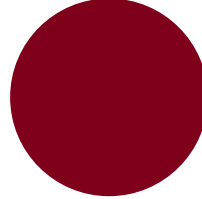
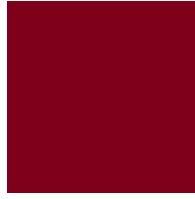
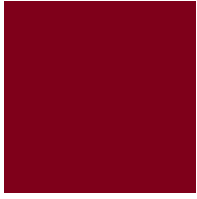


red madden



think distinct

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educator • communication designer • writer • cultural advocate • social innovator • citizen • activist

career history

University of Texas at San Antonio
Fall 2013–present

Asst. Professor & Dept. Internship Coordinator
Dept. of Communication
College of Liberal and Fine Arts.

Adobe Education Leader (AEL)
2020–present

Invitational Global Community Member
Credential ID CREDLY-23434241

University of Texas at Austin
Spring 2013

Adjunct Faculty
Department of Art and Art History
College of Fine Art

Art Institutes of San Antonio
2012–2013

Adjunct Faculty | Graphic Design BFA Program.

International Academy of Design & Technology (IADT)
July 2008 – December 2012

Adjunct Faculty
Graphic Design BFA Program

Savannah College of Art and Design
March 2012 – June 2012

Graduate Teaching Assistant
Professor Robert Newman

Causality

September 2011 – November 2011
MFA Graduate Field Intern
Creative Services

education

June 2012 - Terminal Degree
MFA in Graphic Design
Savannah College of Art and Design
Savannah, GA

June 2003 - BFA in Communication Design
Texas State University - San Marcos, TX

teaching activities

Graduate Courses & Advising

COM 5613: New Media Design and Production One
COM 6953: Graduate Independent Study
COM 6933: Graduate Internship

Master's Non-Thesis Committee Member, "Smoking Cessation and Communication Design of Campaigns." (AY 2019-20).
Advised: Richard Tyler Martin

teaching activities

Master's Non-Thesis Committee Chair, "Public Relations Campaigns of Climate Change | Coral Bleaching." Proposal, (AY 2019-20). Advised: Natalie Ibarra

Undergraduate Courses Taught

GWDA419 Graphic Design Portfolio II
GWDA300 Social Awareness Design
COM 3533: Writing for Public Relations & Media
COM 3623: Commercial Publications (2019 OER Grant)
COM 3723/4723: Digital Media Production I & II (Sr. Port.)
COM 4413: Special Topics-Advertising Campaign Design
COM 4933: Internship in Communication
COM 4911-4913: Undergraduate Independent Studies
DES 342 | Design and Persuasion
GRDS 353 Type Studio II
GRPH I, II, II : Graphic Design Studio(s)
GRDS 400/500 Package Design
ARTC 3316 Graphic Design/Typography History Seminar(s)



other instructional activities

The Najim Summer Institute for Career Advancement

Executive Management of five graduate students as a team of multidisciplinary assistant instructional designers developing five unique online learning modules for the UTSA Harvey Najim Center for Innovation and Career Advancement endowment. This “pilot” and summer seminar experience is designed for Seniors who plan to graduate from UTSA within the next year. Topics covered will include: Leadership Development; Communication Skills Refinement and Creative and Critical Ideation. Students will also have the opportunity to earn industry-standard tool-specific certifications.

UTSA Dean of Libraries Digital Literacy Toolkit

The Libraries recently was awarded a grant from Texas State Library and Archives Commission to produce a virtual toolkit on the topic of digital literacy. The toolkit will consist of three modules (1) Digital Literacy Basics, (2) Digital Communication, Collaboration and Citizenship Learning, and (3) Information/Media Literacy. The audiences are UTSA freshmen and the general layperson.

teaching philosophy brief

Pedagogy deeply rooted in participatory and collaborative method PBL. My motto for students of graphic design is “Communicate Culture Creatively, but Critically” — referred as the “4Cs” rule in my studio.

Very sensitive to learning diversity as the contemporary design studio must be equitable and inclusive to explore all iteration and ideation. Whether a traditional, nontraditional, vocational, career-changer, over 30, over 60, recently returned-home veterans of war, or the traditional college-aged student aged 18 to 24, I truly appreciate wherever my learners are the moment they enter my mindfulness. Being a faculty member at an HSI since 2013, I am very engaged and proactive in mentoring first-gen, DACA and especially women of color students seeking careers in tech and digital media fields—and have successfully done so for over a decade.

Emphasize a rigorous documentation of research and design methodologies—students produce and practice reflections of their own design rituals and habits to grow and improve, requiring students to critically analyze each step of their design thinking to solve visual communication challenges.

Art direction is silver, not golden—design students learn independently—maturing through deep exploration in word and image integration, finding their unique visual voice and creative direction.

service activities

University Service

2019 - Present | Adobe® Student Ambassadors at UTSA
Faculty Advisor
University of Texas at San Antonio

2019 - Present | Leadership UTSA (LUTSA)
Cohort 11 Graduate & 2020-21 Coordinating Committee
LUTSA has been shared with other universities & cons.
Research & success of the program: *2017 SACRAO Journal*.

2015 - Present | AAF College Chapter at UTSA & National
Student Advertising Competition Team (NSAC)
Faculty Advisor | University of Texas at San Antonio

Department Service

2015 - Present | COMMWeek Annual Conference
Committee Chair | UTSA Dept. of Communication

2016 - 2019 | Graduate Program Committee (GPC)
Committee Member | UTSA Dept. of Communication

2013 - Present | Webmaster & Social Media Manager
UTSA Dept. of Communication

honors & associations

- 2020 Adobe Education Leader (AEL)
- 2017 Student San Antonio American Advertising Award—SILVER ADDY— for Snapple® “Savor the Sweetness” Campaign PLANS Book—UTSA AAF/NSAC Team
- 2019 Student San Antonio American Advertising Award—SILVER ADDY— for OceanSpray® “Crank Up Your Cran!” Campaign PLANS Book—UTSA AAF/NSAC Team.
- 2014-present National Communication Assoc. Member (NCA)
- AAF San Antonio Member 2009 - present
- AIGA San Antonio Member 2011 - present
- 2 Silver & 1 Bronze San Antonio American Advertising Award ADDY Award(s) - 2012 MFA Entries: “Round The House” Logo & Package Design & AIGA “Battle of the Band” Poster Design.



research brief

Since her MFA Thesis in 2012, Red Madden has continued to seek research regarding the role of the designer in social awareness and cultural advocacy campaigns. Often building upon her original MFA thesis, she augments and expands upon her original visual experiment and writing, “*People vs. Parties: Designing & Developing Effective Visual Communications to Persuade Unity among an Independent Electorate*,” which was presented at the International Academy of Business Disciplines Conference (IABD-29) in 2017.

Currently, Madden seeks opportunities to collaborate in multidisciplinary issues that crossover into strategic cultural branding, DEI communication and UXD campaign planning, strategic institutional research & effectiveness for digital fluency in instructional design, as well as developing more digital media arts pathways for students attending universities so to become effective 21st century digital citizens—i.e., seeking to cultivate DEI multimedia production skills for mass storytelling, casting, data visualization and communication design for a more transparent global algorithmic post-human destiny.

MFA thesis committee:

Professor Jason Fox, M.F.A. - Thesis Chair
Savannah College of Art and Design School of Communication Arts | jfox@scad.edu • 912.713.4182

Professor Sarah Adams, M.F.A. - Committee Member 1
Savannah College of Art and Design School of Communication Arts | sadams@scad.edu • 229.894.8494

Dr. Michael Betancourt, Ph.D. - Committee Member 2
Savannah College of Art and Design School of Digital Media | mbetanco@scad.edu • 305.562.9192

academic and professional references:

Dr. Catherine Clinton
UTSA | Denman Endowed Chair &
Professor, COLFA, Dept. of History
catherineclinton@mac.com
203.981.8310

Dr. Luis Hestres
FrameWorks Institute | Sr. Researcher
luishestres@gmail.com
202-277-1638

Dr. Chad Mahood
UT System Faculty Advisory Council
Exec. Committee | UTSA Faculty
Senate Chair & Assoc. Professor,
COLFA, Dept. of Communication
chad.mahood@utsa.edu
210-458-8671

Dr. Melissa Vito
UTSA | Interim Vice Provost for
Academic Innovation
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Zena Gittens
The Martin Agency | Cultural Impact
Coordinator—*UTSA Alumna*
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281.748.4244

Cameron Brooks
Backyard Studios | Exec. Creative Dir.
UTSA COM Internship Partner
cameron@backyardstudios.com
210.267.2963