

Colleen S. Syron

EDUCATION

School of Visual Arts MFA, Computer Art '91
University of Notre Dame BFA, Graphic Design, '89

FACULTY POSITIONS

University of Nebraska-Lincoln, Assistant Professor July 2016 — present

Jacht Ad Lab, Creative Director June — August 2016
University of Nebraska – Lincoln, College of Journalism & Mass Communications (JOMC)

University of Nebraska-Lincoln, Assistant Professor of Practice 2013 — 2016
Graphic design & interaction design professor charged with my two design colleagues to rebuild the graphic design program within UNL.

Parsons School of Design, Adjunct Associate Professor 1998 — 2003
MFA Program in Design & Technology, School of Art, Media & Technology

Parsons School of Design, Adjunct Assistant Professor 1991—1998
Illustration Department '91-'96 / Computer Art Department '96-'98,
Service: Curriculum Committee, Computer Art Department 1996-1998

School of Visual Arts, Instructor 1990 — 91
Continuing Education Program (Design)

Curriculum Designed & Taught:

Graduate Courses: Interaction Design, Multimedia Design, Graduate Portfolio
(Parsons School of Design, NYC)

Undergraduate Courses: Advertising Design & Integrated Brand Positioning, Graphic Design I: An Introduction, Graphic Design II: 3D Design, Interaction Design I: Introduction to User Centered Design, Interaction Design II: Interactive Storytelling, Self-Branding for Artists & Designers, Introduction to Branding, Design Studio I: Senior Thesis, Design Studio II: Capstone, Data Visualization *(University of Nebraska, NE)*

2D Animation, Computer Illustration, Animation for the Web, Interactive Storytelling
(Parsons School of Design, NYC)

Continuing Education Courses: Introduction to Computer Design, Desktop Publishing 1 & 2
(School of Visual Arts, NYC)

New Degrees Created: BFA in Graphic Design, BA in Design
(University of Nebraska-Lincoln, NE)

P R O F E S S I O N A L P O S I T I O N S

Syron Design, Owner & Creative Director

Corporate Naming, Product Naming, Brand Architecture, Logo Design, Identity Standards, Positioning, Branding, Message Development, Marketing, Advertising, Point of Purchase, Direct Mail, Trade Shows & Event Planning, Information Architecture, Websites, Social Media, Interactive Storytelling & Video Design & Direction. Clients include Sea Tow International, Peconic Landing CCRC, Stony Brook Medical Center, North Fork Potato Chips, Harbes Vineyard, Bedell Cellars (Served at the 2013 Presidential Inaugural dinner) and Gramercy Vineyards.
2009 – present

Syron Academic Publishing

Indie Publishing for small run, fast to market academic books.
2014 – present

Desantis Breindel, Creative Director & Web Development Director

In partnership with RF|Binder (a fully owned subsidiary of Rudder Finn Global, the largest PR agency in the world). Design, web design, project estimating, proposal writing, development of functional specs, wireframes, information architecture design, market positioning, audience profiling, messaging matrices, and communications strategies. Projects range from brand identity through product launches. Clients included The Robert Wood Johnson Foundation (complete redesign of rwjf.org), FPIC and subsidiaries (First Professional Insurance Company, APAC, PRI), CIBC World Markets (brand identity), Symyx Technologies (branding, annual report, visual library), Primea Linea (e-commerce website), Levine Children's Hospital (website architecture, design, branding launch).
January 2005 -2009

Visual Communications Group, Creative Director

A subsidiary of Grey Advertising: hiring & overseeing of programmers, the migration of presentation graphics "animators" into the web team, overseeing traditional print designers as they transition to web design. Clients included FGIC, Verdia, Maxygen, Corporation Service Company, Nextel, Trizac Properties, Robert Wood Johnson Foundation.
January 2003 - 2005

The Wall Street Journal, Design Director

Management of a 15 person in-house art and design department servicing advertising sales, direct mail, direct marketing, telephone marketing and subscription sales/retention, 4 regional marketing offices, and brand identity compliance of all out-sourced circulation, point-of-purchase and direct mail. Projects ranged from indoor/outdoor advertising, print & online advertising, promotional materials, websites, direct mail, sales support & merchandise. Managed implementation of Dow Jones "Worldmark" including creating the standards for how and when the Worldmark would be used in all advertising, producing the standards manual.
June 1996 – January 2003

Waters Design Associates, VP New Media Design

Management responsibilities include providing recommendations for hiring, IT purchases, job proposals, estimating, scheduling, overseeing/training of staff and freelance artists, client relations, creation and supervision of navigation, interface, animation, video, sound, and programming design. Clients included: The Wall Street Journal, IBM, IBM BRS, NationsBank, EDS, Shawmut Capital and L.P. Thebault and Co.
June 1995 – June 1996

Waters Design Associates, Senior Designer

Concept development, layout, illustration, photography, budgeting, scheduling, client contact, presentation and press approval. Clients included: Continental Corporation, GE Financial Services, Merck Pharmaceuticals, Merrill Lynch Asset Management, Regeneron, The Wall Street Journal and Westvaco.
September 1991 – June 1995

A C A D E M I C A W A R D S

- 2019 Hixon-Lied College of Fine & Performing Arts
College Distinguished Teaching Award
University of Nebraska - Lincoln.
- 2018 Hixon-Lied College of Fine & Performing Arts
Junior Faculty Achievement Award in Research and Creative Activity
University of Nebraska - Lincoln.
- 2017-8 University of Nebraska – Lincoln’s Parents Association
Certificate of Recognition for Contribution to Students
University of Nebraska - Lincoln.

D E S I G N & M A R K E T I N G A W A R D S

- 2019 American Institute for Graphic Arts (AIGA) Show Award
Gold Medal and Judge’s Choice for “A Threat to Justice”
Client: Nebraska Appleseed
November 23, 2019 — The Living Room, Omaha, NE
- 2019 Graphis Design Annual 2020
Honorable Mention for Poster Design in Graphic Annual 2020 for “Rural Addiction”
Client: Nebraska Appleseed
- 2019 American Advertising Federation Design Competition (AAF) – The Addys
Silver Addy for “Worlds of Connections” logo design
Client: University of Nebraska - Lincoln
- 2019 Marine Marketers of America Neptune Award for Excellence in Marine Marketing Communications
Honorable Mention for Online Advertising in 2018 for “Parent with Confidence”
Client: Sea Tow Services International
- 2018 American Institute for Graphic Arts (AIGA) Show Award
Silver Medal for Best Poster for Rural Addiction
Client: Nebraska Appleseed
October 13, 2018 — Kaneko, Omaha, NE
- 2016 Marine Marketers of America Neptune Award for Excellence in Marine Marketing Communications
Best Regional/Local Marketing Campaign in 2015 for “Designate a Sober Skipper”
Client: Sea Tow Foundation.
- 2015 Marine Marketers of America Neptune Award for Excellence in Marine Marketing Communications
Best Regional/Local Marketing Campaign in 2014 for “Life Jacket Loaner Program”
Client: Sea Tow Foundation.
- 2014 Marine Marketers of America Neptune Award for Excellence in Marine Marketing Communications
Best National Magazine Advertising Series for “Benefits of Sea Tow Membership.”
Best Email Blast for “Sea Tow Trial Membership Program” and
Best Digital Newsletter for “Sea Tow News.” in 2013
Client: Sea Tow International.
- 2013 Marine Marketers of America Neptune Award for Excellence in Marine Marketing Communications
Best National Magazine Advertising Series for “Mobile App Ad Series” and
Best Consumer Mobile App for “Sea Tow Mobile App” in 2012
Client: Sea Tow International.

- 2012 **Favorite Website Award Mobile of the Day** (the “FWA: MOTD”) for “Sea Tow App for iPhone and Android” *Client: Sea Tow International.*
- 2010 Marine Marketers of America Neptune Award for Excellence in Marine Marketing Communications **Best Regional and Local Marketing** for “Trust the Local Experts” and **Best Product Literature Series** for “New Member Box Kit” in **2009**
Client: Sea Tow International.
- 2010 **MarCom Awards: Platinum Winner** for “*Improving the Health and Health Care of all Americans*”
www.rwjf.org *Client: The Robert Wood Johnson Foundation.*
- 1997 **New York Addy** for “Campfire Felonious” *Client: The Wall Street Journal.*
- 1994 **New Media Invision Award**, Multimedia: Gold Medal for “The Affluent Investor”
Client: The Wall Street Journal.
- 1992 **Black Book’s Top 100 Annual Reports** award the AR 100 for “GE Financial Services Annual Report” *Client: GE Financial Services.*

P U B L I C A T I O N S & R E V I E W S

- 2019 Graphis Design Annual 2020
“Rural Addiction” — Honorable Mention for Poster Design; pg. #
Client: Nebraska Appleseed
- 2018 *MAT — Medicine Anthropology Theory* | Double-Blind Peer Reviewed Article
‘It gives you nothing but it takes away everything’ — Photo ethnography as a lens onto the experiences of people who inject drugs in Puerto Rico by Roberto Abadie, Colleen Syron, Carmen Ana Devila, Angelica Rivera-Villegas
December 19, 2018 | <http://medanthrotheory.org/issue/vol-5-5/>
- 2016 *Wiley Press* | Book Review
Graphic Design School: The Principles and Practice of Graphic Design by David Dabner
- 2015 *Bloomsbury Press* | Book Review
Basics Design: Format by Gavin Ambrose & Paul Harris
- 2015 *Routledge Taylor & Francis* | Book Review
Visual Experiences: A Concise Guide to Digital Interface Design by Carla Vivianna Cordova Chacon
- 1997 “The Wall Street Journal Case Study,” in D.K. Holland, W. Drentell, and M. Beirut (eds)
Design in Depth, pp. 204-207. New York: Allworth Press.
- 1996 “Chaos or Chorus.” Design Management Journal, Vol. 7, no. 1, pp. 9-16.
- 1996 “Waters Design Associates,” in M. Beirut, W. Drentell, D.K. Holland (eds)
Graphic Design: New York 2, pp. 213-218. New York: Allworth Press.
- 1995 “Transforming The Wall Street Journal.” HOW Magazine, August 1995, pp. 27-33.
- 1995 “Feature: Corporate Presentations,” Electronic Link, Vol. 2, no. 1.
- 1995 “Wall Street Journal interactive presentation includes unique ‘leave behind’ for prospects,” in S. Heller (ed), Graphic Design USA (The Annual of the American Institute of Graphic Arts). NY: American Institute for Graphic Artists.
- 1994 “Pictures at a (Stock) Exhibition,” Art Direction Magazine, November 1994, p. 24.
- 1992 “GE Financial Services,” in H.H. Stehli (ed) AR100 Annual Show, Vol. 7, p. 90.
New York: Black Book (a division of Macmillan).

ACADEMIC POSITIONS, SERVICE & PUBLICATIONS

Positions

2016-18 Educational Director for AIGA Nebraska
2015- Translation & Communications Director at University of Nebraska's Research, Evaluation & Analysis for Community Health Lab (REACH Lab)

Service

2020 Presented at the ORED Faculty Connector's "Collaboration Slam Session"
2019 Attempted to form an academic research group to foster grant development and raise awareness of the Arts in research throughout the campus.
2019-20 Hiring Committee: Graphic Design Professor of Practice, School of Art, Art History & Design
2019 Hiring Committee: Graphic Design Lecturer, School of Art, Art History & Design
2018-9 Hiring Committee: Graphic Design Professor of Practice, School of Art, Art History & Design
2018-9 Hiring Committee for six faculty positions at the Carson Center of Emerging Media Arts
2017-9 Chair: Curriculum Committee for the School of Art, Art History & Design
2018-9 Branding Committee: The Johnny Carson Center for Emerging Media
2017-8 Conference Organizer: 2018 Mid-America College Art Association Conference (MACAA) University of Nebraska-Lincoln, October 4-6, 2018
2017 Organizer Hixson-Lied Visiting Lecture: Ellen Lupton
2015-7 Creation of two new degrees BFA in Graphic Design and BA in Design
2015-6 Hiring Committee: Chair of Art & Art History
2015-6 Supporting effort to change name of the Department from Department of Art & Art History to the School of Art, Art History & Design
2014 Organizer Hixson-Lied Visiting Lecture: Edward Fella
2014 Served on Strategic Planning Committee for the merger of the Hixson-Lied College of Fine & Performing Arts and the College of Architecture
2013 Organizer Hixson-Lied Visiting Lecture: Trent Claus
2013-4 Served on Faculty Hiring Committee (Photography)
2013-5 Redesigned the Graphic Design program including the creation of seven new courses.

Service Awards

2018 5-Year Service Award Service Award from University of Nebraska-Lincoln
2018 Certificate of Recognition for Contributions to Students from the Division of Student Affairs, the Parents Association and the Teaching Council of the University of Nebraska Lincoln.

Teaching

2019 Graduate Committees: Adrienne Simmons, Katie Bosley, PJ Hargraves, and Austin Cullen
2019-20 Mentored the AIGA Student Design Group to write grants to attend AAF's Meet the Pros Design Conference in Omaha, NE. The board received a total of \$1,240 in funding.
2019- Faculty Advisor for UNL Students for Sensible Drug Policy
2019 Mentored the AIGA Student Design Group to write grants to attend the a2ru National Conference in Lawrence, KS. The eight students received a total of \$3,000 to make the trip possible.
2019-20 UCARE Undergraduate Research Advisor (2): Paige DeBrie & Aaron Roberts
2019 Summer Undergraduate Research Advisor (4): Marvontay Donovan, Isabel Kravitz, Paige DeBrie & Aaron Roberts
2017-8 UCARE Undergraduate Research Advisor (2): Emily Gauger & Haley Collins. Winners of Hixson-Lied College of Fine & Performing Arts UCARE Research Poster Competition.
2017 Graduate Mentor for MFA Candidate Bryon Hartley
2017 Mentored a Graduate School Exploration Fellowship (GSEF) student from the Big Ten Academic Alliance (10 weeks during Summer 2017)
2016-7 UCARE Undergraduate Research Advisor (3): Carlos Velascos, Jake Headid, Huy Tran
2015-6 UCARE Undergraduate Research Advisor (1): Carlos Velascos
2014- Faculty Advisor for UNL AIGA Student Group
2013- Internship Director for the Graphic Design undergraduate students

Teaching – Student Awards

2019	College Distinguished Teaching Award , Hixson-Lied College of Fine & Performing Arts
2019	AIGA’s Show Design Competition. Tyler Loebig: Bronze in Package Design & Branding, Carter Sheffield: Silver in Branding; Jose Arellano: Silver in Publication Design; Tyler Loebig: Judges’ Choice for Marketing Collateral; Jose Arellano: Judges’ Choice for Package Design; Josephine Briley: Gold for Integrated Advertising; Brenda Lee: Gold in Publication Design; Kara Sloane: Gold in Publication Design; Daniel Hinz: Gold in Illustration.
2018	AIGA’s Show Design Competition. Miranda Finn: Gold Judges Choice; Carlos Velasco: Silver Judges Choice; Carlos Velasco: Silver Apparel Design; Carlos Velasco: Gold Book Design, Maeve Nelson: Silver Book Design; Miranda Finn: Illustration, Davita Dick: Information Design, Logan McIntyre: Gold Package Design, Hanna Klemme: Bronze Package Design
2018	UCARE Students win Research Award: Emily Gauger, Haley Wilke
2018	AAF’s Addy Awards: Logan McIntyre (Gold Addy), Ferris Fernaz (2 Silver Addys), Emily Gauger (Silver Addy), Jared Mikulus (Silver Addy)
2017	First Franco Fund Scholarship Winner: Jake Headid
2017	AIGA Designing Opportunity Scholarship Winners (2): Emily Gauger & Carlos Velasco
2017	AIGA Show Winners: Emily Gauger, Carlos Velasco, Megan Rook, Jordan Geisert, Samantha Evans
2017	AIGA Show Design Competition. Carlos Velasco — Gold for Encompass; Samantha Evans — Silver for Season of the Witch; Jordan Geisert — Bronze for Typed; Megan Rook — Bronze, Expiration Date T-shirt; Emily Gauger — Bronze for S’well Advertising Campaign and EarthLife; Carlos Velasco — Bronze for Earthstock and Collective Culture; Cameron Scheele — Bronze for Money is Not Water; Samantha Evans — Bronze for <u>Anthology</u>
2017	AAF’s Most Promising Multicultural Student: Carlos Velasco
2016	Student Affairs Character Council Award: Jake Headid
2016	AIGA Designing Opportunity Scholarship Winner: Megan Rook
2016	AIGA Show Winner: Carlos Velasco
2015	AIGA Show’s Best of Show Award: Tiffany Weiser

Research - Academic Design & Publications (Outside of Syron Design/Syron Academic Publishers Client Work)

2019	Rural Drug Addiction Research Center (RDAR) — As the Communication Director for the Center we had a tremendous amount of work to do in our first year of the grant. We created brand identities for RDAR and well as the Rural Health Cohort (RHC). We launched a rich website featuring news, events and grant opportunities. We tied in all social media with a YouTube page, Facebook page, and Twitter stream. In September we moved into our new space where I branded environment with Nebraska Appleseed social justice art + design posters. In November we hosted our first National Conference on Drug Addiction at the Wick Alumni Center. We had guest speakers from across the country as well as across the Midwest. We held a networking dinner in the Elephant room of Morrill Hall. We had approximately 100 attend the conference. All communications were done through MailChimp and across our digital channels. We host a monthly seminar in the new RDAR conference room. All seminars are promoted and recorded so that healthcare providers from across the state can attend all talks. The talks are then placed on UNL’s Media Hub and on our RDAR YouTube channel. Site: rdar.unl.edu
2018-9	Worlds of Connections (SEPA) — As the Communication Director for this SEPA grant promoting emerging careers in science for underrepresented minority communities to support diversity in bio-behavioral and biomedical careers, our first two years were very busy. We created an externally focused brand identity (Winner of AAF’s Addy Silver Medal for the logo); launched a website, created promotional material like postcards, research posters, bookmarks, t-shirts, booth displays. Facilitate communication across research teams. Hosted summer workshop with LPS teachers to provide feedback on curriculum. Site: www.worldsofconnections.com
2019	Published: <u>Reducing Health Disparities: Updates from the Field, Volume 3</u>
2018	Published: Medical Anthropology Theory (MAT) <i>“It gives you nothing but takes away everything: Photo ethnography as a lens onto the experiences of people who inject drugs in Puerto Rico”</i> by Roberto Abadie, Colleen Syron, Carmen Ana Davila, Angelica Rivera-Villegas, December 19, 2018. http://medanthrotheory.org/issue/vol-5-5/

2018 Published: Concussion Competencies: A Framework for School-Based Concussion Management by Maerlender, Lichtenstein and Parent-Nichols

2016-7 Video Publication: Interviewed, recorded & produced a series of 5 videos to be used in a substance abuse and mental health intervention program for Native American children Our Family, Our Culture, The Sacred Tree, Good Way of Life or “Minobimaadiziwin”, The Sacred Ways of Tobacco, Nana’b’oozoo Story, and Native Warriors

2016 Published: Reducing Health Disparities: Updates from the Field, Volume 2

2016 Creative Director for 2016 SBSRC Annual Report

2016 New website launch: www.reach-lab.org a news and information portal for faculty, health professionals, researchers and public policy makers working on issues of community health and inequities with higher functionality & engagement

2014-5 Video Publication: Injection Risk Networks in Rural Puerto Rico with Camila Gelhi-Acosta <https://youtu.be/Lwf2FT54F88?list=PLtHXRv86W9IaKArd9FQLFBqxfZ9o61lcS>

2014-5 Video Publication: Injection Risk Networks in Rural Puerto Rico with Roberto Abadie <https://youtu.be/FK8RIMUqUSI?list=PLtHXRv86W9IaKArd9FQLFBqxfZ9o61lcS>

2015 Published: Reducing Health Disparities: Updates from the Field, Volume 1

2015 Creation of Social, Behavioral Sciences Research Consortium (SBSRC) logo and identity

2014-6 Created: www.reach-lab.org a news and information portal for faculty members working on issues of community health and inequities

2014- Created: www.unldesign.com a job portal for undergraduate students jobs & internships

2014-5 Published Culture Politics: The Story of Native Land Claims in Alaska

2013-4 Naming, logo & website for Research, Evaluation & Analysis for Community Health Lab (REACH Lab)

Research – Syron Design (Brand Strategist and Creative Director for Sea Tow Services International)

2019 We implemented Salesforce Marketing Cloud, an enterprise customer relationship management (CRM) platform for **marketers** that allows them to create and manage **marketing** relationships and campaigns with customers in 2019. This implementation included Salesforce **Journey Builder** which manages the customer life cycle: the progression of steps a customer goes through when considering, purchasing, using and maintaining loyalty to a brand. We designed and implemented three journeys: our trial membership, our new membership and our expired membership. With Salesforce Journeys we design how a customer relationship will be managed including when postcards are mailed, emails are sent, triggered responses depending on whether they open or respond to emails, when customer service calls them and when incentives are offered for engagement.

2019 We launched a new mobile app that features a button that sends the Captain the exact nautical location of a boat in distress for rapid response.

2019 We overhauled the Sea Tow Instagram feed. We came up with story icons, cleaned all imagery and design content types to be added to stories throughout the upcoming year. We created photo / video guidelines for Captains wanting to post stories. We streamlined hashtags and messaging across the 100+ franchise Instagram accounts.

2019 Outlined and launched a three-phased improvement to SeaTow.com. Phase I included new graphics, bug fixing of multi-language selector, moving the service locator to a page item, removing service photographs and replacing with icons, brought the site up to ADA compliance and changing the buttons to improve usability throughout the website.

2019 Onboarding new Director of Marketing at Sea Tow. Included a week-long workshop held in New York with daily presentations followed with workshop activities.

2019 National advertising launch of “Confidence Campaign” — Integrated-Media Advertising Campaign including 16 new advertising creatives across print, outdoor, digital and social media.

2019 National Launch of Sober Skipper Educational Program and Public Service Announcements.

2018 Boat with Confidence — Integrated-Media Advertising Campaign launched in the New York DMA across print, outdoor, digital and social media.

2018 Published **The Sea Tow Persona Data & Marketing Recommendations** (65 pages) an expanded analysis including six new integrated-media advertising campaigns (print, outdoor, pop, digital and mail).

2018 Published **The Sea Tow Local Marketing Analysis** (215 pages) an expanded analysis of

- Members across the entire United States. Report also included analysis and recommendations down to the individual franchise ownership level (over 100). After the *NOTE: When 2017 analysis was completed, significant findings were inconclusive due to the 28-state restriction. Syron Design recommended not distributing the 2017 Local Marketing Analysis until all the data could be analyzed using the entire United States. The new report was then presented and released in November 2018.*
- 2018 Produced **CONSUMER META-ANALYSIS** for four new audience targets. The meta-analysis included comparing demographic, consumer behavior, geographic data, lifestyles, boat ownership, purchasing behaviors and preferred media habits to determine how Sea Tow Franchises can acquire new members.
- 2017 Conducted **LOCAL MARKETING ANALYSIS** by mapped the 200,000+ Sea Tow membership database in 28 U.S. States to Nielsen/Claritas PRIZM Premier geo-targeted National database. Syron Design was able to compare the National Index to the Local Franchise Owner Footprint Index. Providing over 100 different "Localized Franchises Marketing Reports" specific to each owner's geographic footprint - charting member retention AND member acquisition down to individual zip codes.
- 2017 Launched two new integrated media advertising campaigns: "Essentials" and "Born To..." Launched three new social media campaigns (Facebook, rich banner ads, twitter, Instagram, e-news, SEO, and remarketing ads) entitled: "Hear Peace of Mind," "Discover Boating," and "Born to Fish."
- 2017 Designed the brand identity for Sober Skipper a National boater safety program to be implemented in 2018. Identity symbolically had to immediately represent both boating and alcohol and included the ability for customization on an individual state level.

Memberships

- 2019- Systems Design Research
 2019- NABI, National Alliance for Broader Impacts
 2018-9 MACCA, Mid-America College Art Association
 2018 CAA, College Art Association
 2018- AAF, American Advertising Federation
 2016- A2ru, Alliance for Arts-based Research
 1991-present AIGA, American Institute for the Graphic Arts

P R E S E N T A T I O N S & I N V I T E D E N G A G E M E N T S

- 2020 College of Arts & Sciences
Design Thinking Workshop
 University of Nebraska – Lincoln, NE. January 23, 2020
- 2019 Sea Tow Services International, Onboarding Workshops
History of Brand Development. September 26, 2019.
History of Market Research. October 1, 2019.
Branding & Advertising. November 3, 2019.
Digital Media Marketing. November 4, 2019.
 Southold, New York. November 3-5, 2019.
- 2018 Sea Tow Services International, Annual Meeting
Market Research, Analytics & Strategy
 Orlando, FL. November 14, 2018
- 2018 NRES 898: Introduction to Interdisciplinary Science
“Design Thinking in Large Scale, Interdisciplinary Scientific Research”
 University of Nebraska – Lincoln, NE. October 22, 2018
- 2018 Mid-America College Art Association Conference Presentation
 Techne Expanding: New Tensions, Terrains and Tools
“The Rural Epidemic: Broader Impact addiction stories told through design + photography + data”
 University of Nebraska – Lincoln, NE. October 4, 2018
- 2018 **AIGA Social Justice Roundtable**
 University of Nebraska – Lincoln, NE. August 24, 2018

- 2018 SciComm: Effective Science Communication Conference
Invited Session Speaker: Science & Media for Broader Impacts
“Reimagining Broader Impacts: Addiction Stories Told Through Media + Art + Analytics”
University of Nebraska – Lincoln, NE. March 23-25, 2018
- 2017 a2ru National Conference Presentation
Arts + Health/Evidence of Impacts
Teaming with University of Wisconsin, University of Michigan to present
“Broader Impacts Taxonomy in Interdisciplinary Arts-Based Research”
Boston, MA. November 3, 2017
- 2017 a2ru Arts Integration Invited Panel Participation
Seven person working group / research panel on the topics of “What is Arts Research?”
and “What is Arts Integration?” lead by University of Michigan
University of Michigan, Ann Arbor, MI. September 2017
- 2017 a2ru Evidence for Impacts Working Group
This working group, led by myself and Beth Janetski (Wisconsin) is comparing how arts contribute
to broader impacts by comparing NEA, NEH, NSF, NIH, AHRC, the Mellon Foundation in the hopes
to create a taxonomy that will inform Professors conducting interdisciplinary arts-based research.
Other representative Universities include University of Michigan, University of Wisconsin, Michigan
State University, Virginia Tech and University of Nebraska Lincoln. May 2017-present
- 2017 Carson Conversations: Towards Developing an Emerging Media Arts Curriculum
Invited to a two-day workshop to help steer the creation of a leading, best practice,
thought leadership emerging media arts center at the University of Nebraska.
University of Nebraska – Lincoln, NE. May 20-21, 2017
- 2017 a2ru Research Synthesis Meeting & Workshop
Invited to a2ru’s headquarters at the University of Michigan to attend a two-day workshop on
“Modes of Collaborative Practice: What modes and genres for collaboration are conducive to creative
practices and collaborative research across the academy? What are the areas of common ground for
teamwork across disciplinary norms and expectations? What are the useful frameworks for scaffolding
collaborative and scholarly theory and practice?”
University of Michigan, Ann Arbor, MI. May 11-12, 2017
- 2017 Women in Leadership Panel, Omaha Startup Week
The Startup Collaborative, Omaha, NE. May 3, 2017
- 2017 Organized and Facilitated **“Workshop: Designing Inclusion & Equity with Antionette Carrol of the
Creative Reaction Lab”** with AIGA Nebraska at Malcolm X Center, Omaha. April 10, 2017
- 2017 **“Educational Immersive Simulations to Enhance Understanding of Corn-Water-Ethanol-Beef System
Nexus”** poster presentation. Nathan Rice, Ryan Anderson, Jake Eiserman, Colleen Syron, Jennifer
Keshwani, Deepak Keshwani, Ashu Guru, Jeyam Subbiah at 2017 Water for Food Institute
Conference on April 10, 2017.
- 2017 “Design Thinking Workshop” with Carlos Estrada
Omaha South Public School, Omaha, NE.
- 2017 AAF Omaha – Meet the Pros 2017
Portfolio Reviewer, February 20-21, 2017
- 2016 “The Role of Design Thinking in Scientific Research & Communication”,
SciComm, University of Nebraska, Lincoln, NE.
- 2016 “The Role of Design Thinking in Social Network Analysis Research”,
International Network for Social Network Analysis: Sunbelt Conference, Los Angeles, CA
- 2016 “Translation & Dissemination in Social Science Research”,
Minority Health Disparities Research Experiences for Undergraduates (REU),
a NSF funded consortium at the University of Nebraska Lincoln.
- 1996 “Somewhere Between 101 and Clement Mok: The Need for Good Web Design”,
Art Directors Club of New Jersey, Newark NJ
- 1995 “Design Standards for a Dynamic Environment”,
Art Directors Club of New York, New York, NY
- 1994 “From Print to Interactivity”,
Art Directors Club of New York & **HOW Magazine**, New York, NY

E X H I B I T I O N S

- 2019 "A Threat to Justice"
Good Apple Awards: Sowing the Seeds of Justice
Livestock Exchange Building, Omaha, Nebraska. October 10, 2019
- 2019 "Rural Addiction", "Outspoken", and "Every Child has a Story to Tell"
First Friday Exhibition at the Crescent Moon Coffee Shop
University of Nebraska-Lincoln, Lincoln Nebraska. February 1, 2019
- 2019 "Rural Addiction"
Faculty Show | University of Nebraska-Lincoln, Lincoln Nebraska. January 18-25, 2019
- 2018 "Rural Addiction"
Good Apple Awards: For all of us
Livestock Exchange Building, Omaha, Nebraska. October 11, 2018
- 2017 "Outspoken" and "Every Child has a Story to Tell"
Good Apple Awards: Root Down, Rise Up
Livestock Exchange Building, Omaha, Nebraska. October 19, 2017
- 2017 "Outspoken" on Power to the Poster
Online exhibition recognizing that poster design is an important tool to use to advocate for a more progressive America: peace, equality, love, and on and on.
<http://powertotheposter.com>
- 2017 Design for Good Poster Show: The Vermont Opioid Epidemic
The Karma Bird House Gallery, 47 Maple Street, Burlington, Vermont. May 5-8, 2017

C U R A T O R

- 2019 Nebraska Appleseed Art + Justice Poster Show: **Sowing the Seeds of Justice**
Designers Included: "Humans" by Justin Kemerling, "A Threat to Justice" by Colleen Syron, "Wheels of Justice" by Cathy Solaranaa of Wheelhouse Creative, "Soil of Friendship" by Ella Durham, "Now is not the time" by Sam Rampier, "Just" by Quentin Lueninghoener, "Big Change" by Grant Davis of Oxide Design Co., and "Keep Your Huddled Masses" by Geoff Silverstein of Friendly Design Co.
Summer 2019
- 2018 Nebraska Appleseed Art + Justice Poster Show: **For all of us**
Designers Included: Building Bridges Not Walls by Breanna Marsh, No Child Deserves this Mark by Emily Tran, You are Welcome Here by Cody Fenske, Liberty and Justice by Justin Kemerling, Unnamed by Ben Welstead, Rural Addiction by Colleen Syron, When the Bough Breaks by Joshua Lowe, It's about our Future by Jason Davis, Access to Health Care for All by Ashley McFeely
Summer 2018
- 2017 Nebraska Appleseed Art + Justice Poster Show: **Root Down, Rise Up!**
Designers Included: The Salvation of the State by Kevin Buglewicz, Every Child has a Story to Tell by Colleen Syron, Love v. Fear by Justin Kemerling, Outspoken by Maia Ramsay and Colleen Syron, Breath Free by Leanne Prewitt & Ryan Sorensen, Voting Rights are Human Rights by LeAnn Jensen and Voices Together by Mollie Cox
Summer 2017

C O N F E R E N C E S & D E V E L O P M E N T

- 2019 A2RU National Conference: Knowledges — Artistic Practice as Method
November 7-9, 2019 | University of Kansas | Lawrence, KS
- 2019 CPDD: 81st Annual Scientific Meeting
June 15-19, 2019 | College on Problems of Drug Dependence | San Antonio, TX
- 2018 MACAA: Techne Expanding: New Tools, Terrains & Technology
October 4-6, 2018 | University of Nebraska-Lincoln | Lincoln, NE
- 2018 DECIPHER: AIGA 2018 Design Educators Research Conference
September 27-30, 2018 | University of Michigan | Ann Arbor, MI
- 2018 SCI: COMM
March 24, 2018 | University of Nebraska-Lincoln | Lincoln, NE

- 2017 A2RU National Conference: Arts in the Public Sphere - Civility, Advocacy & Engagement
November 1-2, 2017 | Northeastern University | Boston, MA
- 2016 A2RU (Alliance for the Arts in Research Univ.) Student Leadership Conference
RISE: Forging Resilient Communities
March 9-11, 2016 | University of Michigan | Detroit, Michigan
- 2016 Sunbelt Conference
International Network for Social Network Analysis
April 5-10, 2016 | Los Angeles, CA

G R A N T S & R E S E A R C H

Federally Funded Grants Awarded

COBRE: Nebraska Center for Rural Drug Addiction Research (\$4M for 3 years; renewable) 2019
Rural addiction is a growing epidemic. This grant hopes to put UNL at the heart of this research. Building on my expertise in research evaluation, translation and dissemination I have teamed with researchers from psychology, sociology, medicine and mathematics as the prospective Communications Director for Translation and Dissemination for Broader Impacts. Our hope is that after three years we will apply for a second Center that will focus entirely on Impacts.

Role: Co-Investigator, Project Translation, Dissemination and Communications Director

SEPA Worlds of Connections, Sponsored/funded by DHHS-NIH-Nat Inst Health, Federal 2018
McQuillan (PI), Crawford, Diamond, Dombrowski, Elliott, Khan, Smith, Spiegel, Syron, Wonch Hill (Co-I)
Engaging Youth with Health Research through Network Science and Stories in Augmented Reality

The goal of this grant is to identify and create resources that will overcome barriers to network science uptake among underserved minority middle school youth. The central hypothesis is that the technology-rich field of network science will attract segments of today's youth who remain uninterested in conventional, bio-centric health fields. Project activities are designed to improve understanding of how informal STEM experiences with network science in health research can increase STEM identities, STEM possible selves, and STEM career aspirations among youth from groups historically underrepresented in STEM disciplines at the center of health science research (Aim1) and create emerging media resources via augmented reality technologies to stimulate broad interest in and understanding of the role of network science in biomedical and public health research (Aim2).

Role: Co-Investigator, Project Translation, Dissemination and Communications Director

R01 DA037177-01A1, NIH, National Institute on Drug Abuse (NIDA) — Whitbeck(PI) 2016 — 2017
Indigenous Pathways of Substance Use and Mental Health through Early Adulthood

This proposal focuses on American Indian/First Nations (Indigenous) early adulthood, a period of important insight on transitions to longer-term alcohol/substance use/mental health problems beyond childhood as well as positive adult outcomes. The project will link data from an existing 8-wave panel study of Indigenous adolescents with 3 years of proposed new data from the early adult years. Results of this research will increase awareness of the nature, etiology, and consequences of alcohol, substance use, mental health problems and their comorbidity in Indigenous reservation/reserve communities. Another outcome is enhanced understanding of protective factors and positive Indigenous development. The results of this project have potential to inform the timing of and risk/protective factors targeted by prevention programs in Indigenous communities.

Role: Translational Coordinator and Communications Director

Internal Grants Awarded

Hixson-Lied Faculty Development Grant — Syron(PI) 2019
Knowledges: Artistic Practice as Method – A2RU 2019 National Conference
University of Kansas — Lawrence, KS

Role: Participant

Hixson-Lied Faculty Development Grant — Syron(PI) 2018
DECIPHER: AIGA 2018 Design Educators Research Conference
Joint conference by AIGA Design Educators Community and DARIA Network (Design as Research in the

Americas) | Stamps School of Art & Design @ University of Michigan — Ann Arbor, MI
Role: Participant

Hixson-Lied Faculty Travel Grant — Syron(PI) 2018
DECIPHER: AIGA 2018 Design Educators Research Conference
Stamps School of Art & Design @ University of Michigan — Ann Arbor, MI

Hixson-Lied Foundation Faculty Presentation Grant — Syron(PI) 2017
“Broader Impacts Taxonomy in Interdisciplinary Arts-Based Research”
A2RU National Conference: Arts in the Public Sphere - Civility, Advocacy & Engagement | Boston, MA
Role: Conference Presenter

Hixson-Lied Foundation Faculty Research Grant — Syron(PI) 2016 — 2017
The Rural Epidemic: Stories of Addiction
This research aims to use photo storytelling to not only tell the story of drug addiction through the eyes of injection drug users but also tell the story of ongoing, cutting-edge research into this rural epidemic. By using storytelling as the medium for dissemination of research findings, this grant aims to provide evidence of how design thinking can contribute to greater overall success and impact in academic research.
Role: Documentary Photographer, Visual Storyteller

Hixson-Lied Foundation Faculty Presentation Grant — Syron(PI) 2015
“The Role of Design Thinking in Social Network Analysis Research”
International Network for Social Network Analysis: Sunbelt Conference, Los Angeles, CA
Role: Conference Presenter

Federal Grant Participation

CBET 1619918, NSF, National Science Foundation— Subbiah (PI) 2016 — 2019
Immersive Educational Game Simulations
to Enhance Understanding of Corn-Water-Ethanol-Beef System Nexus
The overall goal of this work is to develop an educational immersive simulation game to enhance understanding of the complex interactions of the CWEB system nexus through outreach activities including 4-H programs, partnerships with high school teachers, and engagement of undergraduate students and the public. Specific objectives and tasks for reaching that goal include: (1) developing a simplified integrative CWEB model from existing individual sub-models and datasets that describes the complex dynamic interactions of the CWEB system, (2) building an educational immersive simulation game to enhance understanding of the dynamics of the CWEB system, (3) preparing FEW educational materials and conduct outreach activities to 4-H programs, high school teachers, undergraduate students, and the public. Expected outcomes include an immersive simulation game, a simplified integrated model, and educational materials for 4-H, high school, and undergraduate students.
Role: Game Flow, Game Strategy, Creative Director

R01 DA037117-01, NIH, National Institute on Drug Abuse (NIDA) — Dombrowski (PI) 2014 — 2019
Injection Risk Networks in Rural Puerto Rico
The goal of this project is to test, treat, and retain two cohorts of rural injection drug users and use the results of the data collection to parameterize simulations aimed at understanding:
1) HIV/hepatitis C virus (HCV) co-infection dynamics among rural populations,
2) project infection incidence and prevalence rates of both infections for all of rural Puerto Rico, and
3) test interventions aimed at lowering HIV incidence in the region.
Role: Translational Coordinator and Communications Director

Pending Grants

Establishment of the soybean single cell transcriptome atlas. (\$136,000 for 3 years) Jan. 2020
Conduct research aimed at genetic-based: improvement in soybean yield potential”. Our innovative approach to analyze the activity of the soybean genes in seeds will lead to several deliverables:
1- the identification of the genes that contribute to soybean seed biology and the establishment of the time-course of their activity during seed development;

2- the characterization of seed cell-type-specific gene networks;
3- the identification of seed cell-type-specific promoter sequences. The later will contribute to the development of synthesis promoters also leading to the submission of patents describing collections of seed-cell-type specific promoters and regulatory elements.

Centra Dogma (\$250,000 for 5 years)

July 2018

The creation of a children's book and educational activities for with the goal of spark young children's (i.e., age-group 1-5) interest in systems and synthetic biology through interesting books and experiments.

Submitted (but not funded)

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Jan. 2019

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COBRE: Nebraska Center for Rural Drug Addiction Research (\$4M for 3 years; renewable)

Jan. 2017

Rural addition is a growing epidemic. This grant hopes to put UNL at the heart of this research. Building on my expertise in research evaluation, translation and dissemination I have teamed with researchers from psychology, sociology, medicine and mathematics as the prospective Communications Director for Translation and Dissemination for Broader Impacts. Our hope is that after three years we will apply for a second Center that will focus entirely on Impacts.

System Science Collaboration Team Strengthening Seed Grant (\$300,000 over 2 years)

Jan. 2017

The grant hopes to build upon the recently acquired NSF ROI Immersive Educational Game Simulation Grant. By expanding the team to include design / data visualization (lead: Colleen Syron, UNL), video documentary (lead: Nanette Hogg, UNK) and economic modeling (lead: Frank Tenkorang, UNK) we believe will amass the expertise to go after the next level NSF (\$4M) grant to extend the game to a simulation platform for farmers and ranchers to employ across the MidWest.

UNL RESEARCH COUNCIL: Interdisciplinary Research Grant — Syron(PI)

2015

Creating an innovative research tool through interdisciplinary collaboration & partnership.

This research will examine whether the application of user-centered design and human-computer interaction (HCI) theory can transform the existing social network analysis tool, Social Network Analysis via Perceptual Taxonomy (SNAPT) into a widely adopted innovative research tool. The research aims to study, document and resolve usability problems inherent in the software engineering allowing researchers to gather social network data faster, cheaper and with more network topology.

Sappi Ideas that Matter — Syron(PI)

2015

SAVE INJECTION KIT Creation of a SAFE INJECTION KIT that would be distributed to rural Puerto Rican injectors. The kit would include a "pocket-sized" informational brochure on safer injecting practices, which also includes contact information for local agencies where people who inject drugs (PNID) can receive HIV/Hepatitis C testing, healthcare, and clean needles. We want to create a kit that could be used a few times with the hope that the participants will read, hold onto and learn from the materials. Therefore, each kit will include 3 needles, 1 tourniquet, 3 cottons, 3 water vials, 3 cookers and an informational brochure. Successful harm reduction programs and practices have been proven to reduce the rate of disease transmission among PNID. Our goal is to stop the spread of HIV and Hepatitis C in Puerto Rico. We believe by providing them with a Safe Injection Kit we are moving them towards understand ALL of the risks associated with sharing.