MIGUEL A. CARDONA JR.

hello@miguelcardona.com
www.miguelcardona.com
(716) 491-1246

DESIGNER, EDUCATOR, AND COMPASSIONATE HUMAN

Professional Statement

I design products to be more equitable, accessible, and performant while developing pedagogical practices that emphasize the importance of resarch, and collaboration to provide others with a more in-depth understanding of the design discipline.

Teaching Experience

Assistant Professor
School of Design, New Media Design
College of Art & Design, RIT
August 2018–Present

Visiting Assistant Professor
New Media Design, RIT
August 2016–June 2018

Visiting Assistant Professor
Graphic Design, RIT
August 2010–May 2013

Adjunct Professor
New Media Design, RIT
November 2005–May 2010

Creating curriculum and instructing classes in interaction design, focusing on user experience, graphical user interface, digital prototyping, motion design, and front-end web development.

Researching and disseminating interdisciplinary design pedagogy while providing service to both institutional and professional communities.

Collaborating with industry partners in the classroom. Helped USAToday to envision the future of mobile news, Rochester Regional Health to create augmented reality prototypes for the hospital setting, and provided Portland, OR-based Instrument with UX solutions for internal employee evaluation tools.

Education

MFA Industrial Design
Rochester Institute of Technology
September 2010–May 2013
GPA 4.0

BFA New Media Design
Rochester Institute of Technology
Magna Cum Laude / High Honors
September 2000–May 2004
GPA 3.7

Select Industry Experience

imgix (imgix.com)
Lead Designer, June 2013–August 2017
Startup Designer, May 2012–Sep 2012
San Francisco, CA

First designer and foundation member building the experience of a dynamic responsive image API from the ground up. Designed administrative and customer facing tools, produced marketing materials, pitched and designed new API features, and provided developer relations and design advocacy.

- Patent granted for User Interface for just-in-time image processing, ID #9654602
- Designs helped position the small team to raise nearly $10 million in Series A funding

Dumbwaiter Design (dwaiter.com)
Co-Founder / Designer July 2005–June 2010
Rochester, NY

Co-founded a Rochester, NY-based design agency. Designed, and developed interactive projects focusing on educational institutions, not-for-profit companies, and traditional advertising agencies.

- Recieved 3 Gold & 2 Silver Addy awards between 2007 and 2010, including a Judge's Special Recognition.

Buck & Pulleyn (closed)
New Media Designer / Developer
January 2005–July 2005
Victor, NY

Design and development of digital campaigns for various business-to-business, university, and educational clients.

- International Mobius Award for a Kodak Motion Picture Film Digital Campaign in 2005.

Workinman & JRVisuals
(workinman.com) (jrvisuals.com)
Contract Designer / Flash Developer
February 2004–December 2004
Rochester, NY / Buffalo, NY

Design and development of interactive games and digital media as agency support for NYC-based ad firms.

(Additional experience available upon request)

Recent Talks and Keynotes	
	Design Week Portland
	Ready for the Task: Teaching at a Distance
	Live Virtual Presentation
	Portland, OR (August 2020)

Holding Pattern: Zine Workshop w/ Figma
Live Virtual Workshop Presentation
Portland, OR (August 2020)

University and College Designers Association Design Education Summit
First Day of Class with Figma Design
Prerecorded Virtual Presentation
Des Moines, IA (July 2020)

The Role of User Storytelling in Designing for the Near-Future.
Prerecorded Virtual Presentation
Des Moines, IA (July 2020)

Figma Config 2020
Beyond the Bubble: Developing the Next Generation of Designers
San Francisco, CA (February 2020)

ITX UX 2019: Beyond the Pixels
Ethical Considerations, Micro Decisions, and Intentionality in Design
Keynote Speaker & Panelist
Rochester, NY (October 2019)

FITC Spotlight: Design Ethics
Stealing Bubblegum: Understanding Design Ethics and Intentionality
Toronto, ON (October 2019)

Digital Forum on Terrorism Prevention at Carnegie Mellon University
Digital Literacy and Capacity Building to Counter Violent Narratives
Presenter & Panelist
Pittsburgh, PA (September 2019)

Pearson Next/Now in Learning
Industry Innovation in Design Education
Scottsdale, AZ (April 2019)

Industrial Designers Society of America Northeast Design Conference
The User is the Hero: Understanding the Role Storytelling in Product Innovation
Rochester, NY (April 2018)

FITC Web Unleashed
Animated GIFs, Motion Design for Impact and Performance
Toronto, ON (September 2017)

Memorial Art Gallery Hidden Passions
The Coffee Cup Artist / Professor
Rochester, NY (November 2017)

Recent Sponsored Research and Projects

Cortera Inc.
Winter 2020–Present

Led a small, remote, funded research team designing data visualization and product experience for experimental marketing-driven data analysis tools.

- Funded by $50,000 industry research grant

Fertile Ground Zine
Spring 2019–Present

Collaborated on an inter-institutional research publication and community gallery showcase. Produced a yearly print zine and gallery poster series highlighting the work of anthropologist Dr. Kathryn Mariner and her ethnographic research in hypersegregated spaces.

- Multiple gallery showings and in archived in various collections

Ex-Out Mobile App
Fall 2018–Spring 2020

Worked with a colleague and team of students to produce a multi platform mobile app and website that acts as a handbook for those wanting to engage in anti-hate activism. Served as a creative director and producer, while teaching students how to use git, Figma, and markdown formatting to streamline the collaborative process. The site houses a media kit providing a design system and open source assets. The app is available at ex-out.org.

- Funded by $150,000 government grant
- Frank Romano Endowed Publishing & Entrepreneurship Award
- UCDA Design Award Mobile App Gold Award & Excellence Award in Digital
- GD USA American Website Award
- Communication Arts Design Competition 2020 Shortlisted Identity Manual Design

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Skills & Interests

Interaction design process, user experience research and interface design using applications. Preferred tool Figma Design.

Digital photography, Illustration, and non-destructive image editing flows in using Photoshop & Lightroom.

Motion Design for digital product prototyping using Principle for Mac, After Effects, Figma Design, and various other tools.

Digital and traditional illustration across a variety of media.

Front end web development, image optimization, and web performance.