JOE BAUTISTA

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SPECIAL EDITION

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EDUCATOR
ASSASSIN
FROM PASADENA, CA

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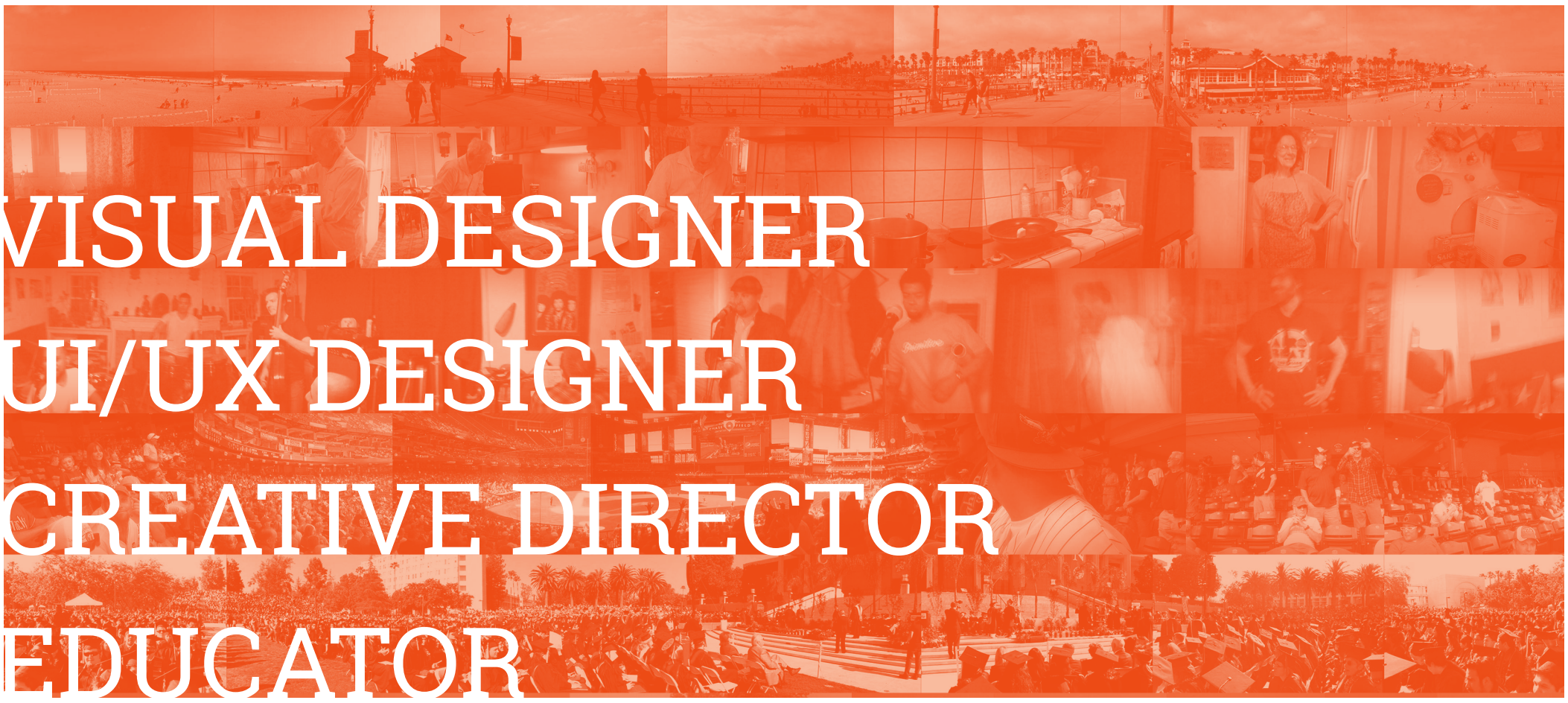

"19TH CENTURY CULTURE WAS DEFINED BY THE NOVEL, 20TH CENTURY CULTURE BY CINEMA,THE CULTURE OF THE 21ST CENTURY WILL BE DEFINED BY THE INTERFACE."

-LEV MANOVICH

My name is Joe Bautista.

My passion as a designer is to solve problems that deal with the concept, design and development of user interface (UI) and user experience (UX). My other passion is helping clients, students, designers, and entrepreneurs reach their goals. Therefore, I see the position of Assistant Professor of Art as one that allows me to fuse my passions, and CSUN is the ideal University at which to do so.

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COVER LETTER

TO THE SEARCH + SCREEN COMMITTEE

I am applying for the position of Assistant Professor of Art in the emphasis of Graphic Design/Interaction Design UI/UX. I have been a practicing visual designer for over 15 years and an educator for over eight years. I respectfully submit this letter of application, as I believe my experience and commitment to teaching make me well qualified to meet the needs of this position.

Advances in technology have allowed our society to experience a shift where more personalized and customized forms of digital media allow users to engage in new forms of interactive visual communication. My passion as a designer within this shift, is to solve problems that deal with the concept, design and development of user interface (UI) and user experience (UX). My other passion is helping clients, students, designers, and entrepreneurs reach their goals. Therefore, I see the position of Assistant Professor of Art as one that allows me to fuse my passions, and CSUN is the ideal University at which to do so.

In 2007, I attended graduate school to redefine my design focus from traditional print to interactive and digital media with an emphasis on UI/UX design. While at California State University, Los Angeles, I applied this focus to my thesis, titled *EGO/360*, a project using "Collective Creativity." I designed and developed a mobile application that collected user-generated 360-degree panoramic photography to feed a website and 360-degree gallery space. The project was a success because it connected strangers with their own points of view through technology and allowed visitors to experience them in multiple ways. I discovered that the process of problem solving with user-centered design and utilizing digital interfaces would be the focus of my future design work and academic teaching.

Collective Creativity – the collaboration and contribution of individuals so new and expressive art forms are produced and viewed by users connected by a network.

As a dedicated educator for over eight years, I have taught at California State University, Northridge; California State University, Los Angeles; and The Fashion Institute of Design and Merchandising. I have taught 16 different courses from foundation to advanced, which include typography, computer graphics, graphic design, packaging, portfolio preparation and interactive design. It has been a rewarding experience to be able to work with diverse individuals and to influence their path. I have three priorities in the classroom environment: provide interdisciplinary insight, provoke critical analysis from the students, and maintain the ability to adapt to and innovate with ever-changing technology and the ever-evolving user.

CSUN is a diverse campus of over 40,000 students with different cultural backgrounds and narratives. I consider that 40,000 opportunities per year to directly and indirectly influence, engage, and assist our students with the knowledge and tools they need to succeed. I emigrated from the Philippines, and my three siblings and I all attended CSUN as undergraduates and have experienced the journey of first-generation college students. I owe my success and ambition to the opportunities and knowledge gained here, which is one of the main reasons why CSUN is important to me.

I was fortunate to have worked professionally for four years as a designer at an entertainment studio, working as the lead designer on prestigious campaigns such as *Call of Duty*, which set the design precedent for an industry-changing video game. This exceptional design experience, coupled with my opportunity to teach early in my design career, allowed me to develop relevant course work that is always evolving, so I can remain focused on the convergence of technological advancement and student diversity.

Finally, I would like to make the committee aware of my dedication to mentorship and leadership roles in an educational environment. At The Fashion Institute of Design and Merchandising, I assisted in developing curriculums for interactive courses in their Digital Media and Graphic Design programs by reworking their course descriptions and content into more industry-relevant assignments. Since its inception in 2007, I have been the creative director for The Center for Visual Communication (VISCOM), an on-campus, student-managed creative agency that, to date, has worked on over 1000 projects and graduated over 170 alumni, most of whom are now designers at top agencies in Southern California.

Being familiar with the Graphic Design curriculum at CSUN, I am eager to develop new courses in Interaction UI/UX Design. I am able to articulate the industry standards to advance students' skills with UI – interactive layout, the UX - how the product feels, and the Visual Design – the graphic elements that put it all together. My goal is to make the Art and Design Department programs not only the best in the CSU system, but also to be a nationally recognized art and design education institution.

I welcome an opportunity to discuss my teaching and future projects with you. I have enclosed my CV, statement of teaching philosophy, student teaching evaluations (PDF), sample course syllabi (PDF) and letters of recommendation.

My design work can be viewed at **www.joebautista.com**, my students' design work at **www.joebautista.com/studentwork** and my course website at **www.joebautista.com/csun**. I look forward to hearing from the committee and I thank you for your time.

MY ACADEMIC LIFE AT A GLANCE

2011

Year received Master of Fine Arts at California State University, Los Angeles

Focus of work in Interaction Design, User Experience (UX), and User Interface (UI).

9.5

Years serving as Adjunct Lecturer at California State University, Northridge

Various upper and lower division courses in graphic design for both print and interactive media.

7

Years as Creative Director at the Center for Visual Communication (VISCOM) at California State University, Northridge

On-campus, student-managed creative agency that has worked on over 1000 projects and has over 170 alumni.

16

Number of different courses taught at three universities and institutions

Courses include graphic design, typography, computer graphics, production, interactive, packaging, and digital media at CSULA, FIDM, and CSUN.

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CURRICULUM VITAE

EDUCATION

2011
Master of Fine Arts
California State University, Los Angeles (CSULA)
Design with Interaction Design UX/UI emphasis

2001
Bachelor of Arts
California State University, Northridge (CSUN)
Art with concentration in Graphic Design

ACADEMIC EXPERIENCE

2004–PRESENT
California State University, Northridge
Adjunct Faculty / Department of Art
Upper and lower division courses in graphic design for print and interactive media

2008–2009
California State University, Los Angeles
Adjunct Faculty / Graduate Assistant
Department of Fine Arts
Computer graphics courses

2011–2013
Fashion Institute of Design and Merchandising (FIDM)
Faculty
Advanced courses in Graphic Design and Digital Media Programs

PROFESSIONAL ORGANIZATION:
1999 – Present
Member of AIGA
AIGA, the Professional Association of Design, is where design professionals exchange ideas and information.

PROFESSIONAL DESIGN EXPERIENCE

2012–PRESENT
Academic Affairs Web Team
Analyst/Programmer
Project lead for analysis, design and user experience of campus websites for academic departments and centers

2007–PRESENT
The Center for Visual Communication (VISCOM) at CSUN
Creative Director
Creative direction and management for on-campus creative agency servicing on-campus and external clients

2007–2013
Enculture Design
Partner/Creative Director
Visual communication studio with an emphasis on interaction design, print design, and brand identity

2001–2005
Hamagami/Carroll Inc.
Designer
Art direction, design, and conceptualization for an illustration/design studio for both corporate and entertainment clients

CAPABILITIES

VISUAL DESIGN
Art Direction
Concept Development
Typography
Brand Identity
Packaging
Photography
Illustration
Storyboarding

INTERACTION DESIGN
User Experience (UX)
User Interface (UI)
Application Design
Wireframing
Prototyping
Responsive Design
Information Architecture
Analytics
Usability Protocols

DEVELOPMENT
HTML/XHTML
CSS
Flash
PHP
JavaScript
WordPress
Drupal

MANAGEMENT
Creative Direction
Team Management
Project Management
Product Strategy
Marketing
Budget/Finance
Client/Designer Workflow

DIRECT INSTRUCTIONAL CONTRIBUTIONS

The Center for Visual Communication (VISCOM)
Manager and Creative Director of VISCOM since 2007. The full service creative agency mentors the most talented CSUN design students and services both on and off campus clientele. The majority of VISCOM students are successfully placed in Los Angeles design studios due to their direct experience at VISCOM.

Academic Affairs Web Team
CSUN Academic Affairs Web Team is a convergence of several on-campus entities and individuals responsible for the design and development of University websites and other on-campus web projects. I am involved as a key individual in the interface design, information architecture, and usability aspects of the various projects we undertake.

The Valley Performing Arts Center (VPAC)
Designed and developed the brand identity for the premier performing arts facility in the San Fernando Valley. Collaborated with administration and marketing staff for the College of Arts, Media, and Communication.

CSUN Art Department Website
Management, design and development of the website and blog. Worked closely with the administration for the department to create a website that informs students and faculty of departmental events and policies, and is also utilized as a marketing tool.

AMC ATI Coordinator
Served as Accessible Technology Initiative coordinator for the College of Arts, Media, and Communication at CSUN for two years, dedicated to 504 compliance of digital instructional material and websites. Designed and produced informational brochures to educate faculty and staff.

Shanghai Normal Branding Workshop
Conducted a one-day workshop with design students from Shanghai Normal University on branding a culture, particularly various Olympic brand identities which resulted in developing concepts for a Shanghai Games.

Perioe Project, Hanyang University Korea
A summer-long collaborative project between CSUN and Hanyang University students. Working together and communicating online, both groups presented packaging concepts for Perioe Toothpaste, a major Korean brand and an LG International Corp. product.

PAST CLIENTS

30Sixty Advertising
ACP Dealer, Inc.
ArtsNorthridge
CSUN College of Arts, Media and Communication
DGM7
Embassy Suites/Santa Ana
Flight Bistro
iLotos/Canon Yuri Films
Jaks Marketing
Merging Media
MyTherapistMatch.com
Pacific Office Interiors
Portable Sound Laboratories
Thinklogic, Inc.
TrendWhere
VPAC

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STATEMENT OF

TEACHING PHILOSOPHY

As our lives are integrating more with digital interactive media, I emphasize the need for students to understand their roles as designers in a digital world and the importance of user interaction, user experience, and interface design.

Each course goal, whether print or digital, beginning or advanced, is to create an environment where students are challenged with real-world scenarios and projects that encourage them to further develop skills in the creation of visual communication. In the case of Interaction/UX/UI design, we emphasize user research and needs, concept and solution, then finally, analysis and adaptation.

As stated in my cover letter, I have three priorities in the classroom environment: provide interdisciplinary insight, provoke critical analysis, and maintain the ability to adapt to and innovate with ever-changing technology and the ever-evolving user.

Be responsible.

I believe designers are interpreters of information and cultivators of society's visual artifacts.

Research and plan.

Creative talent matters, but without research, planning and organization, talent can only take them so far.

Be critical of everything you produce and everything you see.

Ask questions, be iconoclasts, and break down other designers' solutions.

Be problem solvers.

Not only solving your future clients' problems, but to be more introspective and use the design process as a method to resolve personal challenges or nourish entrepreneurial spirit.

Communicate and be articulate.

A students' work is being judged by how well it's presented and communicated, not solely on how it looks.

Adapt.

To keep learning and remain challenged.

Think outside your own box.

Even if the student might fail, it will result in a learning experience.

Always be hungry.

Know your work is never finished.

Take an interdisciplinary approach to your design, concept development and in execution.

Find inspiration in other forms of art, literature, science, history or other influences.

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SYLLABI + EVALUATIONS

Requested materials are available on the three websites listed below.
USB cards are provided if you are not able to view the materials online.

CURRENT COURSE WEBSITE

www.joebautista.com/csun

DOWNLOAD PASSWORD
csundesign

SITE CONTENT

Most recent course syllabi and Fall 2014 semester classroom materials.

PAST COURSE SYLLABI

www.joebautista.com/syllabi

SITE CONTENT

PDFs of past course syllabi from various courses taught at various institutions.

STUDENT EVALUATIONS

www.joebautista.com/evaluations

SITE CONTENT

PDFs of student evaluations from past courses at CSUN, FIDM, and CSULA.

USE ONLY IF WEBSITES ARE NOT VIEWABLE ONLINE

PERSONAL/ PROFESSIONAL + STUDENT WORK

FLIP UP TAB >

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SYLLABI + EVALUATIONS

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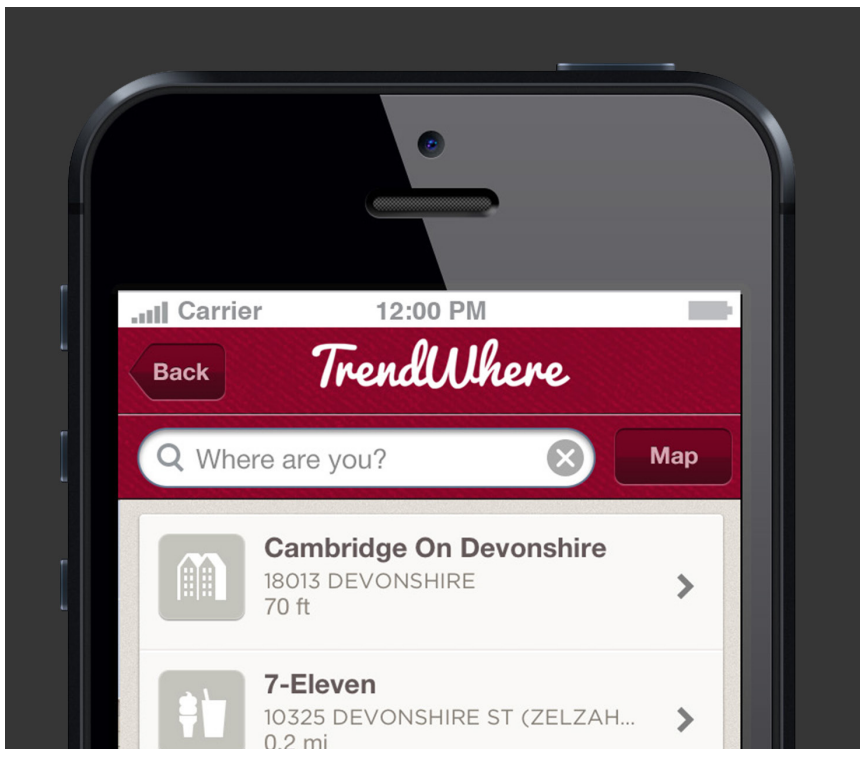
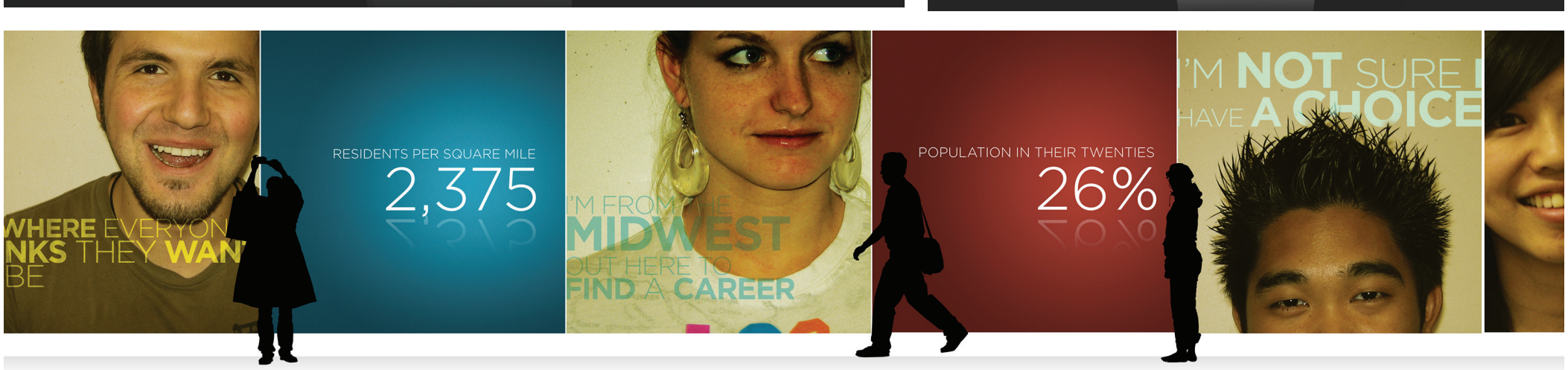
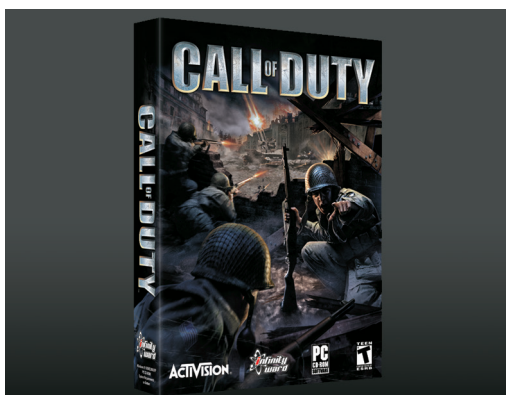
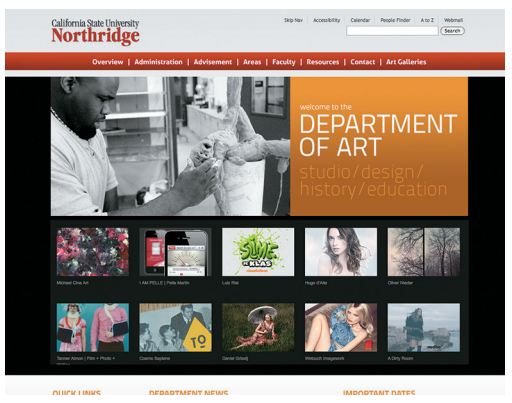
PERSONAL WORK









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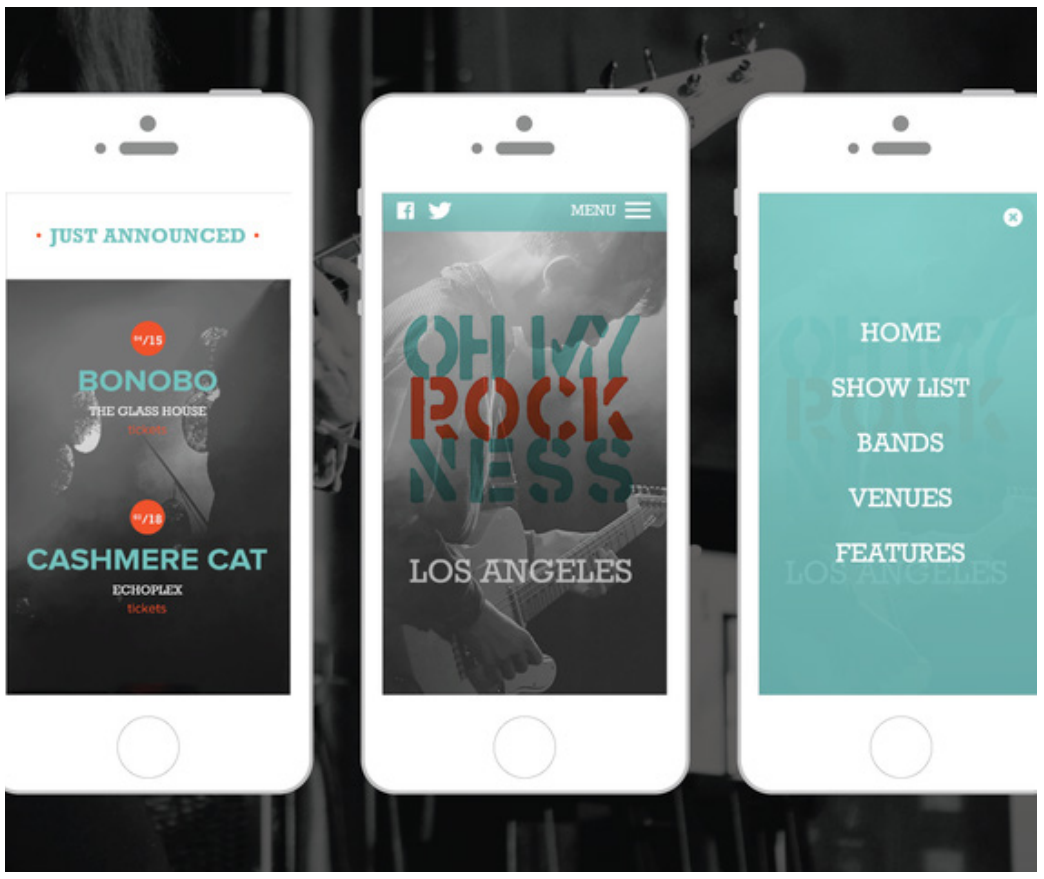
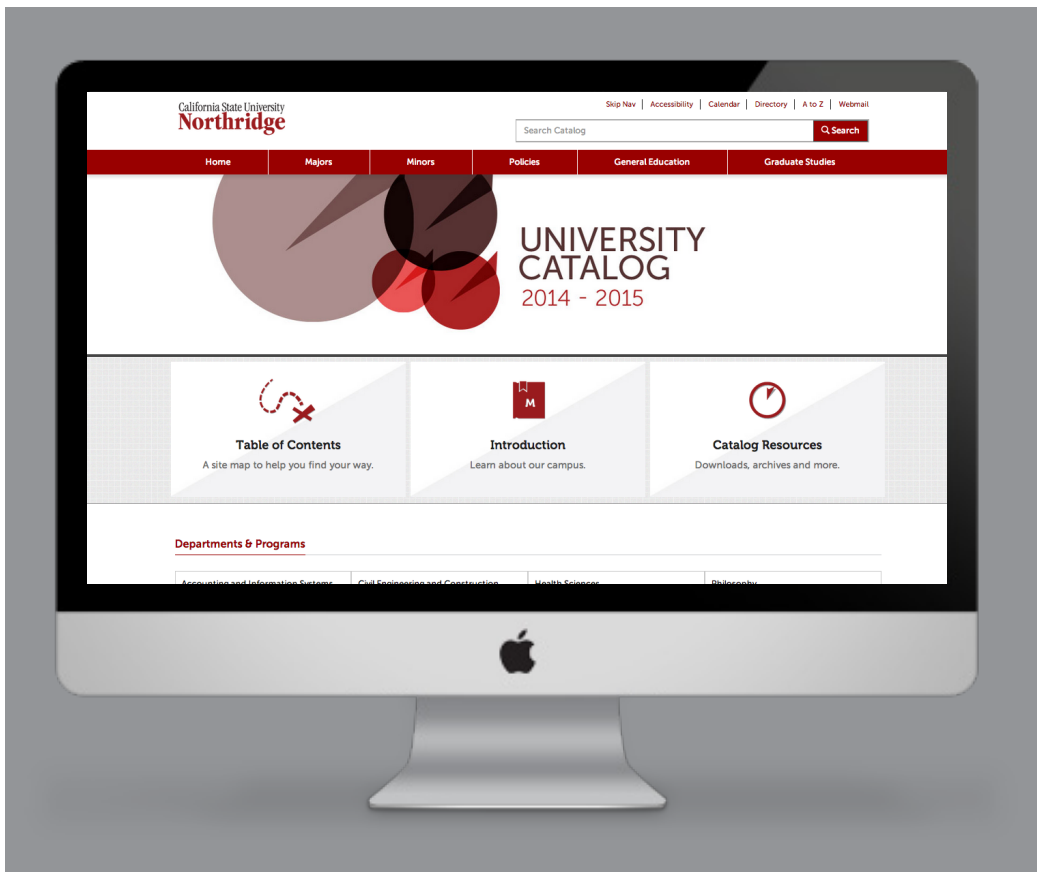
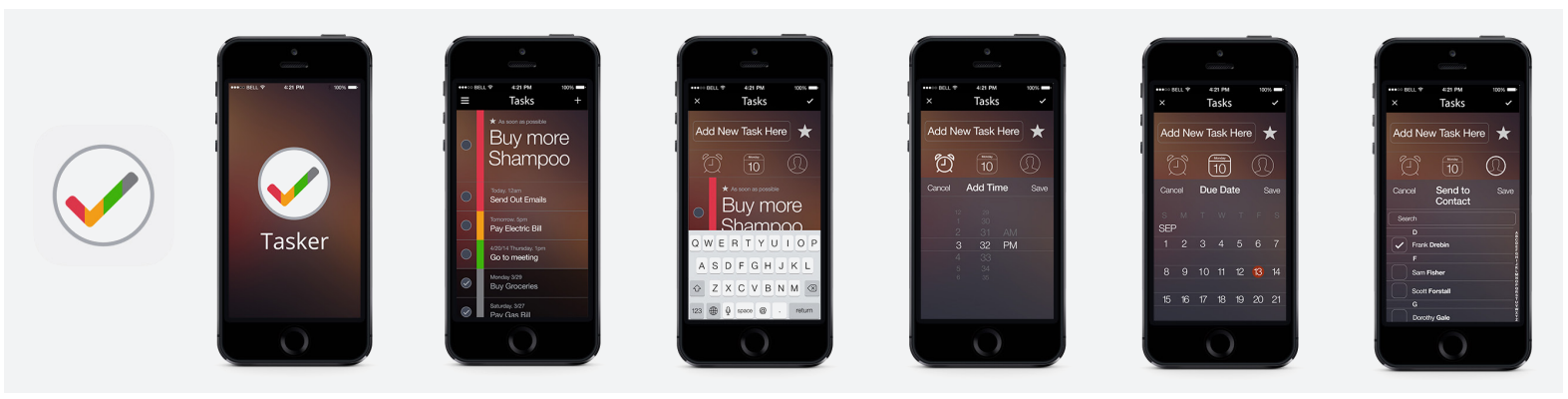
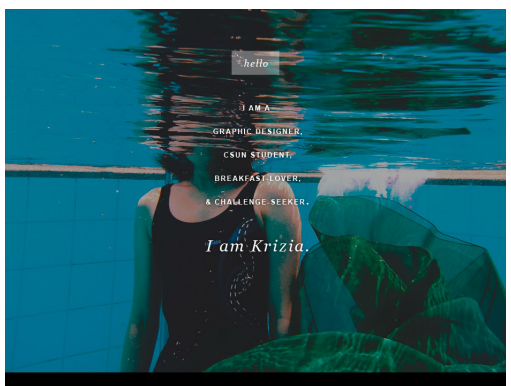
VIEW MORE AT WWW.JOEBAUTISTA.COM/STUDENTWORK

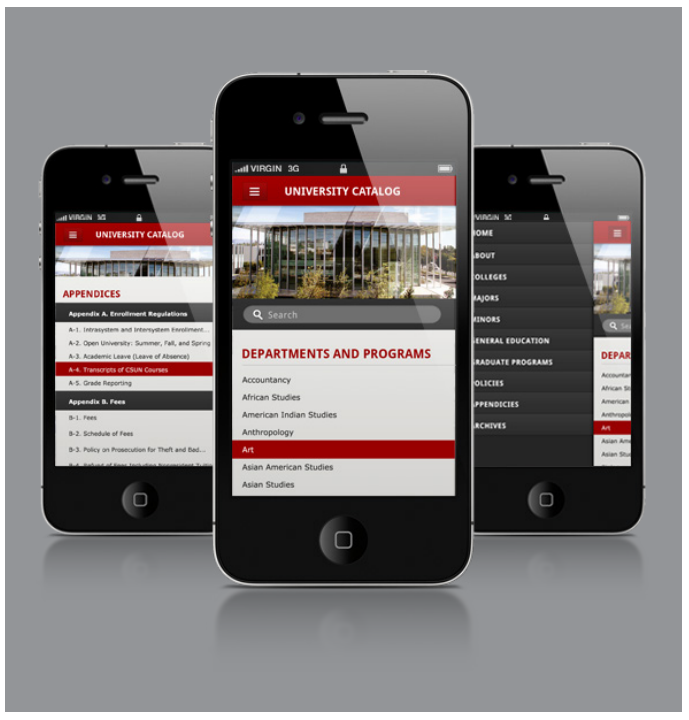
STUDENT WORK











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