

John R. Rodriguez, MFA – Curriculum Vitae

John R. Rodriguez, MFA

808 K Street

Monroe, LA 71201

Phone: 318.267.8584

Email: jrodriguez@ulm.edu

Professional Website: <http://www.sbdonline.biz>

Art Blog: <http://www.jrrart.com>

1. Academic Degrees:

- MFA Memphis College of Art 2005 Computer Arts / Digital Media
- BFA Louisiana TECH University 2002 Graphic Design

2. College Teaching Experience:

- **Assistant Professor of Communication in Digital Media**
University of Louisiana at Monroe, Monroe LA, 2009 – current
 - New / Digital Media
- **Adjunct Instructor for Journalism**
Northwestern State University, Natchitoches LA, 2007 – 2009
 - Design & Layout
 - Digital Photography
- **Adjunct Instructor for Fine Arts 1040**
Northwestern State University, Natchitoches LA, 2006
- **Adjunct Instructor for Video Production**
Westwood College, Fort Worth TX, 2005
 - Video production & editing
- **Adjunct Instructor for Design History 101**
Westwood College, Fort Worth TX, 2005
- **Adjunct Instructor for Design & Layout**
Westwood College, Fort Worth TX, 2005
- **Adjunct Instructor for Interactive Media**
Memphis College of Art, Memphis TN, 2005
 - Adobe Flash
 - Interactive design
- **Adjunct Instructor for Basic Design**
Memphis College of Art, Memphis TN, 2004
- **Teaching Assistant for Macromedia Director**
Memphis College of Art, Memphis TN, 2003

3. Administrative / Professional Activities:

- **Committee Member, University Website Redesign Team**
University of Louisiana at Monroe, Monroe LA, 2011
 - To assess and provide an outside perspective on the functionality that a site-wide CMS would need to allow in order for departments to control their own content.
- **Provided Walking Tour for Potential Student Athlete Through New Mass Comm Labs / Facilities**
University of Louisiana at Monroe, Monroe LA, 2011
- **Developed STAP Grant for the Updated and Continued Improvements on Communication Learning Facilities (unfunded)**
University of Louisiana at Monroe, Monroe LA, 2011
 - Developed a grant, which if funded, would provide camera equipment and open up learning space for all of the students on ULM's campus – to serve new media needs.

John R. Rodriguez, MFA – Curriculum Vitae

- **Prepared Space and Set up Equipment for Digital Video Lab / Production Lab**
University of Louisiana at Monroe, Monroe LA, 2010 – 2011
 - Procured student help for the cleaning of learning space and setting up of equipment.
 - Prepared new course materials and operating guidelines for video and production spaces.
 - Developed floor plan and equipment list for new digital media lab(s)
 - Implemented all new plans
- **BOR Enhancement Grant, Equipment and Technical Expert / Co-Pi**
University of Louisiana at Monroe, Monroe LA, 2010 – 2011
 - Developed a floor plan, equipment plan, and operational plan for the new Video Media Lab in the Education Building
 - Built lab, staffed with digital media students from my own department and classes
- **Online Course Development for Department of Communication**
University of Louisiana at Monroe, Monroe LA, 2010
 - MCOM 4055 – Mobile Media Design
- **Online Course Development for Department of Communication**
University of Louisiana at Monroe, Monroe LA, 2010
 - MCOM 3055 – Mobile Media Design
- **Statewide Committee Member, Mass Communication Transfer Committee**
University of Louisiana System, Baton Rouge LA, 2010 – Present
 - Identify and develop a plan, as a part of a larger committee, so that 2 year ULS students can transfer into any 4 year ULS MCOM degree program (upon university acceptance).
- **Committee Member, Arts & Sciences Curriculum Committee**
University of Louisiana at Monroe, Monroe LA, 2010 – Present
- **Course Development, Mass Communications: MCOM 4055 - Mobile Media Design**
University of Louisiana at Monroe, Monroe LA, 2010
- **Course Development, Mass Communications: MCOM 4010 - Web Media Design**
University of Louisiana at Monroe, Monroe LA, 2010
- **Wrote a Proposal (Accepted) to Teach at PULV in Paris France**
PULV, Paris France – 2010
 - The proposal was accepted by the Board of Regents of Louisiana, and as a result I was able to teach for one week at PULV on the use of new media and marketing
- **Mass Communication Curriculum Restructure / Rewrite**
University of Louisiana at Monroe, Monroe LA, 2010
- **Development of Proposal for Digital Video Lab & New Media Mac Lab**
University of Louisiana at Monroe, Monroe LA, 2009 – 2011
 - The proposal was approved & funded; the new facilities boast up-to-date technologies that will give students a chance to work in an environment for developing new media components.
- **Online Course Development for Department of Communication**
University of Louisiana at Monroe, Monroe LA, 2009 – 2010
 - MCOM 2001 – Mass Communication & Society
- **Online Course Development for Department of Journalism**
Northwestern State University, Natchitoches LA, 2009 – 2010
 - Online Design & Layout
 - Online Photojournalism
- **Updates to Communications Departmental Web Site**
University of Louisiana at Monroe, Monroe LA, 2009 – current
- **Faculty Advisor, University Kiwanis Club**
University of Louisiana at Monroe, Monroe LA, 2009 – current
- **Committee Member, Advisory Committee**
University of Louisiana at Monroe, Monroe LA, 2009 – 2010
- **Committee Member, Art Historian - National Search**
University of Louisiana at Monroe, Monroe LA, 2009 – current
- **Committee Member, Online Course Policies Task Force**
University of Louisiana at Monroe, Monroe LA, 2009 – current
- **Media Development Specialist for Northwestern State University**
Northwestern State University, Natchitoches LA, 2006 – 2009

John R. Rodriguez, MFA – Curriculum Vitae

- Technology research for faculty use in face to face and online courses
- Design and facilitate professional development for faculty on how to create rich media objects to use in their online classes
- Provide help and guidance for the development of online classes using Blackboard LMS
- Web design that incorporates rich media elements
- Print design for the ECE department
- Provide professional expertise to other departments on campus in the use of rich media technologies (*video, audio, interactive design components*)
- **ECE Video Production Lab Administrator**
Northwestern State University, Natchitoches LA, 2006 - 2009
- **System Administration Helper for ECE Dept.**
Northwestern State University, Natchitoches LA, 2006 - 2009
- **Web Development for Journalism Dept.**
Northwestern State University, Natchitoches LA, 2007 – 2009
 - Design
 - Updates
- **Macintosh Computer Lab Administrator**
Memphis College of Art, 2003 – 2005

4. Exhibitions / Publications / Presentations

- **Book Cover Illustration (published): Business In The Trenches.**
SPW, Business / Military History (1st edition), 2010 – 2011
- **Book Chapter MCOM Text Book by Pearson Publishing: Hispanics in Advertising.**
Chapter in: Considering Diversity across Audiences, Content, and Production (3rd edition), 2010 – Present
- **It's a Brave New WWW.orld Article**
Monroe News Star, 2009
- **Blooming on the Bricks: Gallery Showing**
Natchitoches LA Art Guild, 2009
- **Spring Faculty Gallery Showing**
Northwestern State University, 2008
- **Improving Nature: Gallery Showing**
Northwestern State University, 2007
- **Group Presentation, T.H.E Conference – “Breaking New Ground in E-Learning”**
Baton Rouge, 2007
 - **Group Presenters**
 - *Dr. Darlene Williams*
 - *Hedy Pinkerton*
 - *John R. Rodriguez*
 - *Terrie McCallister*
- **Lecture at LACHE Conference – “Effective Marketing with New Media”**
Alexandria LA, 2006
- **Natural Reverie: Gallery Showing & Installation**
Memphis College of Art, 2005
- **Undergrad Group Exhibition: Gallery Showing**
Louisiana Tech University, 2002

5. Areas of Expertise:

- Procedural art using open platforms such as: Open Processing, etc.
- Delivery of rich media content online including interactive applications and video
- Web design and identity: both static and interactive
- Nonlinear video editing and special effects - Adobe After Effects, Final Cut Pro, Adobe Premiere
- Interactive Design for output on portable media and Internet
- DVD authoring

- Communication design, print design
- Digital Illustration
- Sound editing and sound creation
- 3D modeling and animation in Lightwave 3D, Blender 3D

6. Professional Development:

- **CMA Conference**
Louisville Kentucky, 2010
- **Using Clickers in the Classroom**
University of Louisiana at Monroe, 2009
- **Magna Online Seminar – Creating Course Templates for Faculty**
Shreveport LA, 2008
- **Magna Online Seminar – Creating Effective Presentations**
Northwestern State University, 2008
- **Attended Flash Forward Conference**
San Francisco CA, 2008
- **Quality Matters Seminar – Creating Quality Standard Online Courses**
Northwestern State University, 2007
- **Attended Ed Media Conference**
Orlando FL, 2006
- **Attended ADA Compliance Seminar**
Alexandria LA, 2006

7. Professional Experience / Consulting:

- **Web design: Permaddy**
Washington DC 2012
- **Web design: Davids's Gift**
Minden La 2012
- **Web design: Downtown Monroe RiverMarket**
Monroe La 2012
- **Video Production: Maple Ridge Family Farms (video promo)**
Altheimer Arkansas, 2012
- **Web design: Maple Ridge Family Farms**
Altheimer Arkansas, 2012
- **Web design: Catahoula Parish Library**
Jonesville LA, 2012
- **Web design: Edwards Hotel and Vacation**
Jonesville LA, 2012
- **Web design: Chennault Aviation & Military Museum**
Monroe LA, 2011
- **Consulting: Video Production Studio for Winn Parish Middle School**
Winnfield LA, 2010 - Present
- **Web design: St. Mary's Catholic School**
Natchitoches LA, 2008 & 2010
- **Web design: Oklahoma BioRefining**
Dallas TX, 2008
- **Web design: Sales Patrol**
Dallas TX, 2008
- **Web design: Little Black Dress Cards**
Dallas TX, 2008
- **Web design: Independent Producers of America, LLC**
Dallas TX, 2008
- **Web design: Adam North America, USA Holdings Inc.**
Dallas TX, 2008

- **Email promotion web form: Alarma Corp.**
Dallas TX, 2008
- **Flash animation presentation: Web / CD Digital Witness**
Dallas TX, 2005
- **Illustration: Century 21 Home Office**
Shreveport LA, 2005
- **Web redesign: Double K Farm Equipment**
Minden LA, 2005
- **Web design: Nova Media Group LLP**
Fort Worth TX, 2005
- **Brochure and flyer design: Baer House Inn**
Vicksburg MS, 2004
- **Web design: Baer House Inn**
Vicksburg MS, 2004
- **Web design: P & P Marketing**
Memphis TN, 2004
- **Web design: TOPP's Western World**
Shreveport LA, 2004
- **Web design: Harrah's Casino intranet**
Memphis TN, 2003
- **Web redesign: Kemp's Embroidery**
Minden LA, 2003
- **Web design & domain setup: Double K Farm Equipment**
Minden LA, 2003
- **Web redesign, domain setup & maintenance: TEMCO, Inc.**
Minden LA, 2003
- **Web design & maintenance: Webster Parish Police Jury**
Minden, LA, 2003
- **Web design & domain setup: Southern Sales Group**
Cordova, TN, 2003
- **Web design: Multdia.com**
Ruston, LA, 2003
- **Web design: Wood's Tanks Industrial**
Dixie Inn, LA, 2003
- **Brochure & business card design: Wood's Tanks Industrial**
Dixie Inn, LA, 2003
- **Mascot design: Fox networks forum search**
Canada, 2003
- **Logo design: Canadian Internet Radio Company**
Montreal, Canada, 2003
- **Web design: TEMCO, Inc.**
Minden, LA, 2002-2003
- **System tech & web master for TEMCO, Inc. (in house)**
Minden, LA, 2003
- **Web design: Webster Parish Library**
Minden, LA, 2000
- **Graphic Designer: Minden Press Herald**
Minden, LA, 1998-2000

8. Software Known:

- All Adobe Creative Suite CS Products – Photoshop, Illustrator, Indesign, Acrobat Pro, Adobe Premiere, After Effects, Encore, Dreamweaver, Flash Professional (*Including Flash Professional Actionscript 2.0 / 3.0, Dreamweaver HTML, CSS, PHP*)
- Newtek Lightwave 3D
- Blender 3D (*Open Source 3D Modeling and Animation Program*)
- Corel Painter
- Audacity (podcasting)

- GIMP (*GNU Image Manipulation Program*)
- Inkscape (*GNU Vector Illustration Program*)
- DVD Styler (*DVD Authoring Software*)
- Microsoft Office
- Open Office
- Final Cut Pro, Final Cut Express
- DVD Studio Pro (*DVD Authoring Software*)
- Quark Xpress
- FL Studio

9. Programming Languages:

- HTML/XHTML web programming language
- CSS Cascading Style Sheets for web design (*keep current with W3C standards*)
- Intermediate in JS
- Lingo (*Director Programming Language*)
- Action Script 2.0 / 3.0 (*Flash Programming Language*)
- Intermediate in PHP and MySQL database language

10. Operating Systems Knowledge

- (Ubuntu, Fedora Core 5, OpenSUSE) Linux
- Mac OS X
- Windows OS (*all*)

11. Computer Experience

- 5 years maintaining Macintosh Computer lab and Mac based web server
- 12 years experience troubleshooting and building Windows based computer systems
- 12 years experience working on Macintosh computers

12. Proficiencies

- Extensive knowledge of print processes, including but not limited to color separation process and printing using Pantone Color Guide and CMYK prep.
- Drawing using traditional techniques and media
- Foundation skills including, color theory, anatomy, basic drawing