

CURRENT POSITION	Director of Research & Technology, Senior Lecturer 07/2004 to present Sam Fox School of Design & Visual Arts, Washington University in St. Louis
EDUCATION	Savannah College of Art and Design 2015 MA in Design Management Final Project: "Health care: A strategic approach to support change" Advisor: Regina Rowland, PhD Washington University in St. Louis, College of Art 1996 BFA in Visual Communications Washington University in St. Louis 2004 to present <i>Continuing Coursework:</i> Entrepreneurship; History and Development of the Nonprofit Sector; Contemporary Organization Development: Creativity, Innovation, Sustainability; Introduction to Psychology; Grant Writing; Finance for Nonfinancial Managers; and Vertical Seminar Program
DESIGN EXPERIENCE	Creative Director & President, Von Design, St. Louis 07/2004 to present Consulting projects include: design and management for a K-2nd grade traveling science classroom, process maps for a Fortune 500 direct marketing firm, marketing collateral for the technology and publishing industry, and ethnographic and design thinking consulting. Responsibilities range from initiating design and concepts, addressing business goals, producing budgets and marketing strategies, managing various team disciplines, conducting surveys, stakeholders and audience interviews and providing technical drawings, product prototyping, and overall project follow through. Consultant, XPLANE, St. Louis 07/2004 to 07/2005 Consulted on various projects with firm's illustrators and lead business development executives. Facilitated workshops to identify client pain points and translate those into visuals that explain process or product benefits to target audiences. Creative Director & President, Design360 Inc., New York City 04/1999 to 07/2004 As creative director, responsibilities included: design strategy, concept initiation and project planning, from overall layouts and production plans to presentations and communication with clients. As President, responsibilities included: managing operations and budgets, business development, marketing, proposal writing, and overall firm direction. Associate, Swanke Hayden Connell Architects, New York City 04/1996 to 04/1999 Responsibilities included: design direction, photo/illustration and typography selection, concept presentation and discussion with clients, pre-press production and project completion. Design projects included corporate identity, posters, press kits, event flyers, invitations, exhibits, online media, marketing collateral and signage programs. As the youngest associate, after only two years with the firm, responsibilities also included integrating graphic elements into the built environment and managing the overall graphic identity of interior and exterior architectural projects.
VOLUNTEER WORK	Advisory Board Member, AIGA in St. Louis 03/2017 to present Support the chapter on various initiative to advance the membership, partnerships, attendance and overall engagement with the organization. President of the Board, AIGA in St. Louis 01/2011 to 01/2014 AIGA St. Louis is a chapter of the AIGA, the professional association for design, which "is committed to advancing design as a professional craft, strategic tool and vital cultural force." In my capacity as president of the St. Louis Chapter, an all-volunteer professional organization, I oversaw the operations and management of the board as we implemented annual strategies and programming for our members and the public. Activities included: attending the annual leadership conference; facilitating local awards programing; financial oversight; recruitment of leadership; stewardship of Design Week, Student Conference, Design for a Cause; and annual meeting and gala events. Education Chair, AIGA in St. Louis 01/2007 to 01/2011 Ran the student conference which included identifying national speakers, retaining local students to design collateral, securing a venue, recruiting professional reviewers and general team building to launch the conference.
AFFILIATIONS	AIGA, the professional association for design 1995 to present Service Design Network (SDN) 2016 to Present Society of Environmental Graphic Design (SGED) 1997 to 2003 Interaction Design Association (IxDA)

SKILLS **Design:** Creative Direction, Concept Ideation, Wireframing, Prototyping, Site Map Creation, Diagraming & Mapping, Information Architecture, Branding & Identity, Print Design, UI Design

Strategy: Workshop Facilitation, Project Management, Business Model Canvas, Creative Brief, Proposal Writing, Brand Positioning, Enterprise Model

Research: HCD Methods, Survey Development, User Interviews, Contextual Inquiry, Participatory Design, Synthesis, Blueprint & Journey Maps, Insight Combination, Personas, User Testing, Market Analysis

Tools: Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Experience Design, Adobe Dreamweaver, Adobe Premiere, Adobe After Effects, Microsoft Office Suite, Keynote, Balsamiq, HTML/CSS, Mac/Windows

Languages: Fluent in English and Spanish

SPEAKING AND WORKSHOPS

"What is good design?" presentation; ArchHacks, St. Louis, November 2016

"Design thinking," group facilitation; COCAbiz Workshop, St. Louis, August 2016

"Visual design for effective presentations," group facilitation; COCAbiz Workshop, St. Louis, June 2016

"Giftgiving workshop" Atomicdust, St. Louis, May 2016

"Design for health where there is no doctor," presentation; Institute for Public Health, Summer Research Program Seminar Series, St. Louis, June 2015

"Design Thinking: an approach to innovation," presentation; University College, Washington University in St. Louis, September 2015

"Facilitating Creative Thinking," group facilitation; Ligouri Publications, St. Louis, January 2014

"Design Research: structural strategies," forum presenter; AIGA Educator Conference, New Context / New Practices, NC State University, October 2010

"AIGA St. Louis Student Conference," presentation; AIGA Leadership Conference, Salt Lake City, June 2010

ACADEMIC EXPERIENCE

Director of Research & Technology 07/2013 to present

Sam Fox School of Design & Visual Arts, Washington University in St. Louis

Oversee research office and information technology for the Sam Fox School. Integrate both areas to support faculty and student research, learning, and school operations. Respond to School- and University-level strategic needs, plan budgets, support team projects and initiate activities that advance the mission.

Senior Lecturer 07/2009 to present

Washington University in St. Louis, College of Art

Teach the following courses as well as advise independent student research activity:

Interaction Design: Understanding Health: applied based projects using foundations of UI and UX

Digital Design: an introduction to design process and software for photography, print and illustration

Introduction to Motion and Interactivity: time-based communications, sound and website design

Service Design: intro to HCD, blueprinting, journey maps, and personas to develop service design solutions

Director of the Research Office 07/2009 to 07/2013

Sam Fox School of Design & Visual Arts, Washington University in St. Louis

The research office supports a culture of research and creative activity by serving as a catalyst and facilitator of student and faculty creative initiatives and research projects. Goals are to support faculty in creating new knowledge, encourage entrepreneurship and promote interdisciplinary collaborations in architecture, design and the visual arts. Responsible for assisting faculty and students with funding, project goals, pre- and post-management of awards and institutional requirements.

Director of Strategic Development 07/2007 to 07/2009

Visual Communications Research Studio, College of Art, Washington University in St. Louis

Responsible for creative direction, management and oversight of the Visual Communications Research Studio (VCRS), a fifth-year College of Art research program combined with client-based projects. The VCRS bridged the gap between research, design fundamentals and applied practice for students studying messaging, image-making and graphic design. Research associates and creative practitioners led projects in partnership with faculty and students. Projects were executed through undergraduate courses and summer internships. Projects included:

MySci Investigation Station: A 330-square-foot traveling exhibition designed for the Washington University Science Outreach program. Environment created opportunities for observation, comparison and classification of three interactive Missouri zones. The exhibition traveled to K-2nd grade schools throughout the city and county of St. Louis

Missouri Baptist: Cardiac and Vascular Education Room: A 280-square-foot permanent exhibition explaining the functions of the heart on a basic level. It translates complex medical knowledge into understandable information for patients and visitors, engaging them to inspire behavior change.

The Value of Design Video: Video about the history of design, its global value and the role it plays in the world.

Plus + One: Research project about cause-related marketing and pro-social certification marks in order to develop a brand mark.

Visiting Assistant Professor 07/2006 to 07/2007

College of Art, Washington University in St. Louis

Teaching responsibilities included Typography I and II, Design and Technical Fundamentals and Senior Thesis courses. Classes emphasized critical thinking, extensive visual experimentation and introduction to professional resources and applications.

Visiting Lecturer 07/2004 to 07/2006

College of Art, Washington University in St. Louis

Teaching responsibilities included Professional Practice, Typography, Design and Technical Fundamentals and Senior Thesis courses. Classes emphasized critical thinking, extensive visual experimentation and introduction to professional resources and applications.

Adjunct Faculty 09/1999 to 05/2000

Pratt Institute, Brooklyn

Introduced students to industry-standard software and familiarized them with the technical issues of design production. Addressed paper selection, color factors, printing specs, die cuts, mechanical drawings, pop-ups, mock-up constructions, presentation skills and overall design project completion procedures.

COURSES TAUGHT	<p><i>Service Design</i>: Introduction to use of HCD, blueprinting, journey maps, and personas to develop services <i>Interaction Design; Understanding Health</i>: Transdisciplinary based projects in the health sector <i>Interaction Design II</i>: Intermediate interaction design foundation with focus on human-centered design <i>Introduction to Motion & Interactivity</i>: Screen-based intro to the visual principles of motion and interactivity <i>Digital Design</i>: Introduction to foundations of design and associated software use for print and screen <i>Type Design I</i>: Introduction to letter forms, grids and text-based compositions for print design <i>Type Design II</i>: Advanced studio exploring type and composition through book narrative and design <i>Thesis Seminars</i>: Advised senior research projects consisting of print and interaction design <i>Professional Practice</i>: Introduction to design project management, process and print production <i>Design Procedures</i>: Introduction to industry standard production methods for print-based design</p>
UNIVERSITY/SCHOOL ACTIVITIES	<p>University-wide Interdisciplinary Entrepreneurship Clinic, Bring Your Own Ideas: Funded by Provost Office The Role of Arts Practice in the Research Institution, Bring Your Own Ideas: Funded by Provost Office Technology at the Intersection, Sam Fox School, Funded by the Dean's Office Interaction Design Initiative, College of Art, Funded by Dean's Office Visual Communications Research Studio, College of Art, Funded by Kaufmann Foundation and Dean's Office</p>
UNIVERSITY SERVICE	<p>Annika Rodriguez Scholars Program, Interviewer Danforth Research Administrator's Council IT Council, CIO Office Online Education Working Group, Provost's Office Visiting Lecture Committee, Sam Fox School Policy Committee, College of Art Diversity & Inclusion Committee, College of Art Washington University Collaboration of Resources in Entrepreneurship (WU CORE) Initiative Skandalaris Center for Entrepreneurship Curriculum Committee</p>
RESEARCH FUNDING ACTIVITY	<p>As the school's first director of the research office for the Sam Fox School of Design & Visual Arts, I work with the University Foundation and Corporate Relations Offices and the Office of Sponsored Research Services. I serve as the department administrator supporting pre- and post-award management for faculty and sponsored research and creative activity in art and architecture. Examples include support for securing and managing funding from the Centers for Disease Control for cancer prevention research and the National Endowment for the Arts for architecture youth outreach. In addition, I worked with senior leadership to develop the strategic plan to secure funding for the launch of the Center for Health Research and Design.</p>
PUBLICATIONS	<p>E Von Rohr. (2016, May 13). Interaction Design: Understanding Health and Well-Being [Blog post for Institute for Public Health] Retrieved from https://publichealth.wustl.edu/interaction-design-understanding-health/</p> <p>E Von Rohr. (2008) The Inclusion of Social Responsibility in the Visual Communications Curriculum Visual Communications Curriculum Case Study, Retrieved from http://www.creativeforacause.org/web_casestudies/WU STL_CaseStudy.pdf</p> <p>E Von Rohr. (2007, December 1). Web Design: Aesthetics, Creation, and Deployment [Online workshop for NCEA, Catholic Distance Learning Network] Retrieved from http://www.catholicdistance.org/december2007workshop/index.html</p> <p>Von Rohr, E. (2003). Nature Helps Me Find the 'a-HA!' in Design. <i>SEGD Messages</i>, Vol. 17, no. 5</p>

AWARDS Sam Fox School, Outstanding Staff Award, 2016
American Graphic Design Award, 2002, 2003, 2004, 2005
Rousseau Memorial Award for Excellence in Typography, 1995

CLIENT DESIGN PROJECTS Alvin Ailey American Dance Theater: Building signage program
Association for a Better New York: Website
Auroma LLC: Exhibit and print collateral
Bridgeport Landing: Identity
Brown Brothers Harriman: Exhibit and interactive website
BJC Hospital: Human-centered design consulting and print
Center for Architecture: Identity
Columbia University: Print collateral
Citigroup e-Citi: Signage system
Donnelley Marketing: Infographic poster
Elsevier: Book covers
Empire Blue Cross Blue Shield: Signage system
Euro RSCG Worldwide: Building signage
Fidelity Investments: Website and collateral
Flack & Kurtz: Website
GE Capital: Signage system
Grand Central Partnership: Website
IBM Headquarters: Signage system and exhibition
IIDA New York: Print collateral
IU and Bibliowicz Architects: Exhibition
Milbank, Tweed, Hadley & McCloy: Signage system
MySci Science Outreach Program: Exhibition
New York City Department of Environmental Protection: Signage system
New York City Housing Authority: Signage system
Puerto Vallarta Film Festival: Posters and identity
Reuters America, Inc.: Signage system
Saint Boniface Church: Identity
Stargazer Foundation: Identity, signage and website
Silverstein Properties: Signage system
Swanke Hayden Connell Architects: Print collateral
The Brooklyn Hospital: Signage system
The Creative Center: Identity
The Port Authority of New York and New Jersey: Signage system

REFERENCES Provided upon request.