

siobhan caitlin hadley

siobhan.hadley@gmail.com
madpickle.net/caitlin

career objectives

Practicing Professional College-Level Design Instructor

I'm seeking a position with a company that has a deep understanding of its core competencies and seeks to improve them in innovative ways. This position would support the development of my teaching skills, helping me take them to next generation of designers.

education

Master of Design Candidate

COMMUNICATION PLANNING
INFORMATION DESIGN
CARNEGIE MELLON UNIVERSITY
MAY 2007

By focusing on design theory, human-centered research methods, and the process of design development, this degree gives me the tools to gain an effective, thorough understanding of design problems. I have become well-versed in traditional and contemporary design processes and methods through a variety of printed, digital and written projects. Incorporated in the experience were a thesis paper and project, numerous individual and group projects, and student mentoring roles as a grader and teaching assistant for undergraduate design students.

Bachelor of Arts

PRINT JOURNALISM AND MASS COMM
UNIVERSITY OF NEW MEXICO
MAY 2001

summa cum laude
Minor: French, including five months on exchange in France
Cumulative GPA: 3.95:4.00

design & communications experience

Assistant Director Marketing And Communications

GIRL SCOUTS OF SAN FRANCISCO BAY AREA
NOV 2001 – MAY 2005

This challenging position required me to balance responsibilities of in-house print and Web design, marketing and advertising, public relations, volunteer liaison and council archiving. I designed, edited and produced all major council publications and event collateral. I played vital roles in major projects, including redesigning the Web site and key publications to reflect the contemporary voice of Girl Scouting.

Freelance Graphic Designer

JAN 1998 – DEC 2001

Partnering principally with schools and non-profits, I often worked to help these organizations establish a consistent voice through printed collateral. Additionally, I supported many of my clients in establishing their first presence on the Internet.

News Editor

NEW MEXICO DAILY LOBO
DEC 1998 – APRIL 1999

The diverse responsibilities of news editor include planning articles, assigning them to reporters and editing articles for content, style, grammar and syntax. Other duties included hiring and training new reporters and planning special coverage and sections.

Art Director

NEW MEXICO DAILY LOBO
SEPT 1997 – APRIL 1998

As art director, I was responsible for the look and feel of the paper, as well as the daily design of the news, sports, arts and special sections. In April 1998, I worked with the incoming art director to redesign the newspaper, resulting in improved clarity and readability through specialized graphic elements and stronger style consistency.

recent DESIGN

Pittsburgh Filmmakers and Pittsburgh Center for the Arts

Service design concept for integration of two non-profits

"What do people do with all those photos?"

Print-based model depicting the life of a photo

recent EDITORIAL

"Designer Day Camp"

RE:VIEW

CMU School of Design

Copyediting

AMBIDEXTROUS magazine

Stanford D.school

design RESEARCH

Freshmen Syllabus Support Study

Fall 2006 – CMU

software COMPETENCIES

Adobe Creative Suite

Adobe AfterEffects

Macromedia Flash 8

Microsoft Office Suite

HTML + CSS

experience TEACHING

Teaching Assistant

Freshmen Design Studio

Fall 2006 – CMU

Grader

Design and Social Change

Spring 2006 – CMU

Grader

Design and Human Experience

Spring 2005 – CMU

Teaching Assistant

Newspaper Design + Quark Xpress

Spring 2001 – UNM

Teaching Assistant

Beginning PageMaker

Fall 2000 – UNM

INTERNSHIPS

Writing, Editing, Web Design

SU CASA magazine

Albuquerque, NM

March – Aug 2001

Design

The Albuquerque Journal

Jan – July 2001

Albuquerque, NM