TARA ZEPEL

tarazee@gmail.com | 864-423-7319 | tarazepel.com

EDUCATION

UC SAN DIEGO
Doctorate of Art History in
DataViz & Cultural Analytics
Advisor: Lev Manovich
Expected Fall 2016

DUKE UNIVERSITY
Bachelor of Fine Arts in
Literature, summa cum laude
Class of 2006

AREAS

Data Visualization
Digital Humanities
Media & Technology Studies
Interaction Design

SKILLS

Project Management
Visual Design
UX Design/Testing
Adobe Creative Suite
HTML/CSS
Teaching
Research
Writing

EXPERIENCE

CAL POLY, SAN LUIS OBISPO | SEP 2015-PRESENT
Faculty
Design syllabi and material for media arts and technology classes:
(Introduction to Media Arts & Technologies, Studying Selfies).
Facilitate a creative and active learning environment.
Critique and mentor student projects on topics ranging from social
media to sustainable development.

FREELANCE WEB & GRAPHIC DESIGN| SEPT 2014-PRESENT
Designer, Visual Consultant
Consult with clients to address specific design needs for branding and
marketing purposes.
Create original logos, business cards and promotional material.

SOFTWARE STUDIES LAB | SEP 2009-DEC 2014
Graduate Researcher
Pioneered Cultural Analytics as a new approach to studying large
collections of cultural data using computational resources.
Worked collaboratively to develop 10+ visualization projects.
Published and presented research across academia and industry.

UNIVERSITY OF CALIFORNIA, SAN DIEGO | SEPT 2009-MAR 2014
Writing Instructor, Teaching Assistant
Taught 15+ different courses for undergraduate writing program .
Trained and evaluated peers based on exemplary record

GRIFFIN GALLERY, SANTA MONICA | MAY 2007-JUN 2008
Project Manager
Procured and managed logistics for projects ranging from
photographic series to large-scale LED light installations.
Designed promotional and exhibition material.
Served as front face for contemporary art gallery representing artists
including Ed Ruscha and James Turell.

PROJECTS

VISUALIZATION IN CONTEXT | SUMMER 2013 – FALL 2016 (expected)
Dissertation Project, Lead
Researched and wrote a book-length publication on the social,
cultural, and historical context of modern data visualization. Featured
case studies include *The Racial Dot Map*, *US Gun Deaths*, and
Selifiecity.

IMAGEPLOT | FALL 2010 – FALL 2011
Visualization Software, Collaborator
Collaborated with a team of researchers and programmers to build
custom software for visualizing large collections of images and video.

D:GP CONFERENCE | 2011
Co-organizer
Co-organized two-day academic conference on Geopolitics at
University of California, San Diego.
Coordinated logistics for catering, room reservations, participant
travel, AV equipment, etc...
Managed event in co-organizer's absence.

2008 U.S. PRESEDNTIONAL CAMPAIGN ADS | 2010
Visualization Project, Lead
Analyzed online and TV video ads using quantitative methods.
Identified and compared trends in visual style.
Visualized findings using novel Cultural Analytics techniques.

AWARDS

UC SAN DIEGO DISTINGUISHED TEACHING AWARD | SPRING 2014
University of California, San Diego
Selected by academic senate as one of three graduate students for
university-wide award.

HASTAC SCHOLARS FELLOWSHIP | 2012 - 2014
University of California, San Diego
Selected to participate in fellowship program that hosts online
discussion and develops new projects centered around rethinking
learning and research in the digital age.