

GREG RIESTENBERG

Multidisciplinary Designer | Educator | Critic

EDUCATION

University of Cincinnati | Cincinnati, OH
College of Design, Architecture, Art and Planning
BS Graphic Design | 2008 | Cum Laude

Cincinnati Century Scholarship
Wynne Family Memorial Scholarship
UC Alumni Association Scholarships
Dean's List 2003–2008

Participated in Professional Practice Program
alternating quarters of classroom study with work
in the field of Graphic Design.

Pratt Institute | New York, NY
College of Art and Design
MFA Communication Design | 2013

Pratt Merit Scholarship 2011–2013

Participated in teaching assistantships for both graduate and undergraduate courses in Communication Design, and design research assistantship for the Math & Sciences Department.

UNIVERSITY SERVICE AND COMMITTEES

Design Foundations Coordinator
Kean University | 2013–2015

All students in the graphic, industrial and interior design programs are required to successfully complete the design foundations courses. As coordinator my tasks included scheduling, curriculum planning, and hiring adjunct instructors. I spoke regularly with the other foundations faculty and also with the coordinators of the separate design tracks, because my courses were intended to prepare them for the advanced, specialized studios within those majors.

RBSD Curriculum Committee
Kean University | 2013–2015

As a Curriculum Committee member I was involved in the editing and approval of proposed courses in the Robert Busch School of Design. And as a coordinator I was responsible for regularly updating and refining the courses offered in the foundations program.

RBSD Personal Relations Committee
Kean University | 2014–2015

Navigate the student grievance process in cases of student and/or faculty miscommunication. Meet with student, faculty and personal relations committee to determine proper courses of action and write reports to executive director regarding the committee's decision and justification.

Faculty Advisor: Design Gallery/IDSA
Kean University | 2014–2015

Faculty point of contact for student groups involved in promoting the graphic design, industrial design and interior design majors at the Robert Busch School of Design, and participating in professional events related to the various design disciplines.

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TEACHING POSITIONS

Kean University | Union, NJ
Robert Busch School of Design
Full-time Lecturer and Foundations Coordinator | 2013–2015

Intro to Design and Visual Culture | Lecture course. An introduction to design as an essential human activity and as a primary creator of popular material culture.

Visual Form I | Basic studio course exploring the formal qualities of design as they apply to graphics, industrial, and interior design projects.

Visual Form II | Studio Course using traditional and electronic media used to investigate the visual impact of communications media, human environments, and utilitarian objects.

Visualizing Techniques II | Studio course exploring a variety of techniques of visualization, including electronic media, to develop and present design concepts.

Graphic Design Fundamentals I: Identity | Studio course in the basics application of elements and principles of graphic design.

Critical Perspectives in Design | Seminar on contemporary topics in design. Emphasis upon theory and critical analysis as they apply to design.

Wenzhou-Kean University
Wenzhou, Zhejiang, China | December 2014–January 2015
Computer Graphics I | A studio course providing the foundation for use of computers & software as a tool in design.

TEACHING ASSISTANTSHIPS

Pratt Institute | New York, NY
Graduate Communications Design Department | 2011–2012

Visual Communications I | Graduate Course
Instructor: Brenda McManus
Assisted professor with class critique and oversaw process book project, directly assisting students with documentation, design and production for this graduate level design course.

Typography II | Graduate Course | Instructor: Tom Dolle
Observed and assisted professor with classroom setup, organization and critique for this graduate level design course.

Foundations Media Lab | Instructor: Perry Bard
Assisted professor with instruction and critique in this freshmen level course introducing the basic Adobe Creative Suite software and its interface with motion-based software such as Final Cut Pro.

AWARDS & RECOGNITION

In-HOWse Award

HOW Magazine | Business-to-Business & Industrial Products/Services | Merit Award | 2012
RTKL WIP: Works in Progress 2009–2010

Regional Design Annual

Print Magazine | East Region | 2010
RTKL Washington DC Office

SEGD Merit Award

Society For Environmental Graphic Design | 2010
RTKL Washington DC Office

Goodluck Tembunkiant Award for Collaboration

RTKL Legacy Award | 2010
Roosevelt Collection

COMMUNITY SERVICE ACTIVITIES

Architecture For Humanity

Washington, DC | 2011
[____]box Project | Oversaw branding and communications collateral for presentations, awareness and fundraising for a proposed local design project

Greater DC Cares

Washington, DC | 2009–2010
Park View Recreation Center | Boys and Girls Clubhouse 10
City Arts Maine Avenue | Upshur Park
Cleaned and primed walls for graffiti murals designed by local youth and designed survey for community feedback

AIGA Mentorship Program

New York, NY | 2012–present
In Partnership with High School of Art and Design
Partnered with a high school student with interest in design for various activities, including portfolio review, museum and exhibition visits, lectures, small projects and general advising.

ASSOCIATIONS

AIGA

Society for Experiential Graphic Design (SEGD)
Foundations in Art: Theory and Education (FATE)
College Art Association (CAA)
Kean Federation of Teachers

PROFESSIONAL EXPERIENCE

Calori & Vanden-Eynden | New York, NY

Senior Designer/Project Manager | 2015–Present
Position involves seeing projects through the design process from concept through production, installation and site inspection, and coordinating with clients, consultants, and fabricators. In addition, I assist in design and maintenance of studio branding materials including website, news updates, brochures, and presentations.

Freelance Consultant | New York, NY

2012–Present
Assisting in concept, schematic and production design for experiential branding, identification and wayfinding projects, for architectural, environmental graphic design, and technology service agencies. Clients include TPG Architecture, Cloudview Technologies, and Lebowitz-Gould Design.

RTKL Associates Inc. | Washington, DC

Full time designer | 2008–2011
Full time co-op | Baltimore, MD | 2006
Environments Studio: An environmental graphics team within an international architecture firm. Projects range from signage and wayfinding systems to logos and corporate identity to entire branded environments. Responsibilities range from concept sketching to detailed design documentation, and formatting presentations for clients.

Hyperquake | Cincinnati, OH

Co-op | 2007–2008
Brand Team: Responsibilities include research and design exploration, preparing production-ready files for press, meeting and presenting to clients, and assistance in building environments for presentations.

National Park Service | Harpers Ferry, WV

Full time co-op | 2005
Media Services, Wayside Exhibits: Responsibilities included preparing files for production, creating layouts for wayside panels, and assisting in planning of both indoor and outdoor exhibits.

SOFTWARE SKILLS

Adobe Creative Cloud

Illustrator | Photoshop | InDesign
Dream Weaver | Acrobat Professional
After Effects | Flash | Fireworks

Sketchup | HTML/CSS

Microsoft Word | Microsoft Excel
Filemaker Pro
Proficient in Mac and PC platforms

RESEARCH AND PUBLICATIONS

Evolutionary Games Infographics

Pratt Institute | Math and Sciences Department | 2011–2012
Graduate Assistantship under Professor Christopher XJ Jensen, PhD. Developed information graphics and illustrations for use as visual educational aid in professor's own courses and for dissemination to other academics under a Creative Commons license.

Transforma(c)tion: Adventures in the Realm Of Transformation Design

Written, Edited and Designed by Jean Brennan and Skyler Balbus | Published by Pratt Institute | 2013
"Why Are We Jerks?" commuter psychology project selected for inclusion in this compilation of experimental design intervention. Accompanied by exhibit at Grad ComD Gallery in Pratt Manhattan.

Prattfolio

Biannual magazine published by Pratt Institute | 2013
"Evolutionary Games Infographics" project was featured in this issue focusing on data visualization. This research and design application project was done in conjunction with Dr. Christopher XJ Jensen.

Five Conversations on Graphic Design

Written, Edited and Designed by Maura Frana, Liz Seibert and Leigh Mignona Published by Pratt Institute | 2013
Interview and "micro-fiction" selected as contributions to this volume on the correlations between design and creative writing and their role in both pedagogy and practice.

tripleC: Communication, Capitalism & Critique

Edited by Nicole S. Cohen (University of Toronto Mississauga), Greig de Peuter (Wilfrid Laurier University), Enda Brophy (Simon Fraser University)
"Interrogating Internships" Special issue | 2015
As part of Intern Labor Rights collective, invited to contribute to this special issue investigating the prevalence and expectation of unpaid labor in the arts (credited anonymously as Intern Labor Rights).

PANEL PRESENTATIONS

Tectonic Shifts: FATE 2105 Biennial Conference

Indianapolis, IN | 2015
Paper proposal, "Breaking the Routine: Thinking Creatively Conference at Kean University," chosen to present at the panel: "Workshop Warriors: An Extravaganza of Guerrilla Type Workshops."

RTKL 2009 Design Conference

Washington, DC | 2009
Delivered presentation for this firmwide competition to propose a solution for a local design problem to a diverse panel of professional, academic and local government officials on behalf of Washington office team

WORKSHOPS AND LECTURES

Thinking Creatively Conference

Robert Busch School of Design | Union, NJ | 2014
Design + Drones | Interactive open aerial surveillance project Scotus the AR Drone chosen for demonstration at the annual design and creative culture conference at Kean University
Make Your Type Teacher Vomit | An overview of the history of "breaking the rules" of traditional typography with an opportunity to produce "ugly" type compositions through rapid making.

Pratt Free School

Invited by Pratt GradComD Communications Committee
Brooklyn, NY | 2014
Design + Drones | Interactive open aerial surveillance project Scotus the AR Drone chosen for demonstration at the annual Pratt Free School

CONFERENCE SPONSORSHIPS

Drones and Aerial Robotics Conference

New York University School of Law | New York, NY | 2013
Offered honorary registration to attend this multidisciplinary conference exploring the possibilities and controversies surrounding the proliferation of unmanned aerial vehicles for domestic and civilian uses.

Design for Change: 2010 SEGD Conference + Expo

Washington, DC | 2010
Attended on behalf of interdisciplinary team receiving Merit Award from Society for Environmental Graphic Design

EXHIBITS AND PUBLIC SHOWINGS

Dialogues On Race

Shillington School | New York, NY | 2015

AIGA Mentorship Program in conjunction with Shillington School of Graphic Design

A nationwide public art and design initiative, aims to advance racial justice through media, dialogue and practice by producing an initiative that informs, teaches and builds relationships, strengthening the multi-racial and multi-ethnic fabric of our communities.

Mentoring Night of Visual Storytelling

New York, NY | 2014

Organized through AIGA/NY and NY Dept of Education Exhibit of projects completed through student/mentor teams through the AIGA Mentorship program. Facilitated through the School of Visual Arts and design advocate, Debbie Millman.

Project Movements

Curated by André de Castro, sponsored by Hennessey | 2013

Invited to participate in screen printing exhibit that draws upon various voices of social movements across the globe.

Featured at Art Basel in Miami in 2013 and Centros Culturais Banco do Brasil in Rio de Janeiro in 2014.

Toronto Velo Reel

Curated by the Deadly Nightshades collective | 2013

Short film *Gone But Not Forgotten* selected for inclusion in this traveling film festival centered on urban cyclist culture.

Screened in Toronto and Orillia in 2013 and Montreal in 2014.

This is Not Graphic Design

Pratt Institute | MFA Communication Design Exhibition

New York, NY | 2013

Participated in thematic concept, setup, curation and execution of class exhibition featuring thesis writing, print and interactive installations for the completion of the Master of Fine Arts, Communication Design program, and as a participating activity in the inaugural citywide event, NYCxDESIGN.

Not For Sale

AIGA Mentorship Program in conjunction with Triboro Design New York, NY | 2013

Poster exhibit prompted by Triboro Design studio.

Collaborative project between mentors and mentees create typographic display promoting the qualities of life that are "not for sale," strategically exhibited in the Times Square Visitor Center, amid some of the most pervasive visual advertising in the world.

Transforma(c)tion: Adventures in the Realm Of Transformation Design

Graduate Communication Design Exhibit curated by Jean Brennan, David Frisco, and Gala Narezo | Pratt Institute New York, NY | 2013

Pratt Free Library project chosen for display at this exhibit featuring works of experimental installation that encourage community participation and audience interaction in order to question existing conditions. Accompanied by release of printed publication from Pratt Press.

MEDIA MENTIONS

The Creators Project

Online publication | November 14, 2014

My drone project is mentioned and I am quoted in discussions about the opportunities and challenges in drone-based experimental art and design

The Daily Dot

Online publication | January 15, 2015

Interviewed about the opportunities and challenges in drone-based experimental art and design

New York Times

Print and online | April 16, 2014

Quoted in article describing the limitations of recently passed bill in New York City Council extending workplace harassment protections to unpaid interns.

Newsweek

Online publication | April 16, 2014

Quoted in article describing the limitations of recently passed bill in New York City Council extending workplace harassment protections to unpaid interns.

New York One

Television appearance | April 16, 2014

Featured publicly testifying to New York Mayor Bill de Blasio about the limitations of recently passed bill in New York City Council extending workplace harassment protections to unpaid interns.