

SHADRICK ADDY

Master of Graphic Design Candidate
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E D U C A T I O N

- Projected 5/2019 **Master of Graphic Design**, N.C. State University
The Master of Graphic Design is recognized as a terminal degree in design by NASAD (thus equivalent to the MFA). N.C. State's program is known for its research orientation as well as its teacher preparation.
- 8/2014 to 5/2016 **Bachelor of Science in Graphic Design**, Elizabeth City State University
- 1/2012 to 7/2014 **Associate of Arts & Associate of General Education**, College of The Albemarle

P R O F E S S I O N A L E X P E R I E N C E

1) F I E L D W O R K

- 1/2018 to 6/2018 **Managing Editor, N.C. State MGD Publications**, Raleigh, NC
Coordinated collection and production of the Master of Graphic Design (MGD) journal And So in collaboration with the Senior and Design Editors. Coordinate and manage the MGD blog Yes And. Served as liaison between MGD publications and college communications office.
- 6/2018 to date **UX Designer, Virtual MLK Project**, Raleigh, NC
Collaborated with researchers at N.C. State College of Humanities and Social Sciences to create the virtual reality reenactment of Martin Luther King's "Fill Up the Jails" speech. Dr. King gave the speech just days after the Greensboro sit-ins in 1960. Worked with a performance actor to capture motion data simulating Dr. King. Updated King's virtual avatar with motion data and custom animations. Creating accessibility features for pedagogical experience at N.C. State University Libraries.
- 8/2018 to date **Independent Developer, CX Labs**, Raleigh, NC
Worked as the lead developer for a local start-up to develop a virtual reality basketball training application for the 2018 Oculus Launchpad program.
- 12/2017 to date **Exhibition Designer, I AM A MAN VR Experience**, Raleigh, NC
Facilitated a student-led design exhibition for the I AM A MAN Virtual Reality Experience at the N.C. State African American Cultural Center and the National Civil Rights Museum in Memphis, TN.
- 3/2017 to 1/2018 **Designer, Peridot**, Raleigh, NC
Designed brand identity and website for Wolf Wash. Designed brand identity, marketing collateral and launched a successful Kickstarter campaign for Wibes Shoes.
- 2014 to 2017 **Freelance Designer**, Elizabeth City, NC
Designed brand identity systems and marketing collateral for Adkins Catering and Bridal Lounge.

1/2012 to 5/2017

Graphic Design Intern, Raleigh / Elizabeth City, NC

- N.C. State University Housing (2016 - 2017)
- Elizabeth City State University (2014 - 2016)
- College of The Albemarle (2012 - 2014)

2) TEACHING EXPERIENCE

Fall 2018

Online and Mobile Interaction Design Systems, N.C. State University

Teaching Assistant with Professor Scott Townsend

This course introduced students to UX and UI design practices. Students explored the UX process by undertaking user and contextual research.

- *Students designed a mobile application that utilized motion and gestures to enhance the user experience and interaction.*
- *In teams, students created user scenarios and designed a user interface to accommodate a blind user with minimal assistance in a series of wayfinding tasks.*

Summer 2018

Design Camp, N.C. State University College of Design

Co-Instructor with Alysa Buchanan

Design Camp informs high school and middle school students about the study of design and raises awareness of the impact of design on all aspects of our everyday lives. During this four-week long intensive graphic design studio, we introduced design research, design thinking, and practical design skills to over 300 high school students.

- *Students worked on one of three projects: visual icons and campus map for N.C. State new student orientation; brand identity and tablet application for a marathon; or a brand identity and phone application of a hypothetical school.*

Fall 2017

Design, Context, and Experience, N.C. State University

Teaching Assistant with Professor Scott Townsend and Dr. Derek Ham

In this introduction to graphic design course, students explored the relationship between people, their context and the designed object.

- *Using data from an exploratory research conducted in Greece, students designed a series of activity maps for an exhibition at Malakopi Arcade.*
- *In collaboration with the National Civil Rights Museum in Memphis TN, students worked in teams to propose a range of exhibition design proposals for the I AM A MAN VR Experience.*

3) WORKSHOPS

Fall 2018

Introduction to Virtual Reality Development, N.C. State University

Designer, Facilitator

This hands on interactive workshop introduced participants to Virtual Reality content creation using the Unity game engine. Designed for beginners, participants became familiarized with the Unity Game Engine interface and develop skills needed to set up, create, and build a virtual reality experience for Oculus Rift and HTC Vive VR headsets.

4) COURSEWORK

Spring 2018

Graphic Design Pedagogy Seminar, N.C. State University

Taught by Dr. Deborah Littlejohn and Dr. Matthew Peterson

An informative course designed to equip students with essential pedagogical knowledge and skills; with emphasis on teaching design at the collegiate level.

ASSISTANTSHIPS & FELLOWSHIPS

- Summer 2018 **Digital Humanities Fellow, Bull City 150**, Durham, NC
Developed an online complement to the award-winning public exhibition Uneven Ground: the Foundations of Housing Inequality in Durham, NC.
- Spring 2018 **Virtual Reality Pentair Fellow, N.C. State Libraries**, Raleigh, NC
Developed workshops and learning resources for broadly applicable and usable virtual reality tools including hardware, software, and digital publishing platforms for research use as well as VR creation.
- Spring 2018 **Graduate Research Assistant, N.C. State College of Design**, Raleigh, NC
Investigated how sophomore Graphic Design students make use of their studio space using quantitative research methods that included interviews, observational studies, and 360 video analysis.

PUBLICATIONS & CONFERENCES

1) ONLINE ARTICLES

- 2018 **Establishing New Procedures to Address the Cultural Implications of Algorithmic Bias, And So.** *The graduate journal And So is a publication from the Master of Graphic Design (MGD) program at North Carolina State University. The journal highlights scholarship by MGD students and alumni that examines the cultural contexts of design and the influence of end users. This article addresses the cultural implications of Algorithmic Bias against people of color. It further asserts that the severity of the negative impact of algorithmic bias requires that new procedures be established to address the cultural implications of machine learning.*

2) PRESENTATIONS

- 2018 **Design as a Tool of Cultural Preservation**, CACE 2018, Greensboro, NC
The Conference on African-American & African Diasporic Culture and Experience is hosted by the African American and African Diaspora Studies Program at the University of North Carolina at Greensboro. I presented an overview and final outcome of the I AM A MAN VR Experience exhibition design created by N.C. State University College of Design Sophomore Graphic Design students (February 26, 2018).

ACADEMIC SERVICES

- 2017 to date **Multicultural Design Student Organization**, N.C. State University
 Member, Executive Board
- 2014 to date **Elizabeth City Back To School Bash**, Elizabeth City, NC
 Executive Board, Graphic Designer
A collaborative initiative between Elizabeth City police department, Elizabeth City State University, and local barbers. During this annual celebration, local barbers provide free haircuts for youth and K-12 students receive free school supplies.
- 2014 to 2016 **International Student Organization**, Elizabeth City State University
 Member, President