curriculum vita   **Heather Corcoran**   6160 McPherson Avenue, St. Louis, MO 63112
hcorcoran@wustl.edu **EMAIL**   corcoranfordesign.com **BLOG**   314.550.6407 **STUDIO**

Academic positions

DIRECTOR, COLLEGE AND GRADUATE SCHOOL OF ART, SAM FOX SCHOOL OF DESIGN & VISUAL ARTS,
  WASHINGTON UNIVERSITY IN ST. LOUIS 2014—*present*
PROFESSOR OF DESIGN 2014—*present* (Associate Professor, 2006–2014; Assistant Professor, 2001–2006)
JANE REUTER HITZEMAN AND HERBERT F. HITZEMAN, JR PROFESSOR OF ART 2014—*present*
CHAIR, DESIGN PROGRAM 2013–2014 (Program Coordinator, Communication Design, 2007–2009)
FACULTY FELLOW, PROVOST'S OFFICE 2012–2013
CHAIR, FACULTY SENATE COUNCIL 2010–2012

Education

MFA GRAPHIC DESIGN, YALE UNIVERSITY SCHOOL OF ART New Haven, Connecticut 1998
Thesis work and exhibition: *Beginnings* [ ] *Endings*. Books, writing, and posters about narrative structure.

BA ENGLISH, WESLEYAN UNIVERSITY Middletown, Connecticut 1992
Honors thesis exhibition in typography and calligraphy: *But at Second Sight — A Series of Typographic Broadsides*.

Research

My research identifies an interdisciplinary role for information design in academia, balancing function and expression. I lead collaborative projects that position information design and design process as critical drivers in contemporary public health and urban K-12 education. In independent work, I use information design to make expressive pieces about literary history and relationships of time and place. I write about design, learning, design process, and culture in a variety of formats. I conduct commercial projects in identity and information design.

Research appointments

PUBLIC HEALTH SCHOLAR, INSTITUTE FOR PUBLIC HEALTH, WASHINGTON UNIVERSITY 2008—*present*
Selected to participate in cross-disciplinary, health research network. Featured scholar, summer 2012.

FACULTY FELLOW, INSTITUTE FOR SCHOOL PARTNERSHIP, WASHINGTON UNIVERSITY 2011—*present*
Invited to participate in faculty program linking K-12 initiatives to education-related research.

Academic projects

CO-PRINCIPAL, WEB DEVELOPMENT CONTRACT, NATIONAL CANCER INSTITUTE (NCI–SEER) 2011—12
Led team to provide best practices of information design modeling and brand for application to
Surveillance Epidemiology and End Results (SEER) website, focusing on fact sheets. http://seer.cancer.gov

CO-PRINCIPAL INVESTIGATOR, GRANT, NATIONAL CANCER INSTITUTE 2009—11
"Maximizing the social impact of cancer registry data." Team leader on collaboration to define best practices for reaching the public with cancer surveillance data, critical because of ongoing risk of cancer, variable by population. School funded for approximately $225K, largest federal grant in the history of the School of Design & Visual Arts. Project outcomes show that design can be critical for public understanding of data. Key deliverables:

> Interactive visualization: in test against industry standards, beat cognition outcomes fivefold in group of 550;
> Animations about state smoking: testing demonstrated need to explain causality of health risk for public impact;
> Visualization generator for scientists (dataspark.org). Currently 28 subscriptions from registries nationwide.
Grant partners: Brown School of Social Work & Public Health, Washington University; Cancer Prevention Center of California.

YOUR DISEASE RISK (YDR)–ZUUM, WASHINGTON UNIVERSITY 2009, 2011—12
"Visualizing Health Risks." Led visual design of individualized disease risk calculator in form of an iPad app called Zuum. Among the first university research apps, ranked number 11 on iTunes Health & Fitness apps at release.

KAUFFMAN FOUNDATION Kansas City, MO 2006
"Visualizing Innovation and Entrepreneurship in Biotechnology." Designed series of molecular animatics for distribution to scientists and venture capital funders. Funded by the Kauffman Foundation, approximately 8K.

Solo exhibition

READING TIME: TIMELINES, TEXTS AND CANONS, **GALLERY 360, NORTHEASTERN UNIVERSITY** Boston, MA 2014
Drawing on literary and cultural sources, this set of twelve pieces attempts to define a poetics of information.

Self-generated writing

BLOG: CORCORANFORDESIGN.COM 2010—present
Reflections about design culture, methodologies of making, and education. Sample posts: "The New Shape of a Career," explores new responsibilities for educating women (7.10.12); "In Praise of Non-Fiction Novellas" celebrates short books (11.1.11); "Expanding the Model T, Part 1" analyzes generalist and specialist skills (10.27.10).

K-12 education	**ADVISORY BOARD MEMBER, COLLABORATIVE INFOGRAPHICS FOR SCIENCE LITERACY, ROUNDS 1 AND 2 FUNDED BY NATIONAL SCIENCE FOUNDATION** 2012–17 Serve as design advisor to project introducing and measuring the impact of a studio-based, infographics unit on high school science and after-school curriculum in order to establish best practices. Serve as consultant for Saint Louis University after-school graphic program. **SCHOOLS THAT CAN DESIGN THINKING WORKSHOP** 2015 Co- leader of collaborative workshop with College of Education at the University of Missouri–St. Louis to introduce design thinking to area-wide school leaders through the St. Louis chapter of the national organization Schools that Can.
Social impact collaborations	**PROVOST'S GRANT, CROSS-CAMPUS DISCUSSION: DATA TRANSLATION** 2014 Co-leader of group "Working across disciplines to make data more meaningful." Program led to exploration of data minor and development of plan for campus-wide data challenge. **PULITZER FOUNDATION FOR THE ARTS** St. Louis, MO 2014 "Exploring the role of social practice curators:." Served as visual recorder for a cross-institutional group including the Walker Art Center, Parrish Art Museum, Art Institute of Chicago, and Hammer Museum.
Public health grant applications	**FOOD AND DRUG ADMINISTRATION (FDA)** "Science-to-action for Tobacco Regulation to Protect Vulnerable Americans," Sam Fox School total over $1 million (5 years) 2013 **FDA** "Using visual design research to inform marketing policies on tobacco packaging," Sam Fox School total $250K (18 months) 2013
Self-generated design	**CLOUD LIBRARY** 2013 **"APRIL RAINSONG" BROADSIDE** 2012 *HOW FICTION WORKS* **DIAGRAM** 2011 *TARAHUMARA,* **SILK-SCREENED POSTER** 2010 *JULY,* **LAKE MICHIGAN DATA POSTER** 2010 **NEIGHBORHOOD TREE STUDY, POSTER** 2006 *REMEMBERING THE CORNERS OF A HOUSE,* **BOOK** 2004
Commercial projects	**PLUM STUDIO** 2001–*present* Launched design studio for client projects. Capabilities: strategy, writing, visual design, information design, and design thinking facilitation. *sweetplum.com* *Selected clients* **YOUTH LEARNING CENTER**, after-school program and charter school 2014 Facilitated design workshop lasting two half-days focused on curriculm development. **ENTERPRISE DATA MANAGEMENT (EDM)**, data management system for the financial industry 2012–13 two-logo system (FIBO, DCAM) **FEDERAL RESERVE BANK OF ST. LOUIS**, brand standards development 2009–10 **KEMPER MUSEUM OF CONTEMPORARY ART**, Kansas City, MO, Chakaia Booker exhibition catalog 2008 **FOCUS ST. LOUIS**, brand development and strategic planning process management, logo redesign 2008 **CENTENE CORPORATION**, brand consulting and special projects 2007–2008 **YALE UNIVERSITY PRESS**, book covers 2006–2008 **MYSCI**, K-2 education program in science, brand and program launch 2005 *Merit Award, information design:* AIGA St. Louis 2006 **PRINCETON ARCHITECTURAL PRESS, BOOK**, *Strips, Tunes, and Bluesies: Essays in Culture and Comics* 2004 *Merit Award:* New York Book Show, 2004 and *Best in Show, Books:* AIGA St. Louis, 2006 **MILDRED LANE KEMPER ART GALLERY**, catalog and exhibition materials 2004 *Merit Award, Books:* AIGA St. Louis, 2006 **SAINT LOUIS ZOO, BRAND AUDIT** 2004 **GLACIER PARK NATIONAL FUND**, logo and brochure 2003 **LEWIS AND CLARK STATE HISTORIC SITE**, identity and business papers 2001–2002

Published articles

***DEVELOPING CITIZEN DESIGNERS* (ELIZABETH RESNICK, EDITOR)** 2016
Case study, "Group and individual learning through the design of digital tools."

VISIBLE LANGUAGE
"Making cancer surveillance data more accessible for the public through Dataspark" *September* 2013
6,500-word essay with accompanying illustrations describing methodology and outcomes
of project creating and testing interactive visualization of colorectal cancer surveillance data.

DESIGN PRINCIPLES AND PRACTICES: AN INTERNATIONAL JOURNAL
"On-screen Storytelling in the visualization of biotechnology" 2008
Positions animation development project within the larger context of design and biotechnology.

WRITING FOR VISUAL THINKERS: A GUIDE FOR ARTISTS AND DESIGNERS (e-book)
by Andrea Marks, Peachpit Press 2008
Two informational books developed by seniors Shlomo Goltz '07 and Amy Pierce '08 selected for inclusion.

***THE EDUCATION OF AN ART DIRECTOR* (STEVEN HELLER & VERONIQUE VIENNES, EDITORS)**
"Art direction with materials at hand: studies in word and image" (co-authored with D.B. Dowd) 2005
Presents a messaging poster assignment as an example of a synthetic approach to teaching art direction.

***THE EDUCATION OF A GRAPHIC DESIGNER, VOLUME 2* (STEVEN HELLER, EDITOR)**
"Learning through a collaborative project: a case study in visual communications" 2005
Argues for visual learning in high school chemistry classrooms.

AIGA.ORG "Designing a science education" 2004
Argues the role that visual design and design education can play in formal and informal
science learning.

EDUCATION INTERNATIONAL "Stories and systems: visual communications as liberal education" 2004
Positions visual communications education in the context of systems and narrative learning patterns.

DESIGN FOR COMMUNICATION by Elizabeth Resnick, John Wiley and Sons 2003
Two assignments and eight student solutions selected for inclusion. Images of work, student statement and faculty
assessment included.

INNOVATIONS (journal) "Re-launching Narea's presence on-line" (co-authored) 2003
Describes web thinking for North American Reggio Emilia Alliance, national early childhood education group

HOW MAGAZINE "Found beginnings" 2003
Compares two methods of engaging found materials early in the design process.

INFORM (AIGA Chicago design journal) "Journey by design: travel as subject, structure and symbol" 2002
Explores the metaphor of movement through time and space in the design of Bill Viola and Maya Lin's most recent
monographs. Includes diagrams designed to reinforce structural article's arguments about structure.

VISUAL RESOURCES ASSOCIATION JOURNAL "Learning between words and pictures" 2002
Calls for expanded literacy in the classroom, supported by examples of student work.

HOW MAGAZINE "Authority figure" 2002
Profiles type face, Gotham, designed by Tobias Frere-Jones.

Published editing

MODERATOR, DESIGN FORUM: EDUCATION, AIGA.ORG 2003—2004
Solicited, select and edit articles about design education for AIGA national website.

EDITORIAL COMMITTEE MEMBER, *In-form* "Rock" issue, AIGA Chicago 2000—2003
Developed issue of journal to address future of profession. Solicited and edited work from Clement Mok,
Ken Garland, and Sharon Poggenpohl. Consulted on design.

Presentations, national

PRESENTATION, AIGA CONFERENCE "NEW VENTURES: INTERSECTIONS IN DESIGN EDUCATION" Portland, OR Fall 2014
"Designers for a creative campus: Teaching teamwork, visual thinking, and synthesis."
Double-blind reviewed. 30% of proposals were accepted.

PRESENTATION, WESLEYAN UNIVERSITY Middletown, CT Fall 2014
"Making data visual: Balancing function and form." Invited to make presentation of data-related projects.
http://engageduniversity.blogs.wesleyan.edu/2014/08/07/making-data-visual-a-workshop-with-heather-corcoran-92-917-at-noon/

PRESENTATION, AIGA NATIONAL CONFERENCE, DESIGN EDUCATORS SESSION Minneapolis, MN 2013
"Building digital tools in health and education." Peer-reviewed and selected for presentation of classroom project.
http://educators.aiga.org/wp-content/uploads/2013/12/corcoran.pdf

ROUNDTABLE CONVERSATION, DESIGN EDUCATORS CONFERENCE AT AIGA NATIONAL CONFERENCE Minneapolis, MN 2013
"Building diversity in design education." Invited to co-host discussion with Rukmini Ravikumar about best practices.

PRESENTATION, ANNUAL CONFERENCE, NORTH AMERICAN ASSOCIATION OF CENTRAL CANCER REGISTRIES
Portland, OR 2012
"Improving the social impact of cancer registry data through infographic thinking." Co-presentation
with Matthew Kreuter and Christina Clarke about visualizing cancer incidence rates and tests of the resulting displays.

PRESENTATION, GRANTEE MEETING, CENTERS OF EXCELLENCE IN CANCER COMMUNICATIONS RESEARCH St. Louis, MO 2011
"Maximizing the social impact of cancer registry information." Co-presented with Christina Clarke.

PANEL, COLLEGE ARTS ASSOCIATION, ANNUAL CONFERENCE New York, NY 2011
"Finding common ground in cancer visualization." Presentation about the contributions of design
to multidisciplinary cancer registry project.

FORUM PRESENTATION, AIGA EDUCATION CONFERENCE, NORTH CAROLINA STATE UNIVERSITY Raleigh, NC 2010
"Facilitating undergraduate learning in cancer data visualization." Presentation about undergraduate
learning in the context of large-scale, grant-funded research projects.

KEYNOTE PRESENTATION, FEDERAL RESERVE SYSTEM, WEB DEVELOPERS CONFERENCE St. Louis, MO 2010
"Building systemic brand identity: the Federal Reserve Bank and other complex organizations."
Presented overview of brand strategy concepts with application to Federal Reserve Bank system.

HERRON SCHOOL Indianapolis, IN 2009
"Intersections of design and learning: Questions, artifacts, processes, and programs."
Presented series of informational projects focused on learning, generated through different models of making.

PHILADELPHIA UNIVERSITY Philadelphia, PA 2008
"Design to learn to design to teach." Presented three-part premise with supporting examples related to the process
of design, information design, and collaboration.

2ND INTERNATIONAL CONFERENCE ON DESIGN PRINCIPLES AND PRACTICES Miami, FL 2008
"Storytelling in the visualization of biotechnology." Paper described a biotechnology visualization project
that used screen sequences and animation to explain a molecular discovery process.

PANEL PRESENTATION, AMERICAN ASSOCIATION OF MUSEUMS, ANNUAL CONFERENCE Boston, MA 2006
"Can natural history exhibits today really change behavior tomorrow?" Presentation considered the role
of communication design in two natural history exhibit projects.

PRESENTATION, NATIONAL ASSOCIATION OF INDEPENDENT SCHOOLS, ANNUAL CONFERENCE Boston, MA 2006
"Learning natural science through visual communications: early elementary education and the role of looking."
Presentation explored an early elementary model of learning natural science through observation.

RESEARCH AND PROMOTION PANEL, AIGA EDUCATION CONFERENCE Philadelphia, PA 2005
Invited to moderate a panel about the development of design research as it pertains to academic promotion.

PRESENTATION, AMERICAN ASSOCIATION OF MUSEUMS, ANNUAL CONFERENCE Indianapolis, IN 2005
"Spotted, striped or plaid? What color is your brand?" Presentation explored branding in the contemporary museum.

PRESENTATION, AIGA EDUCATION CONFERENCE Chicago, IL 2004
"Designing a science education." Presentation explored a series of case studies in which visualization
affected science learning in museum and classroom settings. One of 25 papers selected from more than 80.

PANEL, COLLEGE ARTS ASSOCIATION, ANNUAL CONFERENCE Seattle, WA 2004
"Exploring the capstone experience in the undergraduate graphic design curriculum."
One of four proposals selected from 18 about the capstone experience in communication design.

Presentations, national

PRESENTATION, JOINT ART LIBRARIES SOCIETY OF NORTH AMERICA, ANNUAL CONFERENCE St. Louis, MO 2002
"Information literacy and the visual learner." A discussion about teaching information and visual literacy in graphic design curricula.

PANEL, COLLEGE ARTS ASSOCIATION, ANNUAL CONFERENCE Philadelphia, PA 2002
"Building a career while buying an education."

LECTURE & WORKSHOP, UNIVERSITY OF ARIZONA SUMMER DESIGN LECTURE SERIES Tuscon, AZ 2002
"Journey by design." Lecture and workshop about the metaphor of travel in book design.

Presentations, regional and local

PANEL, CENTER ON CONTEMPORARY ART (COCA) 2014
Accompanied Jer Thorp lecture, "Making data more human."

WORKSHOP PRESENTATION, OFF THE CHARTS: DATA AND THE ARTS FOR SOCIAL CHANGE 2014
"Data Visualization," presented with Eleanor Tutt.

TABLE FACILITATOR, CITY-WIDE DISCUSSION ABOUT K-12 EDUCATION IN ST. LOUIS, CITY ACADEMY 2013
"The Power of Collaboration."

PANEL, PULITZER FOUNDATION FOR THE ARTS 2013
"Exploring K–12 education and design in St. Louis."

PRESENTATION OF WORK, WORLD VISUAL CULTURE SYMPOSIUM, GRAPHIC DESIGN DEPARTMENT, UNIVERSITY OF MISSOURI–ST. LOUIS (UMSL) 2013

PRESENTATION, BUSINESS STATISTICS COURSE, UMSL 2013
"Visualizing data for understanding."

PRESENTATION, DISRUPTIVE DINER (LOCAL, CULTURAL LUNCHTIME LECTURE SERIES) St. Louis, MO 2012
"Designing health data to be clear, interactive, and personal."

PANEL CHAIR, INTERNATIONAL ASSOCIATION OF BUSINESS COMMUNICATORS 2007
"Graphic design and business."

TALK, KANSAS CITY ART INSTITUTE 2003
"Learning through design." Presented selected works in relation to the idea of a learning environment.

PANEL, APPLE CONFERENCE, CRANBROOK ACADEMY 2003
"Mandatory computer buy." Presented overview and participated in discussion about curricular implications.

EDUCATORS' PANEL, AIGA ST. LOUIS STUDENT PORTFOLIO DAY, UNIVERSITY OF MISSOURI–ST LOUIS 2002

Presentations, Washington University

INSTALLATION ADDRESS, JANE REUTER HITZEMAN AND HERBERT F. HITZEMAN, JR PROFESSOR OF ART, WASHINGTON UNIVERSITY 2014
"Becoming a Designer." Perspectives on career.

PRESENTATION, UNIVERSITY MANAGEMENT TEAM 2014
"From poetic to functional: the research of designing information."

PRESENTATION, I-TEACH CONFERENCE 2014
"Teaching students effective communication design: classroom as experiential learning lab." Talk addressed teaching goals and methodology to audience from various disciplines.

PANELIST, NATIONAL COUNCIL MEETING, SAM FOX SCHOOL OF DESIGN & VISUAL ARTS fall 2013

GUEST LECTURE, SAM FOX SCHOOL COURSE *DESIGN THINKING* 2013
"Visualizing health data: a collaborative process."

PROVOST WELCOME, ON BEHALF OF UNIVERSITY FACULTY 2013
"One university faculty." Invited by the Chancellor to welcome new provost at university faculty reception. Talked about a stronger university affiliation for faculty members for the coming era.

PRESENTATION, ALUMNI RECEPTION Boston, MA 2013
"Interdisciplinary design for public health." Talk centers on three projects which highlight design as an emerging force in public health.

KEYNOTE PRESENTATION, HEALTH BANQUET, GLOBE MED–WASHINGTON UNIVERSITY 2013
"How will you merge your skills?" Talk discussed working across disciplines and problem-solving methods.

Presentations,
Washington University

GUEST LECTURE, ARTS & SCIENCES COURSE *INTRODUCTION TO THE DIGITAL HUMANITIES* 2013
"Making meaning from dots." Exercise and talk discussed principles of visualizing numerical data.

PRESENTATION, NATIONAL COUNCIL, SAM FOX SCHOOL OF DESIGN & VISUAL ARTS spring 2013
"Beyond professional practice: Expanding design and art research within the institution." Made presentation and helped facilitate discussion about new opportunities for funded, collaborative research in design and art.

PRESENTATION OF WORK, FRESHMAN *"DEAN'S COURSE,"* SAM FOX SCHOOL OF DESIGN & VISUAL ARTS 2013

FORUM, FACULTY CAREER FLEXIBILITY, SCHOOL OF MEDICINE 2013
Represented parent perspective on work–family issues when making childcare choices.

GUEST LECTURE, ARTS & SCIENCES COURSE *PSYCHOLOGY OF CREATIVITY* 2012
"How do you teach someone to be a designer?" Talked about curricular priorities and methodologies for teaching undergraduates to become literate, thoughtful designers.

PRESENTATION, NATIONAL COUNCIL, SAM FOX SCHOOL OF DESIGN & VISUAL ARTS 2012
"Interaction initiative." Presented new program, funded by the school, to develop workshop programming in interaction design for students across the campus, integrated into the Communication Design major.

PRESENTATION, TENURE TRACK FACULTY RETREAT, SAM FOX SCHOOL OF DESIGN & VISUAL ARTS 2012
"The balance of research, teaching and service." Talked about methods to prioritize research, teaching and service
in the first year of a tenure track position.

ANNUAL REPORT OF THE FACULTY SENATE COUNCIL, BOARD OF TRUSTEES 2012
Talked about work of the Faculty Senate Council with focus on the newly published Danforth Campus Gender Pay Equity Report, which showed significant progress in narrowing gender-based pay gaps.

RESEARCH PRESENTATION, NATIONAL COUNCIL, INSTITUTE OF PUBLIC HEALTH 2012
"Designing public health data." Presented the role of visual design in improving engagement and learning for the public across several data-driven communications projects in public health.

PRESENTATION TO FELLOWS IN THE INSTITUTE FOR SCHOOL PARTNERSHIP 2012
"Thoughts on design and learning." Presented several of my visual information projects in various content areas which focused on learning, K–12 and beyond.

PRESENTATION OF HEALTH-RELATED WORK, GRADUATE ARCHITECTURE STUDIO 2012

PRESENTATION OF WORK, FRESHMAN *"DEAN'S COURSE,"* SAM FOX SCHOOL OF DESIGN & VISUAL ARTS 2012

PRESENTATION, TENURE TRACK FACULTY ORIENTATION, SAM FOX SCHOOL OF DESIGN & VISUAL ARTS 2011
"Defining research, teaching, and service."

ANNUAL REPORT OF THE FACULTY SENATE COUNCIL, BOARD OF TRUSTEES 2011

PRESENTATION, UNIVERSITY COLLEGE COURSE *AMERICAN HIGHER EDUCATION: HISTORY AND PROSPECTS* 2011
"Faculty: Work, Responsibilities, and Governance."

REMARKS, OPENING OF UNIVERSITY DAY CARE 2010
"The Realities of Life as a Faculty Member."

PRESENTATION, FIRST-YEAR GRADUATE ART STUDENTS 2009
"Function battles form: the messy landscape of communication design today."

COMMENCEMENT ADDRESS, COLLEGE AND GRADUATE SCHOOL OF ART 2006
"What did you learn and why does it matter?"

PRESENTATION OF WORK, PARENTS WEEKEND 2004

PRESENTATION OF WORK, COLLEGE OF ART ORIENTATION 2004, 2002

PRESENTATION, I-TEACH CONFERENCE 2004
"How to Organize and Present for Effective Learning." (in partnership with colleague Sandy Speicher)

PANEL 2003
"Legislating Creativity." Participated in discussion about the current state of copyright protection in the entertainment industry and its larger implications.

PANEL 2003
"Intellectual Property Rights and the Design of Type."

PRESENTATION TO NEW FRESHMEN, FACULTY PERSPECTIVES 2002

Poster sessions CENTERS OF EXCELLENCE IN CANCER COMMUNICATION RESEARCH (CECCR II) GRANTEE MEETING
University of Pennsylvania 2010
"Maximizing the social impact of cancer registry data." Project presentation.

INSTITUTE FOR PUBLIC HEALTH Washington University 2008
"Communication Design and Public Health." Overview of information design projects.

Group exhibitions UNITED DESIGNS: 6TH INTERNATIONAL BIENNIAL DESIGN EXHIBITION, University of Missouri–St. Louis 2013
Cloud Library. (Also featured in associated catalog.)

UNITED DESIGNS: 5TH INTERNATIONAL BIENNIAL DESIGN EXHIBITION, 50-1 Gallery, Lemesos, Cyprus 2011
Communication design learning spiral. (Also featured in associated catalog.)

FACULTY SHOW Des Lee Gallery, St. Louis, MO 2010
Two projects: *July*, NCI grant poster.

YOUNG CHICAGO Art Institute of Chicago, Chicago, IL 2007
Book (part of design team) *Marcel Duchamp: The Art of Making Art in the Age of Mechanical Reproduction.*

FACULTY SHOW Mildred Lane Kemper Art Gallery, St. Louis, MO 2004
Remembering the Corners of a House (folding book), zoo trail guide map, The Rubber Frame.

ART & ARCHITECTURE SHOW City Museum, St. Louis, MO 2004
Remembering the Corners of a House (folding book), hard-bound, 4 x 5.5 inches.

AIGA ST. LOUIS ANNUAL SHOW TEN 2003
Fru-Con annual report, Plum Studio website, and WashUCity logo.

AIGA ST. LOUIS ANNUAL SHOW EIGHT 2001
Plum Studio identity, business papers and capabilities booklet.

LITTLE PIECES Southern Illinois University, Edwardsville, IL 2001

Permanent collections WASHINGTON UNIVERSITY LIBRARIES, SPECIAL COLLECTIONS *Remembering the Corners of a House* 2004
YALE UNIVERSITY LIBRARY, ART OF THE BOOK ROOM *Beginnings and Endings* 1999

Juried design annuals AIGA *FIFTY BOOKS: FIFTY COVERS* 2002
Marcel Duchamp: The Art of Making Art in the Age of Mechanical Reproduction
Campbell Collection of Soup Tureens at Winterthur

DESIGN CULTURE NOW, COOPER-HEWITT NATIONAL DESIGN MUSEUM, New York 2000
207th Street subway station installation (design and editing assistant to Sheila DeBretteville)

Design awards SHORTLISTED ENTRY, RESEARCH CATEGORY, INTERNATIONAL INSTITUTE FOR INFORMATION DESIGN AWARDS 2011
Awarded for project "Who is getting colon cancer in California?" Included in exhibition and catalog, Taipei.

"WHAT'S RIGHT WITH THE REGION?" AWARD St. Louis 2007
Award given by local commerce and industry association for impact of MySci program on region.

CERTIFICATE OF DESIGN EXCELLENCE *Print's Regional Design Annual* 2006
MySci curriculum books

BEST IN SHOW, BOOKS AIGA St. Louis 2006
The Rubber Frame: Essays in Culture and Comics

WINNER, BOOKS AIGA St. Louis 2006
Inside Out Loud: Visualizing Women's Health in Contemporary Art

WINNER, INFORMATION DESIGN AIGA St. Louis 2006
MySci curriculum books

NEW YORK BOOK SHOW MERIT AWARD 2004
The Rubber Frame: Essays in Culture and Comics

AMERICAN GRAPHIC DESIGN AWARD 2003
Wildlife Contraception identity (client: Saint Louis Zoo)
Kaplan Sports Group identity (client: Kaplan Sports Group)

Reviews and publications

ASSOCIATION OF SCHOOLS AND PROGRAMS OF PUBLIC HEALTH *FRIDAY NEWSLETTER* October 25, 2013
"Wash U Study Finds Visual Design Increases Understanding of Public Health Data."
http://fridayletter.aspph.org/article_view.cfm?FLE_Index=665&FL_Index=13

WASHINGTON MAGAZINE October 2013
Contribution to piece on creativity: "Refine and refocus."

WASHINGTON UNIVERSITY *RECORD* 2013
"Two named Faculty Fellows in provost's office."
http://news.wustl.edu/news/Pages/24902.aspx

INSTITUTE FOR SCHOOL PARTNERSHIP NEWSLETTER JULY 2013
"Making learning meaningful through information design."
http://schoolpartnership.wustl.edu/about/faculty-fellows/heather-corcoran/

SAM FOX SCHOOL NEWS AND EVENTS 2013
"Provost's Office Faculty Fellows."
http://www.samfoxschool.wustl.edu/news/8314

INSTITUTE FOR PUBLIC HEALTH FEATURED PROJECTS 2013
Project highlighted: cancer data visualization project
https://publichealth.wustl.edu/people/featuredprojects/Pages/CancerRegistryData.aspx

ENABLING HEALTHY DECISIONS: TOPICS OF INTEREST IN HEALTHCARE & COMMUNICATIONS, BLOG
"New mHealth App – Interactive HRA – Recommendations – Zuum," Jan 21, 2013
Project highlighted: Zuum iPad app
http://georgevanantwerp.com/2013/01/21/new-mhealth-app-interactive-hra-recommendations-zuum/

SAM FOX SCHOOL NEWS 2012
"Visual design aids understanding of cancer data."
Article featured two collaborative projects by led by Heather Corcoran, Matthew Kreuter, and Tina Clarke.

WASHINGTON UNIVERSITY ANNUAL REPORT 2011–2012
"Collaboration Results in Visual Aids for Cancer Data."
Article featured collaborative project of work of Matthew Kreuter and Heather Corcoran.

CNET.COM
"Free iPad app guesses your risk for common diseases," Aug 2, 2012
Project highlighted: Zuum iPad app
http://news.cnet.com/8301-17938_105-57485848-1/free-ipad-app-guesses-your-risk-for-common-diseases/

SAM FOX SCHOOL NEWS AND EVENTS
"Institute for Public Health Faculty Scholar" July 16, 2012

INSTITUTE FOR PUBLIC HEALTH NEWS AND EVENTS JULY 2012
"Featured Scholar Heather Corcoran" July 10, 2012

APPLE ITUNES
Project highlighted: Zuum iPad app, health and fitness listing ranked number 11, August 1, 2012

VISUAL LANGUAGE FOR DESIGNERS: PRINCIPLES FOR CREATING GRAPHICS THAT PEOPLE UNDERSTAND
by Connie Malamed, Rockport Publishers 2009
Projects highlighted: Neighborhood Tree Study, timeline spreads from *Strips, Tunes, and Bluesies: Essays in Culture and Comics*.

COMMUNICATION ARTS July/August issue 2009
"Information Graphics: Making Sense in a Complicated World" by Rebecca Bedrossian.
Project highlighted: Neighborhood Tree Study

100S LOGOS by Matt Woolman 2008
Logos included: Blue Leaf, Harvest, J28, Glacier National Park, Lewis & Clark State Historic Site

Shows juried

JURY MEMBER, AIA ANNUAL PHOTOGRAPHY SHOW 2002
One of three to select 10 of approximately 1000 photographs submitted by architects.

CO-JUROR, IDENTITY SHOW BY SEEN 2001
Selected best work for student-run gallery group's fall exhibition.

Books and texts reviewed

THAMES AND HUDSON, REVIEW OF *FORM FOLLOWS CONTEXT* BY MEREDITH DAVIS JAMER HUNT   2013
Invited to review book text for possible publication.

BLOOMSBERG, REVIEW OF JOURNAL *IRIDESCENT*   2013
Invited to review ICOGRADA (international design organization) journal for possible acquisition.

Early design positions

SENIOR DESIGNER, STANASZEK GOODWIN DESIGN PARTNERSHIPS Evanston, IL 1999−2001
Managed design vision, planning and execution firm's largest clients, Allstate Financial and United Airlines. Developed new brand and voice for Allstate Financial, including design and copy writing of Allstate Financial brand book prototype. Designed and produced projects including collateral brochure systems, fundraising and anthem pieces. Supervised staff of three designers. Hired and directed writers, illustrators, photographers, programmers and print vendors. Art directed photo shoots.

SENIOR DESIGNER, STUDIO BLUE Chicago, IL 1999
Responsible for the design, management and production of Duchamp monograph. Initiated design for book of historic soup tureens. Designed miscellaneous printed materials for other organizations.

ART DIRECTOR, PORTLAND TRAIL BLAZERS & OREGON ARENA CORPORATION Portland, OR 1993−1995
Developed new graphic design department. Responsible for the design and production of all printed pieces including logos, advertising, signage, sales materials, direct mail, newsletters and sponsor promotion materials. Art directed photo shoots. Wrote and edited copy. Hired and supervised freelance designers and illustrators. Oversaw pre-press and printing. Managed project budgets totaling $500,000 annually. Led task force to develop graphic identity for Oregon's new arena.

Freelance design

Yale Chemistry Department (with Jack Design), viewbook 1998
Yale Art Gallery (with John Gambell), Schaefer Collection materials, gallery banner 1998
North Carolina Youth for Tomorrow, brochure, letterhead and direct mail 1998
RPM systems, Global Environmental Management Initiative booklet 1998
Wondriska Russo Associates, selected materials for Museum of Fine Arts, Boston 1997−1998
Maurer Foundation for Breast Health, informational poster and card 1997−1998
City of New Haven, summer events map 1997
Yale School of Art, undergraduate exhibition poster and entry wall 1997
Peabody Museum of Natural History (with Sarah Buie), identity and signage 1996
Yale Art Gallery (with designer Sarah Buie), signage, Thomas Eakins — The Rowing Pictures 1996

Teaching

Faculty position

PROFESSOR, DESIGN Washington University, St. Louis, MO   2014 — *present*
(Associate Professor   2006 — 2014, Assistant Professor   2001 — 2006)
Collaborate on planning, including curriculum development and teaching, faculty recruitment, program
marketing, assessment, and administration planning. Emphasis on contemporary research and practice
in graphic design. Build collaboration between design and imagemaking with word and image focus.
Develop and teach junior- and senior-level courses. Subject areas of emphasis: publication design,
information design, brand design. Organize student experiences to supplement classroom learning,
including visiting lecture series and guest critics. Serve as faculty advisor design students. In 2012, led
a review and redesign of capstone presentations, leading to a new exhibition / formal critique format.

Courses developed

VISUALIZING DATA (For students across the campus)   2014
VISUALIZING INFORMATION (Major studio)
WORD & IMAGE STUDIO 1 & 2 (Major studio, co-taught with D.B. Dowd)
TYPOGRAPHY 2 (Served graphic design, advertising design, illustration students)
SENIOR STUDIO (Served graphic design and advertising design students)
SENIOR THESIS (Served graphic design, advertising design, illustration students)
SENIOR SEMINAR: INFORMATIONAL BOOKS (Major studio)

Teaching awards

OUTSTANDING TEACHING AWARD   2009 — 2010
Sam Fox School of Design & Visual Arts, Washington University in St. Louis.
https://news.wustl.edu/news/Pages/25710.aspx

Programmatic innovation

LEAD FACULTY, DESIGN THINKING, COLLEGE PREP PROGRAM   2015
Led team to develop and implement a design thinking project in university-wide summer program designed
to increase college readiness for targeted population of high school students.

LEADER, SAM FOX SCHOOL INTERACTION INITIATIVE, COMMUNICATION DESIGN   2011 — 2014
Proposed and developed new investment in interaction design through a series of university-wide and
program-only workshops led by national leaders in interaction, including Jon Kolko, Rachel Hinman,
and Maggie Breslin.

CO-FOUNDER, VISUAL COMMUNICATIONS RESEARCH STUDIO Washington University   2004 — 2006
Took leadership role in the development of a post-baccalaureate design research studio. Program
responsibilities included new business acquisition, project management, mentoring student projects,
budget management, and marketing. University partners: Schools of Law and Business.
PROGRAM GRANT
Participated in grant writing to fund post-baccalaureate program, Kauffman Foundation: $225,000.

CO-FOUNDER, WASHUCITY DESIGN PARTNERSHIP   2002 — *present*
Partnered to begin tutoring program communication design undergraduates to provide curricular and
teaching leadership in visual design at University City High School. Expanded program to investigate
the impact of visual learning methods on other secondary school subject areas. Prototype poster project
completed in chemistry in 2004 with 55 high school students.
PROGRAM GRANTS
University City Education Foundation, 2004: $11,000 for new Macintosh computer lab;
University City School District (grant matching), 2004: $25,000 for new Macintosh computer lab;
Team Saint Louis, 2004: $1300 for program development.

Programmatic leadership

AUTHOR, NASAD REACCREDITATION SELF-STUDY, COMMUNICATION DESIGN SECTION 2008

CO-AUTHOR, COMMUNICATION DESIGN STRATEGIC PLAN presented to University Chancellor 2005

FACULTY SPONSOR, AIGA ST. LOUIS, WASHINGTON UNIVERSITY CHAPTER 2001—2005
Restarted chapter with 25 student members. Projects include student conference, local studio visits, guest lecturers, and development of university poster project and exhibition.

Classroom projects

ARTS IN TRANSIT BUS SHELTER POSTERS 2004
Organized and led junior-level project in collaboration with three faculty members in which students worked in groups to concept, write, design, and illustrate a series of six double-sided posters about Metro's Cross-County construction project and the Green Line.

SCIENCE POSTER PROJECT Compton Drew Middle School, St. Louis 2002
Students designed posters about scientists of "air, water, or earth" for a middle school audience which were installed on three floors of the school.

External class critiques

FIRST YEAR GRADUATE STUDIO IN INFORMATION DESIGN, NORTHEASTERN UNIVERSITY 2014

Previous positions

INSTRUCTOR, VISUAL COMMUNICATIONS I Loyola University, Chicago, Illinois *spring* 2001
INSTRUCTOR, BEGINNING TYPE School of the Art Institute of Chicago *spring* 2001
INSTRUCTOR, INTERMEDIATE GRAPHIC DESIGN School of the Art Institute of Chicago *spring* 2000, 2001
VISITING INSTRUCTOR, INTRODUCTORY GRAPHIC DESIGN, ADVANCED TUTORIAL Wesleyan University *fall* 1998
ADJUNCT PROFESSOR, GRAPHIC DESIGN I University of Connecticut, Storrs, CT *fall* 1998

Faculty Leadership, Service, and Administration

Positions

DIRECTOR, COLLEGE AND GRADUATE SCHOOL OF ART, SAM FOX SCHOOL OF DESIGN & VISUAL ARTS
Washington University in St. Louis 2014–2019
Academic leader of college and graduate school of approximately 50 faculty members (half tenure or tenure-track), 300 undergraduates, and 50 graduate students. Emphasis on building the research program across the fields of design and art, in collaboration with architecture. Responsible for faculty recruiting, development, and evaluation. Accountable for quality across all programs, including the MFA in Art, undergraduate programs in Communication Design, Art, Fashion Design, and study-abroad in Florence. Responsible for student recruitment, communications and outreach, and course enrollment. Issue faculty contracts and manage sabbaticals. Manage compliance with NASAD. Manage college and graduate school budget. Support program planning for new building. Support alumni and development efforts through public speaking and recruitment of donors. Charged to launch MFA in Design program. Serve as public representative of the school at the university and community levels. Lead team of three program chairs.

CHAIR, DESIGN, SAM FOX SCHOOL OF DESIGN & VISUAL ARTS Washington University, St. Louis, MO 2013–2014
Charged to lead new Design unit, including Communication Design and Fashion Design programs. Planned staffing, managed area budgets, supported Study Abroad Program in Florence, Kranzberg Studio for the Illustrated Book, annual Fashion Show. Created curricular and program innovation in partnership with Art and Architecture units. Introduced new minor in design. Proposed concept for new MFA Design degree.

AREA COORDINATOR, COMMUNICATION DESIGN Washington University, St. Louis, MO 2007–2009
Oversaw program operations, including staffing, budget, technology, facilities, academic events, and facilities. Represented design perspective in larger Sam Fox School planning. Wrote expanded design curriculum to include sophomore year. Led planning for graduate program in design.

Roles

FACULTY FELLOW, PROVOST'S OFFICE 2012–2013
Selected to work on a small team of faculty members to provide faculty perspectives to the Provost. Developed independent book project to capture conversations between the Provost and eleven university leaders about academic leadership at Washington University.
http://openscholarship.wustl.edu/books/8/

CHAIR, FACULTY SENATE COUNCIL 2010–2012
Led the Council to work on issues including gender pay equity, student mental health, open access to research, the university's international position, and faculty governance. Led the process to reconfigure the Faculty Senate website. Represented the faculty at university meetings and events. Made formal reports at the Faculty Senate meeting each semester. Made annual presentations to the university's Board of Trustees.

University committees

MEMBER, DIVERSITY RECRUITING WORK GROUP 2014—2015

MEMBER, DATA SCIENCE AND VISUALIZATION COMMITTEE, ARTS & SCIENCES 2014—2015

MEMBER, TECHNOLOGY GOVERNANCE COMMITTEE: TEACHING AND LEARNING 2014—2016

MEMBER, SKANDALARIS CENTER STEERING COMMITTEE 2014—2015

CHAIR, ARTWORK SELECTION COMMITTEE, CENTER FOR DIVERSITY AND INCLUSION 2014—2015

MEMBER, STEERING COMMITTEE FOR UNDERGRADUATE COUNCIL 2014—2015

CO-CHAIR, ADVISORY COUNCIL ON THE CENTER FOR DIVERSITY AND INCLUSION 2014—2015

MEMBER, ASSEMBLY SERIES COMMITTEE 2013—2016

MEMBER, UNDERGRADUATE COUNCIL 2013—2016

MEMBER, UNIVERSITY SEXUAL ASSAULT INVESTIGATIVE BOARD (USAIB) 2013—2015

MEMBER, DEACCESSIONING TASK FORCE, UNIVERSITY LIBRARY 2013

MEMBER, SEARCH COMMITTEE, UNIVERSITY PROVOST 2012—2013

MEMBER, UNIVERSITY BRAND ASSESSMENT STEERING COMMITTEE 2012—2014

MEMBER, DIGITAL RESEARCH PLANNING GROUP, UNIVERSITY LIBRARY 2012—2014

MEMBER, ADVISORY GROUP, INTERDISCIPLINARY PROJECT IN THE HUMANITIES 2012—2014

MEMBER, UNIVERSITY COUNCIL 2010—2012

FACULTY REPRESENTATIVE, UNIVERSITY BOARD OF TRUSTEES 2010—2012

MEMBER, CAREER OPPORTUNITIES INITIATIVE 2012

MEMBER, SEARCH COMMITTEE, VICE CHANCELLOR FOR PUBLIC AFFAIRS 2011

MEMBER, SEARCH COMMITTEE, VICE PROVOST 2010

MEMBER AT LARGE, FACULTY SENATE COUNCIL 2009—2013

MEMBER, EXECUTIVE COMMITTEE, FACULTY SENATE COUNCIL 2009—2012

MEMBER, ADVISORY COMMITTEE ON TENURE AND ACADEMIC FREEDOM 2009—2012

CO-CHAIR, FACULTY ACHIEVEMENT AWARDS COMMITTEE 2010—2012

BOARD MEMBER, ASSOCIATION OF WOMEN FACULTY 2002—2004

PUBLICATIONS CHAIR, ASSOCIATION OF WOMEN FACULTY 2001—2003

FACULTY ASSOCIATE, RESIDENCE LIFE PROGRAM 2002—2003

Additional participation

FEATURED SPEAKER, ACADEMIC INTEGRITY VIDEO 2013—2014

http://www.youtube.com/watch?v=HrmT1_xgWuM

Design & Visual Arts School Committees

MEMBER, FACULTY AND STAFF CAMPAIGN COMMITTEE 2014—2016

MEMBER, CURRICULUM COMMITTEE 2013—2014

MEMBER, FORMATION GROUP, CENTER FOR HEALTH RESEARCH AND DESIGN 2013—2014

MEMBER, SEARCH COMMITTEE, COLLEGE OF ART DEAN 2008—2009

MEMBER, CURRICULUM COMMITTEE 2007—2008

MEMBER, GOVERNANCE COMMITTEE 2006—2007

Represented design perspective in process of rewriting tenure and promotion guidelines.

MEMBER, UNDERGRADUATE CURRICULUM COMMITTEE 2006—2007

Developed proposal for expanding communication design program to three years.

MEMBER, MENTORING COMMITTEE 2008—2009

CO-CHAIR, SEARCH COMMITTEE, MOTION DESIGNER 2007—2008

College of Art committees

MEMBER, CURRICULUM COMMITTEE 2013—2014

MEMBER, SEARCH COMMITTEE, ASSISTANT PROFESSOR IN GRAPHIC DESIGN 2013—2014

CHAIR, STRATEGIC PLANNING COMMITTEE: PROGRAMS & CURRICULA 2007

CHAIR, CURRICULUM COMMITTEE 2006—2007

MEMBER, SEARCH COMMITTEE, CORE (2-D) 2005—2006

CHAIR, SEARCH COMMITTEE, COMMUNICATION DESIGN LECTURER 2004—2005

CHAIR, SEARCH COMMITTEE, COMMUNICATION DESIGN FELLOW 2003—2004

MEMBER, DIGITAL MEDIA AD-HOC COMMITTEE 2004

MEMBER, POLICY COMMITTEE 2003—2005 (Secretary 2004—2005)

MEMBER, STUDENT GRIEVANCE POLICY COMMITTEE 2003

MEMBER, COMMUNICATION DESIGN SEARCH COMMITTEE 2002—2003

MEMBER, CURRICULUM COMMITTEE 2002—2003

MEMBER, AD-HOC COMMITTEE, STUDENT GRIEVANCES 2002—2003

MEMBER, VISUAL ARTS & DESIGN CENTER CONFERENCE COMMITTEE 2002

MEMBER, SCULPTURE SEARCH COMMITTEE 2001—2002

MEMBER, VISITING ARTISTS COMMITTEE 2001—2002

Professional events organized

STUDENT DESIGN CONFERENCE AIGA St. Louis 2004
Led committee to organize conference. Speakers: Santiago Piedrafita and Debra Littlejohn.

EXHIBITION *TYPOGRAPHICALLY SPEAKING: THE ART OF MATTHEW CARTER, DES LEE GALLERY* 2002—2003
Managed fundraising, programmatic development, and exhibition and promotional design. Funds raised totaled $12,000. Events included visiting artist talk, panel, student tours, and private and public openings.

ABBOTT MILLER VISIT, LECTURE AND EXHIBITION 2002
Collaborated with Miller and Special Collections to develop and promote an exhibition of his books.

AIGA–WASHINGTON UNIVERSITY DESIGN LECTURE SERIES 2002
Organized lecture series. Presenters included Richard Eckersley, Chris Pullman and Ken Garland.

MICHAEL BIERUT LECTURE 2004

SPECLOGIX CONFERENCE, WASHINGTON UNIVERSITY 2002

REBECA MÉNDEZ LECTURE 2002

TERRY IRWIN VISIT, LECTURE & PROGRAM ASSESSMENT 2002

School communications, consulting

VISITING ARTISTS POSTER, PROMOTIONAL AD AND PDF SERIES 2002

NEWSLETTER ADVERTISING 2002

COURSE EVALUATION FORM 2002

ISLAND PRESS AD 2002

Professional & community committees

ED COLLABITAT ADVISORY BOARD, UNIVERSITY OF MISSOURI–ST. LOUIS   2014—*present*

WOMEN'S GROUP ON RACE RELATIONS St. Louis   2013—*present*

RALPH M. CAPTAIN ELEMENTARY SCHOOL ADVISORY GROUP Clayton, MO   2011—*present*

REVIEWER OF PRESENTATION PROPOSALS, AIGA DESIGN EDUCATORS CONFERENCE *GEOGRAPHIES*   2012

MEMBER, SKINKER DEBALIVIERE NEIGHBORHOOD MARKETING COMMITTEE   2011—2012

REVIEWER OF GRANT PROPOSALS, AIGA DESIGN EDUCATORS   2011

MEMBER, SAN DIEGO ZOO BIOMIMICRY ADVISORY BOARD   2010—2011

MEMBER, NATIONAL DESIGN EDUCATION ADVISORY COMMITTEE AIGA   2005—2007

CHAIR, NATIONAL DESIGN EDUCATION WEBSITE COMMITTEE AIGA   2003—2005

MEMBER, NATIONAL DESIGN EDUCATION STEERING COMMITTEE AIGA   2003—2005

DIRECTOR OF EDUCATION, BOARD OF DIRECTORS AIGA St. Louis   2003—2005

MEMBER, MURAL DESIGN SELECTION BOARD Arts in Transit   2003

MEMBER, TEN SHOW COMMITTEE AIGA St. Louis   2003

MEMBER, NINE SHOW COMMITTEE AIGA St. Louis   2002

MEMBER, PROJECT SELECTION BOARD, THREE-DIMENSIONAL WORK Arts in Transit   2002

ALUMNI INTERVIEWER Wesleyan University   1993—2009

MEMBER, AIGA   1993—1995, 1995—*present*

MEMBER, AMERICAN MUSEUMS ASSOCIATION   2003—*present*

Professional development & leadership

WOMEN'S LEADERSHIP FORUM, CERTIFICATE PROGRAM Olin School of Business, Washington University   2013—2014

OP-ED PROJECT, CORE SEMINAR Washington, DC   2013

PROVOST'S GRANT, CROSS-CAMPUS DISCUSSION: WOMEN AND LEADERSHIP, WASHINGTON UNIVERSITY   2014
Member of group "Gender and Leadership across Disciplines."