

Rebecca Silus

VISUAL DESIGNER / UX DESIGNER

Recipient of a 2019 Artist Initiative Grant from the Minnesota State Arts Board to complete a graphic novel about 1921.

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UX TOOLS + METHODS

Axure
InVision
Sketch
XD
Interactive Prototyping
Journey Maps
Personas
Rapid Prototyping
Storytelling
Usability Testing
User Experience
User Interface Design
Wireframing
User Research

CREATIVE

AfterEffects
Art Direction
Content Strategy
Illustration
InDesign
Photography
Photoshop
PremierePro
Video

CODING

Bootstrap
Git
HTML/CSS
JavaScript
Node.js
ReactJS
Web Design
Web Development
WordPress

EXPERIENCE

UX DESIGN STUDENT / PRIME DIGITAL ACADEMY / JANUARY 2019–MAY 2019

- » **MINNESOTA STATE ARTS BOARD** - Designed a VR experience that engages art lovers with Minnesota history. Project is currently in process.
- » **BRANCH APP** - Collaborated with developers and a team of UX designers in a design sprint. Delivered four designs in the form of annotated wireframes and interactive prototypes.
- » **GAARDONE** - Created a multi-touchpoint design strategy based on the results of a deep dive and stakeholder interview.
- » **UXPA MN** - Conducted website usability testing and delivered a findings and recommendations report with high-fidelity wireframes.

FREELANCE DESIGNER / FIELD OFFICE LLC / 2008–PRESENT

- » Worked directly with clients to produce work across disciplines.
- » Designed and developed websites and digital products.
- » Art directed and styled photo shoots for lifestyle and travel markets.
Selected Clients: Adobe, Creative Market, Instagram, Uber, C/O Berlin, Debenhams

DESIGNER, ARTIST / REBECCA SILUS STUDIO / 2002–PRESENT

- » Developed creative work for clients including Ace Hotel, Santa Fe Art Institute, State of Minnesota.
- » Presented project proposals and low fidelity prototypes to stakeholders.
- » Synthesized abstract concepts into meaningful experiences.
- » Oversaw design projects from concept to iteration and final delivery.
- » Partnered with consultants to place original art in private and corporate collections.
Selected Clients: State of Minnesota, Science Museum of Minnesota, Santa Fe Art Institute, Stanford University Press, Gustavus College, Ace Hotel, Hallmark, Microsoft

COPYWRITER / GESTALTEN / GESTALTEN.COM / BERLIN, GERMANY / 2010–2018

- » Wrote short and long form texts for books about visual culture and its creators.
- » Ensured accuracy and consistency of content through research, proofreading, and copy-editing.

COMMUNITY INVOLVEMENT

BOARD MEMBER / ST ANTHONY FALLS HERITAGE BOARD / MINNEAPOLIS, MN / 2018–PRESENT

Assess project proposals and make budget recommendations for funding of cultural projects with historical significance within the heritage zone.

ARTIST-IN-RESIDENCE / SANTA FE ART INSTITUTE / SANTA FE, NM / 2011

Worked on-site with 12 international artists, produced a new body of work, and gave a gallery talk open to the local community during the two-month, fully-funded residency.

MARKETING CHAIR / ROSALUX GALLERY / MINNEAPOLIS, MN / 2002–2004

- » Designed marketing materials and exhibition signage.
- » Maintained gallery website and developed content.
- » Co-organized fundraising events and exhibitions.
- » Consulted with buyers and collectors and assisted artists with promoting their work.

EDUCATION

CERTIFICATE, USER EXPERIENCE DESIGN Prime Digital Academy, May 2019

MASTER OF FINE ARTS, VISUAL STUDIES Minneapolis College of Art + Design, 2008

BACHELOR OF FINE ARTS, DRAWING AND PAINTING University of Minnesota, 1998

STUDY, WORK, AND LIVE ABROAD

BERLIN, GERMANY (6 years)

GOETHE INSTITUTE Berlin, Germany (2 months)

VOLKSHOCHSCHULE Heidelberg, Germany (6 months)

Hitchhiked Across France (3 weeks)

FOREIGN LANGUAGE

GERMAN Working Proficiency

AWARDS, FELLOWSHIPS, RESIDENCIES

2019 ARTIST INITIATIVE GRANT Minnesota State Arts Board

VISITING ARTIST AND SPEAKER Gustavus College

2014 ARTIST INITIATIVE GRANT Minnesota State Arts Board

FELLOWSHIP AND ARTIST RESIDENCY Santa Fe Art Institute

SELECTED ARTIST New American Paintings, *Juror: Lynne Warren, Curator,*
Museum of Contemporary Art, Chicago

ARTIST RESIDENCY Science Museum of Minnesota

MFA OPPORTUNITY GRANT Minneapolis College of Art and Design

MFA TRUSTEES SCHOLARSHIP Minneapolis College of Art and Design

SELECTED ARTIST^w New American Paintings, *Juror: Raphaela Platow, Curator,*
The Rose Art Museum, MA