE

JZRDesign, LLC **Founder**

Short Hills, NJ
2019-present

Provides freelance graphic design, website development, and creative services to small businesses and nonprofit organizations. Specialized UX training ensures all materials are user-friendly and accessible.

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

Millburn, NJ
2012-2019

Created digital and print marketing materials, including websites, logos, ads and collateral. 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 TOOLS

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

VOLUNTEERING

Board Member, Visual Arts Center of New Jersey

Volunteer: National Council of Jewish Women/Tovah • Planned Parenthood of Metro New Jersey

AWARDS

Gold Award for Logo Design • Hermes Creative Awards (International)	2019
Award of Excellence for Digital Media: Not for Profit/Pro Bono • New Jersey Ad Club	2018
Graduate Scholarships • Teachers College, Columbia University (New York, NY)	1997–1998, 1995–1996
Elihu Rose Fellowship • Thirteen/WNET (New York, NY)	1996–1997
Summer Fellowship • 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.