

## Rees E. E. Shad

146 West Avenue, Great Barrington, MA 01230

(518) 796-0863

<http://www.reesshad.com>

[rees@reesshad.com](mailto:rees@reesshad.com)

### EDUCATION

UMASS AMHERST COLLEGE OF EDUCATION	Amherst, MA Doctoral Student in Educational Policy & Leadership	2018- PRESENT
PARSONS THE NEW SCHOOL OF DESIGN	New York, NY M.F.A. in Design & Technology	2002-2004
RENSSELAER POLYTECHNIC INSTITUTE	Troy, NY M.S. in Technical Communication with a focus on Human Computer Interaction & a certificate in Graphic Design	2000-2002
SKIDMORE COLLEGE	Saratoga Springs, NY B.A. in English	1985-1988

### PROFESSIONAL DEVELOPMENT

HARVARD GRADUATE SCHOOL OF EDUCATION	Cambridge, MA Management Development Program	June 2017
PENNSYLVANIA STATE COLLEGE OF EDUCATION	State College, PA Academic Leadership Academy	June 2016
AMERICAN COUNCIL ON EDUCATION LEADERSHIP ACADEMY	Miami, FL American Council on Education Leadership Academy for Chairs	January 2014

### PROFESSIONAL EXPERIENCE

ASSOCIATE PROFESSOR (tenured)	Hostos Community College Bronx, NY • Serve the college on: Personnel Search Committees, The Media Design Program Planning Committee, & PSC CUNY Grant evaluator.	Fall 2017 - 2018
HUMANITIES CHAIR & ASSOCIATE PROFESSOR (tenured)	Hostos Community College Bronx, NY • Oversee the department's day-to-day operation • Oversee the development and operation of the HMBI for which I secured a NYS 20/20 Grant to establish (2016-2017).	2013 – 2016 & Spring 2017 (acting)

- Serve the college on: The Academic Council, The Departmental and College-wide Personnel & Budget Committees, The Departmental and College-wide Curriculum Committees, The Media Design Program Planning Committee, The Service Learning Committee, The College Wide Senate, Senate College Finance Subcommittee, & PSC CUNY Grant evaluator.

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### PROFESSIONAL EXPERIENCE (cont'd)

<p>MEDIA DESIGN COORDINATOR &amp; ASSISTANT PROFESSOR</p>	<p>Hostos Community College Bronx, NY</p> <ul style="list-style-type: none"> <li>• Taught classes in media design from the curricula that I developed in animation, graphic design, music production, audio engineering, and game design, while overseeing the coordination of the three AAS programs involved, the hiring and scheduling of five full time, over twenty adjuncts, three labs, lab technicians, and lab assistants</li> </ul>	<p>2008 - 2013</p>
<p>CURRICULUM DESIGNER</p>	<p>Shad &amp; Associates Carmel, NY</p> <ul style="list-style-type: none"> <li>• Developing UIUX program in continuing education for The Knowledge House</li> <li>• Developed curriculum for a proposed afterschool program in STEAM using animation as a catalyst for engagement as part of a CUNY/DOE grant from the Mayors Office of Media &amp; Entertainment</li> <li>• Building media programs in graphic design, audio/video production, and animation for the Office of Liberal Arts &amp; Sciences at Rock Valley College in Rockford, Illinois</li> <li>• Developed digital media programs in animation, game design, graphic design, &amp; audio engineering for the CUNY at Hostos.</li> </ul>	<p>2007-Present</p>
<p>ADJUNCT PROFESSOR</p>	<p>Parsons School of Design New York, NY</p> <ul style="list-style-type: none"> <li>• Developed curriculum &amp; taught classes in thesis, prototyping, user testing, sound design, design methodologies, and digital tools (Adobe Suite) to students in the BFA &amp; MFA programs as well as separate workshops in sound design and non-linear narrative.</li> </ul>	<p>2003 - 2009</p>
<p>AUDIO, MULTIMEDIA, &amp; GRAPHICS</p>	<p>The Sweetfish Companies Argyle, NY</p> <ul style="list-style-type: none"> <li>• Sweetish Recording - Managed 15 employees and many interns. Supervised the design, construction, and management of 4 recording studios. Produced and engineered well over a hundred independent releases, hundreds of other studio sessions and released over two-dozen albums of my own original music.</li> <li>• Sweetish Records – Oversaw artist development as well as graphic design, production, marketing and promotion of international releases.</li> <li>• Sweetish Publishing – Directed catalog development, concept promotion &amp; packaging</li> <li>• Sweetish Interactive - Managed packaging design and development of industrial, educational and artistic digital media</li> </ul>	<p>Director &amp; CEO 1986-2000</p>

### GRANTS

TITLE V GRANT – Funding for research assistants examining kinesthetic learning environments  
- **\$4,500 – 2015**

NEW YORK STATE 20/20 GRANT – Funding for Hostos, Lehman, & MaCaulay College media certificate/  
business incubation (w/ a consortium of CUNY professors & administrators)

- **\$4.2 Million – 2014**

NATIONAL SCIENCE FOUNDATION ADVANCED TECHNICAL EDUCATION GRANT – “Designing Futures with Games” (w/ Professor Catherine Lewis) - **\$600,000 – 2012**

COBI GRANT - “Stories from the Green Room” for Media Production Vocational Awareness (w/ Professor Catherine Lewis) - **\$7,000 – 2011**

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### GRANTS (cont’d.)

PERKINS GRANT – Continuing Education in Media Design (w/ Dean Carlos Molina & Professor Catherine Lewis) - **\$40,000 – 2010**

COBI GRANT - “Get Your Game On” for gaming & early education (w/ Professor Christine Mangino) - **\$7,000 – 2010**

### Honors & AWARDS

C.A.S.E. NY PROFESSOR OF THE YEAR

Carnegie Foundation 2012

GREAT OUT OF THE GATE, OUTSTANDING NEW FACULTY AWARD

Hostos Community College 2009

DEAN’S LIST PARSONS SCHOOL OF DESIGN

Design & Technology Department 2004

MCKINNEY WRITING COMPETITION

Rensselaer Polytechnic Institute 2002 (elect. media & fiction)

Rensselaer Polytechnic Institute 2001 (elect. media),

GRAMMY NOMINATION

by NARAS for Sweetfish Records’ Release: All The King’s Men for Best Country Instrumental 1998 (for which I was the executive producer).

INDIE AWARD

Association for Independent Music for Sweetfish Records’ release:

HONORABLE MENTION

Paul Burlison’s Train Kept a Rollin’ for Best Rock Album 1998

GOLD AWARD

by the International Gallery of Superb Printing for excellence in the design of my Anderson, Ohio promotional CD package & for excellence in the design of Sweetfish Recording Studios’ promotional packaging 1996

### PUBLICATIONS

*An Exploration of the Concept of Kinesthetics and the Development of Rubrics for Their Application in Game-Centric Learning* with Jeans Abreu-Miseses, Jose Palacios, & Jose Vidal Touchstone Volume 9.1 Fall 2017

*The Hive Cooperative: Collaborative Publishing for Student Engagement* Touchstone Volume 6.1 Spring 2013

*Einstein & the Honeybee: An Introduction to Game Design & Game Development* The Hive Cooperative August 2012

*Design Collaboration as a Tool for Developing Diversity in the Work Place* International Journal of Diversity in Organizations, Communities & Nations Fall 2010  
*Collaboration in the Design Classroom* (abridged version of article above) Touchstone Volume 3.1 Spring 2010  
*The Riggley Road Stories* Graphic Novel Illustrated by Jennifer Furman Sweetfish Productions 1998

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### **SELECT EDUCATIONAL GAME DESIGNS**

*Einstein & the Honeybee*: Colmena Design 2016.

A playful introduction to colony collapse disorder and environmental science that uses power-ups based on some of Einstein's most interesting theories.

*Labyrinth of Life*: Colmena Design 2015.

Cell biology framed within a labyrinthine archeological dig.

*Enviro*: Colmena Design 2015.

Environmental Science and city planning as the arena for collaborative play.

*Now & Venn*: Colmena Design 2014.

Venn Diagrams taught through territory war.

### **SELECT CONFERENCE PAPERS & PRESENTATIONS**

"An Exploration of the Mind-Body Connection of Kinesthetics and How That Might Be Applied to Game-centric Learning " - 17th International Conference on Diversity in Organizations, Communities and Nations. Toronto July 2017 (accepted and registered)

"Designing Futures with Games: Game-Framed Mathematics and Science as a Pathway to Multimedia Technology Degrees" with Rocio Rayo – AACC Convention. San Antonio, TX April 19, 2015

"Can'ts to Cans: Building Stem Confidence Through Design Empowerment" with Catherine Cannon & Rocio Rayo – CUNY GameFest. NYC, January 17 2015

Workshop: "Seek, Find, Strategize – Developing the Future of Educational Games" with Mary Rasley & Steve Weiss from Leigh Community College – NSF/ATE Principle Investigators Conference. Washington DC October 2014

"*The Hive Cooperative: Collaborative Publishing for Student Engagement*" Scholarship of -Teaching & Engagement Conference VI. Orem, UT March 2014

"*Designing Futures with Games: Game-framed Math & Science at Hostos Community College*"- The CUNY Games Conference. NYC January 2014

*Developer, Moderator & Director* The Next Note Music Conference • Hostos Community College. Bronx, NY April 2012

'*Designing Futures through Digital Media Education*' (with Professor Catherine Lewis) - Seventh Annual CUNY Education Conference. York College • Jamaica, NY May 2011

### **SELECTED EXHIBITIONS**

ART MISSION & THEATER Binghamton, NY

*Nurturing Nature: Solo exhibition of 8 works & Documentary Film*  
October 2008

KINGSTON SCULPTURE BIENNIAL • Kingston, NY

*Declarative Lamp Project* Summer 2007

CHELSEA MUSEUM • NYC

*Reunion* April 2007

OPEN ENDS: THE NARRATIVE IMPULSE • SUNY Ulster Stone Ridge, NY

*Fictitious Family Album* April 2005

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### **SELECT DISCOGRAPHY (of 26 releases to date)**

Rees Shad – *Songs for Isaac*: Fiendish Endeavor 2016

Rees Shad & Butch Roxas – *Half a World Away*: Fiendish Endeavor 2014

Fester Spunk – *Spackle & Glue*: Fiendish Endeavor 2012

Rees Shad – *Life & Times*: Fiendish Endeavor 2010

Fester Spunk – *How to Combat Ghosts & Interference*: Fiendish Endeavor 2007

Rees Shad – *Carving Away the Clay*: Sweetfish 1999

The Rees Shad Band – *The Riggley Road Stories*: Sweetfish 1995

Rees Shad – *Anderson, Ohio*: Sweetfish 1994

### **BOARDS**

Urban Assembly Maker Academy CTE advisory board: 2017 -2018

Hostos Media Business Incubator (Director): 2015 – 2018

Colmena Design Cooperative: 2014 - 2017

Ravenfox Foundation: 2013 – present

Crotona International High School CTE advisory board: 2012 -2018

Bronx High School for Visual Arts CTE advisory board: 2010-14

The Gunnery School: 1995 - 1998

The Ballman Foundation: 1986 - 1997

### **Skill Profile**

I have spent my professional life organizing and working with groups of people to build effective and user-centered systems to fulfill a far-ranging variety of project goals. My particular skill sets run the gamut from teaching and communication, to digital and traditional media design, as well as business management, but my greatest strength has always been team building and inspiring in others the desire to meet their potential. I have been able to motivate students, colleagues, and employees with my own enthusiasm for particular subjects or projects and feel this to be an important characteristic for any successful leader and education as well as in business. My communications experience, understanding of human computer

interaction and usability issues combine with my understanding of curriculum development and multimedia systems to allow for a well-rounded outlook on the potential impact of education, media, design, and technology. I look at these through a lens that is crafted by extensive multi-disciplinary thinking and empathetic design, allowing me to forge meaningful relationships that are more effective as a result.

**View entire portfolio at:**  
**[www.reesshad.com](http://www.reesshad.com)**