

JODY ZELLEN

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SUMMARY

I am an arts professional with expertise in digital media, communication and publicity, app design and development with skills in graphic design, web design and production, HTML, CSS, writing, editing, and curating, in addition to over fifteen years of experience teaching web design and digital media at the university level.

EXPERIENCE

What's on Los Angeles (2013–Present)

Conceived of and developed *What's on Los Angeles* (www.whatsonlosangeles.com) a mobile website and iPhone application that lists gallery, non-profit and museum exhibitions in Southern California. Downloaded by hundreds of users the app is updated on a weekly basis and had been praised by *KCRW* and the *Los Angeles Times*.

Heidi Duckler Dance Theatre, Los Angeles, CA (January 2015–Present)

Part-time Creative Associate responsible for migration and design (though not development) of the company's new WordPress website from an outdated Drupal content management system. Designed company's 30th anniversary brochure and gala booklet as well as event programs, flyers and eblasts. Also worked on numerous private and public foundation grant proposals.

Los Angeles County Museum of Art (2011–2012)

Researched and created concept designs for how the museum's collections would be presented to those viewing LACMA's website. Strategized how information would be displayed on the pages and how the images would be displayed. Created a design that introduced new features where viewers could save and share images they wanted to remember. Oversaw and co-produced LACMA's *Artist Respond*; a project where artists were commissioned to create works online that responded to exhibitions on view in the museum. Conceived of and designed the educational iPad and iPhone app *Art Swipe* to coincide with the *In Wonderland* exhibition that featured 100 images from LACMA's collection that could be mixed and matched with images from the users personal collection. Consulted in the design of LACMA's first online scholarly catalogue through a Getty Initiative.

Los Angeles County Museum of Art (2002–2004)

Conceived of, designed and maintained websites for *LACMA Institute for Art and Cultures* and *LACMALab* that included custom Flash animations for each event and adaptations of artist's projects for online display.

Fringe Exhibitions, Los Angeles, CA (2006–2008)

Co-founder and curator of exhibitions and web-based projects for *Fringe Exhibitions* a gallery focusing on new media located in Chinatown. Wrote and designed all gallery publicity, created and maintained gallery website and announcements, managed schedule and budgets.

TEACHING (1998–Present)

Taught classes in photography, interactive media, web design at University of Southern California, School of the Museum of Fine Arts, Boston, UCLA, CalArts, Cal State University Los Angeles, Fullerton and Long Beach, Otis College of Art and Design.

WRITING (1983–Present)

Contributed reviews and articles to the following publications: *Afterimage*, *Art Issues*, *Art LTD.*, *Art Nexus*, *Art Papers*, *Art US*, *Artillery*, *Artpress*, *ARTS*, *ArtScene*, *Art Voices*, *Artweek*, *ARTWRIT*.

CLIENTS

Web design clients include: Home Front Build, Alise Arato Food Stylist, Fringe Exhibitions, City of Los Angeles Cultural Affairs Department, Eve Wood, Lucas Reiner, Darryl Curran, Eileen Cowin, Stas Orlovski.

EDUCATION

New York University (Interactive Telecommunications Program), MPS, 2009

California Institute of The Arts, Valencia, CA, MFA, 1989

Wesleyan University, Middletown, CT, BA, 1983

SKILLS

Photoshop, InDesign, Illustrator, Dreamweaver, HTML, CSS, Photography, Powerpoint, Excel, MS Office, Writing, Editing, Grant Writing, Video Editing, Problem Solving, Book Keeping, Administrative Tasks