

SHADRICK ADDY

Designer / Educator

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EDUCATION

- 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.
- 2016 **Bachelor of Science in Graphic Design**, Elizabeth City State University
- 2014 **Associate of Arts & Associate of General Education**, College of The Albemarle

TEACHING APPOINTMENTS

- 2019 - present **Visiting Assistant Professor**, The Ohio State University
Department of Design, and Advanced Computing Center for the Arts and Design
Teaching undergraduate Visual Communication Design courses in the Department of Design, and graduate courses focused on extended reality and interaction design at the Advanced Computing Center for the Arts and Design (ACCAD).
- 2019 **Virtual Reality Instructor**, N.C. State University
TRIO, Upward Bound Program
Taught 33 high school students in two Virtual Reality development courses.
Learning objectives:
 - Introduce students to VR development using Unity Game Engine
 - Introduce students to VR development using C# coding language
 - Apply design strategies for developing high fidelity Virtual Reality prototypes
 - Advance students collaboration and interdisciplinary skills
- 2017 - 2019 **Graduate Teaching Assistant**, N.C. State University
Graphic Design, College of Design
Assisted professors with class preparation, and provided guidance to students in courses covering online and mobile interaction design systems, user experience design, exhibition design, and design research.
- 2018 **Design Instructor**, N.C. State University
Design Camp, 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 maps for N.C. State new student orientation; brand identity and tablet application for a marathon; brand identity and phone application of a hypothetical school.

PROFESSIONAL EXPERIENCE

1) FIELDWORK

- 2019 - present **Design Researcher / CTO, Equality Lab, Miami, FL**
Conducting collaborative research on virtual embodiment, and developing immersive experiences that leverage virtual reality as a tool for social impact and cultural preservation.
- 2018 - 2019 **UX Designer / VR Developer, 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 imitating Dr. King. Updated King's virtual avatar with motion data and custom animations. Created accessibility features for pedagogical experience at N.C. State University Libraries.
- 2017 - 2018 **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.
- 2018 - 2019 **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.
- 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. Coordinated and managed the MGD blog Yes And. Served as liaison between MGD publications and college communications office.
- 2017 - 2018 **Designer, Peridot, Raleigh, NC**
Designed brand identity and website for WolfWash. Designed brand identity, marketing collateral and launched a successful Kickstarter campaign for Wibes Shoes.
- 2012 - 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) WORKSHOPS

- 2018 - 2019 **Introduction to Virtual Reality Development, N.C. State University Libraries**
 Organizer and Facilitator (12 sessions)
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.

ASSISTANTSHIPS & FELLOWSHIPS

- Summer 2018 **Digital Humanities Fellow, Bull City 150**, Durham, NC
Developed an online complementary website for 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 for N.C. State Libraries.
- 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) ARTICLES

- 2019 **Reflective Tools and Ethics in Design, And So.** *The graduate journal And So is a publication from the Master of Graphic Design (MGD) program at North Carolina State University. This article highlights three graduate studio projects in which the authors investigated the ethical implications of graphic design. Each investigation led to the development of reflective tools that encourage graphic designers to reflect upon personal and collective values to evaluate the cultural and social impact of their work.*
- 2018 **Establishing New Procedures to Address the Cultural Implications of Algorithmic Bias, And So.** *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

- 2019 **History Re-Experienced: Implementing Mixed Reality Systems into Historic House Museums**, Zip-Scene Conference, Budapest, Hungary
The conference addresses scientific researchers, game professionals, programmers, artists, scholars and professionals from the field of performing arts, game studies, interactive storytellers, experience designers, narrative designers, VR-professionals and philosophers concerned with the conference topics. My presentation covered how the design of mixed reality systems can be implemented in historic house museums to increase the experiential value of a visit.
- 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 IAMA MAN VR Experience exhibition design created by N.C. State University College of Design Sophomore Graphic Design students (February 26, 2018).