



JOSEPH SCHWARTZ

344 Crescent Avenue
Spotswood, NJ 08884
908-331-0862
designr66@verizon.net

Education

- MFA in Design, Marywood University, Scranton, PA; Thesis Topic: Design Education for K-12 schools
- BFA in Media Arts, School of Visual Arts, New York, NY; Concentration: Graphic Design

Professional Experience

Kean University, January 2013 – Present

Adjunct Professor, Michael Graves College / Robert Busch School of Design

- Teach studio and lecture courses in Graphic Design, Visual Communication and Design Practices

Spotswood Board of Education, Spotswood, New Jersey; Spring 2003 – Present

Instructor, Computer Graphics & Design and Digital Photography courses

- Instruction of approximately 100 high school students each day
- Preparation of customized lesson plans and teaching materials
- Creation and implementation of curriculum materials for four levels of computer graphics and design courses

DESIGN-ED Coalition, January 2012 – Present

Trustee

- Founding member of non-profit advocacy group that aids, assists and organizes the design education efforts of K-12 teachers, supervisors and administrators.
- Specialist in Design Thinking, Project Based Learning and STEAM initiatives.
- Creation of international network of design education professionals
- Organization of successful national design education conferences in 2013, 2014, 2016
- In June of 2015, partnered with Design Research Society (UK) and CUMULUS (Finland) to host first international K-16 Design Education conference in North America at the School of the Art Institute of Chicago. Hosted 200+ delegates from 35+ countries
- In June 2019, hosted international cohort of Design Educators at Kent State University campus in Florence, Italy

National Basketball Association, Secaucus, New Jersey; 1992 – 2002

Art Director / Senior Art Director, NBA Creative Services

- Supervision of junior and freelance creative staff
- Long and short-term strategic planning for department
- Creative Director for window displays at NBA Store on Fifth Avenue in NYC
- Assisted Marketing Department in acquiring sponsorship agreements
- Direct responsibility for design and production of approximately 75-100 unique projects per year
- Primary department technology liaison to league offices and teams

Professional Skills

Technology

- Instructor of Adobe Photoshop, Illustrator, InDesign, Acrobat; high comfort level with Adobe Premiere, Microsoft Office; Google Workspace; works in both Mac and PC environments; Familiar with web design platforms including Figma

Communications

- Skilled writer and speaker; high comfort level addressing both large and intimate audiences and the creation of effective supporting visuals for such presentations

Professional Affiliations

Past/present memberships with: American Institute of Graphic Arts, Art Educators of New Jersey, National Art Educators Association

Awards

- Successful DonorsChoose fundraiser to acquire a 3-D printer and supplies for Spotswood High School
- Recipient of the “Golden Apple” peer recognition award by the faculty at Spotswood High School
- Three-time winner of Outstanding Achievement in Scenic Design from Sayreville Main Street Theatre Co.
- Twice awarded Art Educators of New Jersey Past President’s award

Volunteer Work / Community Service

- Current volunteer member of Community Emergency Response Team (CERT), complete with FEMA certified training
- Assisted sculptor Ed Jarrett in building the world’s tallest sandcastle in Pt. Pleasant, NJ (Guinness certified November 2013)
- Member of Spotswood Cultural & Heritage Commission since 2007
- Red Cross volunteer, including two 12-hour shifts at Ground Zero in October 2001

Book Authorship

Designing the Future: Making the Case for K-12 Design Education

July 2012 - (self-published for graduate school thesis project)

Published Articles

School Arts Magazine

February 2012 – “A Real World Lesson in Design Education”

May/June 2010 – “Teacher-Student Portfolio”

October 2008 – “Why Teaching Design Matters”

Academic Papers

American Institute of Graphics Arts (AIGA)

May 2010 - “Rethinking the Scaffold: making the Case for K-12 Design Education”

Speaking and live appearances:

DESIGN-ED Coalition

June 2019 - Facilitator for “Re-Designing Education for a Better World” Symposium in Florence, Italy

June 2013, 2014, 2016 - Organizer and host for DESIGN-ED national conferences

June 2015 - Organizer and host for Design Research Society / CUMULUS international design conference in Chicago, IL

November 2013 - “STEAM and the Gifted Learner” presentation, Bucks County Arts Education Inservice, Warminster, PA

November 2011 – “STEM to STEAM” Keynote lecture, Bucks County Arts Education Inservice, Warminster, PA

New Jersey Education Association (NJEA)

November 2017 – “Design Thinking & Process”, Atlantic City, NJ

November 2013 – “Poster design for the K-12 classroom” (with Dawn Schwartz), Atlantic City, NJ

November 2011 – “K-12 Design Education lessons” (with Dawn Schwartz), Atlantic City, NJ

November 2008 – “Design Education Lesson Plans”, Atlantic City, NJ

Art Educators of New Jersey (AENJ)

October 2013, 2012 – Updates on K-12 Design Education

October 2011 – “STEM to STEAM” presentation, New Brunswick, NJ

October 2010 – “Internet Resources for K-12 Design Educators”, Somerset, NJ

American Institute of Graphic Arts (AIGA)

May 2010 – “K-12 Design Education” presentation at Design Educators Conference, Toledo OH

Spotswood Board of Education

June 2016 – Introduction to 3-D technologies for Milltown School District

February 2016 – STEAM Inservice presentation, Spotswood, NJ

October 2009 – “21st Century Curriculum Standards” Inservice presentation, Spotswood, NJ

Portfolio Information

Portfolio samples may be viewed online at: “www.schwartzdesign.biz”