

DANIELA CASTILLO

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EDUCATION

Colorado State University – *PhD in Public Communications and Technology* – 90% of coursework finalized. Withdrawn in good standing.

Savannah College of Art & Design – *Master of Arts in Interactive Design and Video Game Development*, May 2008

California State University East Bay – *Master of Arts in Multimedia*, December 2001

Technological Institute of Higher Studies of Monterrey Mexico City – *Bachelor of Arts in Communication Sciences*, December 1995. Four and a half year program with an emphasis on mass media production and a minor in multimedia

DEVELOPMENT

Equinox School of Herbal Studies March-November 2017 - *Beginning Clinical Herbalism*. Nine-month long course focusing on medicinal properties of plants both from a folkloric and scientific points of view. Topics covered anatomy and physiology, botany, plant identification, organic chemistry and ethnobotany.

National School of Anthropology and History, 1996 – *Diploma on History and Media*, Focus on the production of multimedia content for teaching history and recording, preserving and archiving documents.

Stanford University Digital Media Academy, 2006 – *Certificate in Documentary Filmmaking*

Independent courses taken at Stanford University:

- Beginning Latin I and II
- Cultivating Creativity
- History of the Printed Book
- History of Astronomy

Independent courses taken at other institutions:

- History of World Animation
- Fashion Design – Beginning Clothing Construction
- Drawing 1 and 2
- Watercolor
- Oil Painting
- Form and Composition

ACADEMIC EXPERIENCE

Colorado State University – Fort Collins, CO – Instructor

- JTC 470 Transmedia Storytelling
- JTC 454 Study Abroad: International Media Studies Europe (3 times)
- JTC 417 Information Graphics & data Visualization– Instructor of record/course development
- JTC 412 International Mass Communication
- JTC 372 Web Design and Management
- JTC 370 Web Programming for Media Producers
- JTC 316 Multiculturalism and the Media
- JTC 211 Computer Mediated Visual Communication – Instructor of record/online course developer
- JTC 100 Media & Society – Instructor of record
- JTC 300 Professional & Technical Communication – Teaching assistant

Tecnológico de Monterrey Campus Ciudad de México – Mexico City, MX – Professor

- 3D Modeling – Instructor of record
- Virtual Environments – Instructor of record

Cañada College and College of San Mateo- Redwood City/San Mateo, CA – Associate Professor

- MART 362 Digital Photography I
- MART 368 Web Design I
- MART 369 Web Design II
- MART 680 Cascading Style Sheets
- MART 372 Digital Illustration
- MART 376 Digital Imaging I

- MART 377 Digital Imaging II
- MART 379 Digital Animation I
- MART 380 Digital Animation II
- MART 389 Multimedia Careers

- MART 390 Portfolio Creation
- MART 400 Motion Graphics
- MART 418 History of Animation
- MART 419 Photoshop for 3D Textures

California State University East Bay - Hayward, CA -
course: ART 3830 Digital Imaging II

Adjunct Faculty for an upper division digital graphics

Technical Proficiencies

- Mac OSX and Windows platforms
- Adobe CC Suite: Photoshop, Illustrator, InDesign, Lightroom and AfterEffects
- Autodesk Maya, Camtasia, Final Cut Pro, Unreal and Unity Game Engines, Tableau, AnyChart
- HTML, CSS and working knowledge of several JavaScript frameworks
- Google News Lab tools including, My Maps, Google Analytics, Google Charts

Research Experience

- Graduate Project Assistant - Colorado State University - CYCLES Project. Game design, documentation, testing and art direction and concept art production
- Research Assistant - Colorado State University - SCRIBE Study. Translate research instrument materials, assist in implementation and deployment of the Spanish version of the project both in Second Life and World of Warcraft

Publications

- World of Grayhawk Coat of Arms Illustration - Produced 65 digital illustrations for Wizards of the Coast for one of their Dungeons & Dragons rules supplement books, *The Living Greyhawk Gazetteer*. Published November 2000 with a national distribution

Conference Presentations & Service

- **VisCom June 2011** – The Visual Communication Conference – Presented paper: “Pixel Pretty: Do better graphics make better virtual environment experiences?”
- **Broadcasters Education Association Super-Regional 2016** – Data Visualization and Analytics workshops.
- **Broadcasters Education Association 2019** – Panel moderator for “Small Phone Big Production”. Panelist on “Lifelong Career Development and Career Development”
- **Broadcasters Education Association Super-Regional 2019** – Panelist on “Teaching with VR-AR-360 VIDEO: The challenge of the next big thing!”
- **Journal of Applied Communications** - Editor/Reviewer for

Exhibition Record

Level Up Documentary – Juried entry – Received an Honorable Mention (4th place) from over 1500 entries

Annual Faculty Art Show – Cañada College Art Gallery. Fall 2007 and 2008

Bliss Dance Company Wholeness Show at SomArts Cultural Center, San Francisco, CA. July 2005 – Pro-bono photo shoot consisting of a set of black and white nudes that were enlarged to cover walls of the gallery, which also served as a stage for the dance performance by Bliss. The photography exhibit was very successful and open to the public

Student Vernissage – Savanna College of Art & Design, Lacoste, France Campus. Summer 2007

Employment History

Colorado State University – Fort Collins, CO – August 2010–present. Senior Instructor.

Independent Contractor/Freelancer – August 2010–present. Graphic and interactive design for various clients. Projects have included corporate identity packages, annual reports, web design and development, marketing materials, logo design, photography and animation. Client list upon request

Tecnológico de Monterrey Campus Ciudad de México – Mexico City – August 2010 – to December 2011. Adjunct Professor. Taught two distance courses for their Animation and Interactive Design B.A. program

Cañada College and College of San Mateo – Redwood City/San Mateo, CA - January 2001 to June 2009. Tenured Associate Professor and co-chair of the Multimedia Art & Technology program

- Developed and taught curriculum including various online courses, researched program viability and implemented first state-accredited 3D Animation and Videogame program
- Co-Chaired district-wide Distance Education Committee and the Multimedia Department
- Performed Program Outreach including teaching concurrent enrollment courses and implementation of a *Pathways* program with local high schools
- Designed marketing materials for the Multimedia Program including brochures, posters, website, flyers and promotional items
- Co-managed and curated exhibits in the school student/faculty art gallery
- Participated in the writing, execution and reporting of various grants
- Assisted in Instructor training for teaching online courses
- Involved in various governing council committees and co-chaired the Distance Education Committee at district level
- Served in the college's Technology Committee and Art on Campus Committees

California State University East Bay - Hayward, CA - March 2000 to June 2001– Part-time lecturer for an upper division digital graphics course

Spellblade Studios Inc.- Foster City, CA - January 1999 to 2009 – Freelance Graphic Design and Digital Art Production
Founding member and co-manager of the company. Lead artist in several projects, both web based and video game production related. Digital Illustrator and Print Designer. Client list upon request

Electronic Arts/Maxis Inc. - Walnut Creek, CA - 1998-1999. Software Tester and Production Assistant in the following PC game projects: SimSafari, The Sims, SimCity 3000, MotoRacer, and Building Architect Tool

TGI (Tecnología Gráfica Industrial) – Mexico City – 1996. 3D Modeling Production Manager.
Managed the successful production of 3D rendered TV commercials and promotional videos for various clients

Radio Sportiva 690 AM – Mexico City - 1994 – 1995. Production Assistant. Reviewed world sports news and created summaries, wrote news bulletins and reports

FilmoSíntesis – Mexico City – 1992. Direction Assistant. Responsibilities included public relations, organizing, resolving, pre-production tasks, documentation and research

Professional Affiliations

- **Interaction Design Association** – Member 2012–present
- **BEA** – Broadcasters' Education Association – September 2017-present

Other

Fluent in English, Spanish and enough French to get myself in trouble
