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## EDUCATION

- 2013**      **Master of Fine Arts**, Graphic Design, University of Minnesota  
Thesis: *Sonic Scapes: Generative Design Through Color and Sound*  
Related Field of Study in Educational Psychology: Creativity and Education
- 2007**      **Bachelor of Arts**, Studio Art, University of Minnesota  
Areas of focus in Digital Art + Illustration  
Minor Studies in Japanese Language and Culture

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## ACADEMIC APPOINTMENTS

- 2014 – 2017**    **Lecturer in Graphic Design**  
School of Art + Design, University of Illinois at Urbana–Champaign
- 2013 – 2014**    **Instructor, Massive Open Online Course (MOOC)**  
College of Design, University of Minnesota
- 2012 - 2013**    **Graduate Instructor in Graphic Design**  
College of Design, University of Minnesota
- 2010 – 2012**    **Teaching Assistant**  
College of Design, University of Minnesota

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## RESEARCH INTERESTS

### **Persuasive Technology and Behavioral Design**

The influence of design elements and how design can persuade user behavior patterns and biases

### **Emerging Technology and Cognition**

The effects of material, gestural, aural and visual interfaces on cognition + information processing

### **Design Thinking and Interaction**

Development of design thinking as a process of generating, visualizing and communicating ideas as a method of interaction, and how these interactions impact perceptions & behaviors

### **Creativity + Technology**

Development of creativity and its connection with empathy, play, and growth of information systems; digital tools for building creative ability

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## RESEARCH AND DESIGN APPOINTMENTS

- 2014 – 2017**    **Interaction Design, University of Illinois at Urbana–Champaign**
- Beckman Institute for Advanced Science and Technology: Web design, development, and identity design for UIUC Neuroscience Program
  - Web application design and development of Lookout Mountain, digital research archives
  - Website design and development of Ninth Letter website

## RESEARCH AND DESIGN APPOINTMENTS (Continued)

### 2012 – 2014 Research Assistant, College of Design

- Development and Co-Instruction of a MOOC, a global, massive online course
- Data collection, analysis and report writing for studies on creativity testing
- Curriculum development of internal, university- wide online courses
- Proposal writing for core course requirement applications

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## COURSES TAUGHT

### University of Illinois at Urbana–Champaign, School of Art and Design

Digital Interaction  
Introduction to Web Technologies  
Design for Divergence: Design Thinking  
Graphic Design Capstone  
Graduate & Undergraduate Directed Study Advisor  
Graphic Design Inquiry / Vertical Studio  
Image Making (Graphic Design Core Studio)  
Ninth Letter (With M. Meilleur)

### University of Minnesota, College of Design: Instructor/Primary Graduate Instructor

Creative Problem Solving MOOC: <https://www.coursera.org/course/cps>  
Design Process: Photography  
Drawing & Design in Two & Three Dimensions

### University of Minnesota, College of Design: Teaching Assistant

Creative Problem Solving  
Graphic Design Senior Seminar

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## UNIVERSITY SERVICE

- 2016** Hack Culture mentor, UIUC month-long hackathon event  
**2015 – 2016** Honors Adobe workshop series instructor, James Scholars Honors Program, multi-session series  
**2015** Faculty reviewer, Graphic Design Student Association/C-U Design Organization Portfolio Review  
**2014 – 2015** Honors project advisor, James Scholars Honors Program: two student advisees; semester-long projects  
**2012 – 2013** Design Graduate Student Association officer, University of Minnesota

## TEACHING HONORS

- 2015 – 2016** List of Teachers Ranked Excellent by Their Students  
**2013** Mary Hoover Award for Teaching Excellence. College of Design, University of Minnesota

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## PUBLICATIONS AND PRESENTATIONS

- 2016** Hokanson, B. & McCluske, M. In Boling, E., Schwier, R. A., Gray, C.M., Smith, K. M. & Campbell, K. (Eds.) (Forthcoming) *Studio teaching in higher education: Selected design cases*. New York, NY: Routledge.
- 2015** McCluske, M. “Intelligent Divergence: Fostering Creativity for Solving Problems.” A presentation at the Conference Board of Canada. [02.26.15] [Invited presentation]
- Hokanson, B. & McCluske, M. “Closer to the edge: Massive courses and institutional constraints.” In J. R. Corbeil, M. E. Corbeil, & B. H. Khan (Eds.). *The MOOC case book: Case studies in MOOC design, development and implementation* (pp. 263-272). Ronkonkoma, NY: Linus Books.

## **PUBLICATIONS AND PRESENTATIONS (Continued)**

- 2014** Hokanson, B. & McCluske, M. "Evolving MOOCs: Design, development, and experience." A presentation at the Minnesota eLearning Summit, Roseville, MN. [07.30.14]
- McCluske, M. & Hokanson, B. Teaching Global Creativity: Designing the Open Online Creative Classroom. *Proceedings of the University & College Designers Association Design Education Summit 2014*, Madison, WI.
- McCluske, M. & Hokanson, B. "Teaching Global Creativity: Designing the Open Online Creative Classroom." A presentation at the University & College Designers Association Design Education Summit 2014, Madison, WI. [05.19.14]
- Hokanson, B. & McCluske, M. Creativity and a massive course: Experience and observations with teaching a MOOC. *Educational Technology*, 54(5) 22-29. [editor reviewed]
- Hokanson, B. & McCluske, M. "Creativity MOOC: Development and presentation of a massive online course on creativity." A presentation at the American Creativity Association World Conference, Philadelphia, PA. [09/12/14]
- Hokanson, B. & McCluske, M. SMOOCH: Using MOOC technology for sustainable credit courses. *Proceedings from the 30th Annual Conference on Distance Teaching and Learning, Madison, WI.* [full paper]
- McCluske, M. Love > Fear. [Photo Essay.] *There: Journal of Architecture and Landscape*, 9(1), 18-25. Published on Demand by Amazon.
- 2013** Hokanson, B., McAlpin, G., & McCluske, M. SMOOCH: The development of an internally targeted massive online course in creativity. *Proceedings of the Association for Educational Communication and Technology 2013 Conference*, Vol. 2, Bloomington, IN. [full paper]
- 2011** McCluske, M. A Mad Tea Party. Self-published, fully illustrated book through Lulu On-Demand.

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## **SELECTED PROFESSIONAL DEVELOPMENT**

### **Conferences**

- 2014**
- Eyeo Festival. June 10 – 13, 2014.
  - See Change: The Power of Visual Communication Conference. May 13 – 14, 2014.
- 2013**
- OCLC Symposium: The Hope and Hype of MOOCs. January 24, 2014.
  - AIGA Head, Heart, Hand Design Conference. October 9 – 12, 2013.
  - See Change: The Power of Visual Communication Conference. May 21 – 22, 2013.
- 2012**
- AIGA Blunt Conference. April 12 – 14, 2013.
  - Center for Teaching & Learning: Discussions that Engage All Students. August 28, 2012.
  - See Change: The Power of Visual Communication Conference. May 16, 2012.
  - Design Intersections. March 30, 2012.

### **Supplementary Academic Studies**

- 2008 – 2009** Video Game Design, Brown College (MN)
- 2002** Drawing, Minneapolis College of Art and Design
- 2001** Photography, College of Visual Arts (MN)

## **PROFESSIONAL MEMBERSHIP**

- IXDA, 2013 – Present  
AIGA, 2012 – Present

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## ADDITIONAL PROFESSIONAL PRACTICE

- 2007 – 2014** Freelance Graphic and Interaction Designer  
Art Director, Ninth Letter v. 11.1
- 2013** Creative Director and Photographer, *THERE Journal of Architecture and Landscape*
- 2003 – 2010** Graphic & Exhibition Designer and Archive Assistant, Children's Literature Research Collections, U of MN
- 2008 – 2009** Studio Photographer, Proex Photo and Portrait, Saint Paul, MN
- 2007** BUNAC Intern in Britain Program, Internship in art-related fields, Bath, England
- 2002** Print Designer for selected Non-Profit organizations, Intermedia Arts, Minneapolis, MN

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## PROFESSIONAL SKILLS

### Code

Proficient in HTML, CSS, Javascript, Processing, Swift, Arduino, jQuery + familiarity with most JS frameworks

### Product Development, Modeling, and Physical/Digital Prototyping

SolidWorks/3D CAD, Makerbot + various 3Dp printers, Arduino hardware, Low-fi + Hi-fi mockups

### E-learning

Course development experience in Coursera (including back-end development), Wordpress, Google Apps, Moodle, Blackboard

### Design Workflows

Adobe Creative Suite, including InDesign, Illustrator + Photoshop, Adobe XD, layout for web + print

### Motion Graphics

Adobe After Effects and Premiere

### Photography

Canon, Nikon, Adobe Lightroom, studio setups, lighting & equipment