

# JEN SHEPARD

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[bluepaigedesigns.com](http://bluepaigedesigns.com) | [jenshepardart.com](http://jenshepardart.com)

Hofstra blogs:

Digital Design: [fa27digitaldesignsp2021.wordpress.com](http://fa27digitaldesignsp2021.wordpress.com)

Branding, Packaging, and Dimensional Design Blog:

<https://packagingdesignfa159g.wordpress.com>

## EDUCATION

### **MS Communications Design // Pratt Institute, Brooklyn, NY**

*Digital design, Motion design concentration*

Awards: Teaching assistantship, Academic scholarship

### **MFA Studio Art // University of Texas at Tyler, Tyler, TX**

*2D concentration; Drawing, painting, and printmaking*

Awards: Academic scholarship, Talent scholarship, Italy travel/study scholarship

### **BA Studio Art // St. Edward's University**

*Drawing and painting concentration, Graduation with honors– magna cum laude*

### **Drawing and Painting Coursework // The University of North Texas**

*97-99 Drawing, painting, and art history coursework*

## TEACHING EXPERIENCE

### INSTRUCTOR OF RECORD

#### **Adjunct Assistant Professor // New Media Design, Sound & Motion Design, Introduction to Design, Digital Design, and Branding + Packaging Design**

*Hofstra University • Fall 2017 – Spring 2018 and Spring 2021*

Teaching New Media Design, Sound and Motion Design, Intro to Design, Branding and Packaging Design, Digital Design

#### **Visiting Instructor // Foundations 4D Design (time based design)**

*Pratt Institute Foundations Department Brooklyn, NY • Fall 2013 – Spring 2014*

Teaching students the basics of design from a 4D perspective. Students learned basic typography, photography, branding, video editing and motion design. Software included Illustrator, Photoshop, InDesign, Adobe Premiere, and Garage Band.

#### **Adjunct Assistant Professor // Introduction to Digital Design**

*Borough of Manhattan Community College NY, NY • Spring 2013 – Spring 2014*

Teaching art 100 Foundations of Digital Design courses, where students learn the fundamentals of Adobe Creative Suite and 2D design on a digital platform.

### ASSISTANTSHIPS

#### **Foundations LCD (light color and design) and Foundation 4D design**

*Pratt Institute Foundations Department • Fall 2011 – Spring 2012*

Led InDesign and Illustrator technical demonstrations in multiple sections of Foundations Light, Color and Design courses. Assisted regular instructor in 2 sections of Foundations 4D Design for two semesters helping students with computer coursework, leading critiques, demoing and subbing for the regular instructor when absent.

#### **Graduate Typography I**

*Pratt Institute Graduate Communications Design Department • Spring 2012*

Assisted with graduate level courses on the foundations of typography.

#### **Graduate Visual Communications I**

*Pratt Institute Graduate Communications Design Department • Spring 2012*

Assisted with graduate level courses on the foundations of creating visual identity systems.

## GUEST LECTURES AND TALKS

### Artist Talk

*Artfare • Summer 2021*

Live Zoom artist talk

### Virtual Open Studio

*The Wassaic Project • Fall 2020*

Instagram Live artist talk

### Color Theory – Artist Talk

*Pratt Institute • Fall 2018, 2020*

Artist's talk presenting art and design work and discussing color relationships in my practice.

### Surrealist Drawing Workshop

*Think Olio (at The Wassaic Project) • Fall 2019*

Led an impromptu drawing workshop featuring Surrealist games: blind contour drawing and exquisite corpse

### Drawing I & II, Design I & II - Guest Lecturer/Workshop Lead

*Stephen F. Austin State University • Fall 2016*

Guest lectured about design and art for beginning and advanced design students, gave a drawing workshop for drawing students and gave an artist's talk for faculty and students.

### Design I & Drawing I - Guest Lecturer/Workshop Lead

*Burrough of Manhattan Community College • Spring 2010, 2013*

Guest Lecturer– 3 sections of Design I classes/ subbed for Drawing I class.

Led a workshop on collage and drawing.

## SKILLS & SOFTWARE

**Art Direction and Graphic Design:** Design and art direction for multiple projects and platforms– print and digital; websites, social media, display ads, emails, OOH graphics, exhibition design, brochures, books, interstitials, motion design, illustration, identity design, branding, packaging, etc.

**Studio Art:** Drawing, Painting, Printmaking (etching, silkscreen, letterpress, woodcuts, relief printing, chine-collé, a la poupée), Sculpture (light woodworking, paper mache, epoxy clay, clay, plaster)

**Software:** Adobe Creative Suite: Photoshop, InDesign, Illustrator, AfterEffects, Premiere Pro, Sketch, PowerPoint, Keynote, Final Cut Pro, Adobe Acrobat

## WORK EXPERIENCE // DESIGN

### Freelance Multimedia Art Director // Bluepaige Designs

*2012-present*

Design, concepting, consulting, and art direction for a variety of independent clients.

**Clients and agencies include:** Paradise Palase, New York Magazine, Deutsch, Situation Interactive, Phillips Van Heusen, The Episcopal Church, Maxus, Beecher's Artisanal Cheese, Children's Aid Network, Vodou Bar, Wired Magazine, Byronesque Fashion, AFAR, Susan Luss Art, Nanit

### Freelance Art Supervisor // Omnicom– various agencies

*Oct 2017-present*

Art Direction, design, concepting, and overseeing studio and junior art directors for Merck and Mallincoft Brands and sub-brands at TBWA Worldhealth, Patients and Purpose, Science and Purpose, and CDM

### Freelance Senior Art Director // Redfuse Communications

*July 2019 and Oct-March 2019-20*

Art Direction, design, concepting, and studio oversight for Colgate Palmolive brands.

**Freelance Art Director // The Wall Street Journal**

Apr–Nov 2018

Design and art direction for Dow Jones and sub brands; Barron's, Mansion Global, The Wall Street Journal across print and digital including newspaper ad designs, event signage, booklets, imedia, display design, etc.

**Interactive Designer // Saatchi and Saatchi Worldwide**

2014–16

Design, branding, concepting and art direction for a range of different projects including websites, imedia, CRM's, digital and print. Clients include Tide, Luv's, Enfamil, Toaster Strudel, Yoplait, Olay, Cheerios, and more.

**Graphic Designer // Pratt Publications**

2012

Working with interdepartmental clients to produce communication materials for Pratt educational programs and events including digital composites, email blasts, print and motion design.

**Illustrator, Designer // Barnes and Nobles**

2012

Working closely with Barnes and Noble's sales and buyer team to create custom designs for Back-to-School program. • Two designs published Summer 2013

**Graphic Designer & Chalkboard Artist // Whole Foods Market**

2006-9

- Designed and concepted original marketing collateral for special in-store promotions including brochures, fliers, t-shirts & posters
- Print production, curating, and creating merchandising strategies for promotions
- Creating hand-rendered Illustrations and graphics for signage, chalkboards, and other displays throughout the store
- Writing and editing copy for store signage
- Overseeing look and feel of entire store

**ART EXHIBITIONS****Solo and 2 Person**2023 *Moon Beams and Fever Dreams*, Lorimoto Gallery, Ridgewood, NYC2020 *Please Scream Inside Your Heart*, (solo) Goldscopophilia, Montclair, NJ2018 *A Hole in the Sky*, (solo) Urbano Cellars Art Space, Berkely, CA*Forces of Nature*, Spotte Art, online exhibition2017 *The Devil and The Deep Blue Sea*, (2-person exhibition) Automat Gallery, Philidelphia, PA2015-6 *Here/Not Here*, Spotte Art, online exhibition2015 *Goodbye Times Bitch*, (solo) Brooklyn Wayfarer's, Brooklyn NY2014 *Lost*, (2-person exhibition), Pratt Institute's *Drawings Along Myrtle*, Brooklyn, NY2009 *Fairytales and Fearmongering— A Visual Journal*, (solo) Meadows Gallery, University of Texas at Tyler, TX**Group Exhibitions**

2023

*Do or Don't Do it Yourself— A Paint by Numbers Show*, Salve Regina University Gallery, Newport, RI  
*Counting the Seconds Between Lightning and Thunder*; Installation: *The Hadal Passage* (a 50ft vertical sculptural installation at Wassaic Maxon Mills), The Wassaic Project, Wassaic, NY  
*Color Me In*, 550 Gallery, Long Island City, NYC

2020

*The Rainbow/Prism Show*, The Yard Williamsburg, Brooklyn, NY  
*Mind: Body*, Distance Gallery (online)  
 Art on Paper, with Goldscophilia, NY, NY, 2020

2019

*The Satellite Art Fair*, Paradise Palase at The Satellite Art Fair, Brooklyn, NY  
*Twist and Twine*, Paradise Palase at Chashama, Long Island City, NY,  
 curated by Tiffany Smith and Paradise Palase  
*Dot Conference*, The Yard Williamsburg, Brooklyn, NY

2018

*Untitled Art Fair*, Pratt Alumni Booth, Miami, FL  
*TSA Flat Files Year 5 Closing Exhibition*, Tiger Strikes Asteroid, Brooklyn, NY  
*While Supplies Last*, Gift Shop Gallery, Seattle, WA

2017

*The Flat File: Year Five*, Tiger Strikes Asteroid New York, Brooklyn, NY  
*Primary Gesture*, Pratt Alumni Exhibition- Pratt Institute Steuben Gallery, Brooklyn, NY  
*Vagabond Time Killers*, The Wassaic Project– Maxon Mills, Wassaic, NY  
*Particular Process*, Lorimoto Gallery, Ridgewood, NY  
*NurtureArt Benefit*, Elizabeth Foundation, New York, NY  
*Wassaic Winter Benefit*, Invisible Dog Art Center, Brooklyn, NY  
*Nasty Women Exhibition*, Knockdown Center, Queens, NY

2016

*Verblast*, E Tay Gallery, New York, NY  
*Making the Future*, David and Schweitzer Contemporary, Brooklyn, NY  
*Garner Arts Festival*, Garner Arts Center, W.Haverstraw, NY  
*Momenta Art Spring Benefit 2016*, Momenta Art, Brooklyn, NY

2015

*Ortega 100*, Ortega y Gasset Projects, Brooklyn, NY  
*Pratt Alumni Exhibition*, Steuben Gallery, Pratt Institute, Brooklyn NY, curated by Will Hutnick  
*The Air Around It*, The Wright Gallery, Northpoint, MI  
*Making History*, Storefront Ten Eyck, Brooklyn, NY  
 curated by Dexter Wimberley and Krista Saunders Scenna  
*Family Ties*, 500X Gallery, Dallas, TX, curated by Julie Torres and Bonnie Leibowitz  
*New Work City*, Momenta Art, Brooklyn NY, curated by Julie Torres

2014

*Grab Bag, Tressle Projects*, Brooklyn, NY, curated by Will Hutnick and Polly Schindler  
*Line of Sight*, Gallery MC, New York, NY  
*Draw What You Love*, Bosi Contemporary, New York, NY  
*MFA Alumni Exhibition*, University of Texas at Tyler Meadows Gallery, Tyler, TX  
*Family Style*, Formerly Pocket Utopia, New York, NY, curated by Julie Torres  
*Kaleidoscope 2*, Space 776, Brooklyn, NY  
*Do It Yourself*, Livestream Public, Brooklyn, NY, curated by Julie Torres and David T Miller  
*Bushwick Art Crit Group: BOS Pop-Up*, Brooklyn Fireproof Studios, Brooklyn, NY  
*Mutual Benefit*, Brooklyn Fireproof Gallery, Brooklyn, NY, curated by Christopher Stout  
*8th Annual Arts in Bushwick Benefit*, Storefront Ten Eyck, Brooklyn, NY  
*Material Disruption*, Loft 594, Brooklyn, NY  
*Kaleidoscope*, Space 776, Brooklyn, NY

2013

*22 Artists*, Space 776, Brooklyn, NY  
*Spin? Art*, Loft 594, Brooklyn, NY, curated by Will Hutnick  
*6th Annual Arts in Bushwick Benefit*, Grace Exhibition Space, Brooklyn NY  
*Spring Fever*, Loft 594, Brooklyn NY  
*The Bachelorette Party*, Loft 594 Brooklyn NY

2010

*Painting with Pictures*, Maria Casita Center for Arts and Education, Bronx NY,  
curated by David Gipson

*Abstract Intentions*, Invitational Alumni Exhibition, School of Visual Arts NY  
curated by David Gipson and Keren Moscovitch

2009

*SVA Summer Residency Open Studios*, School of Visual Arts, NY

*4th Annual 125-Mile Exhibition*, Visual Arts Society of Texas, TWU, Denton TX  
winner of best in category, painting and mixed media

2004

*New Texas Talent*, Craighead Green Gallery, Dallas TX

*Paper in Particular*, Columbia College, Columbia MO

*Veridian Artists National Juried Exhibition*, NY, NY, juried by Charlotta Kotik

## RESIDENCIES

2020-22      Freight and Volume Gallery – DNA Residency, Provincetown, MA

2019      The Vermont Studio Center, Johnson, VT

2016, 2018      The Wassaic Project, Residency Program, Wassaic, NY

2009      Summer Residency Program, School of Visual Arts, New York, NY

## GALLERY AFFILIATION

2020 - present, Goldscopophilia, Montclair, NJ

2016 - present, Morgan Lehman Gallery, NY, NY

2015 - present, Spotte Art, NY, NY

2018, Adah Rose Gallery, Washington, DC

2017 - 2018, Tiger Strikes Asteroid New York, *The Flat Files: Year Five*

2013 - 14 Loft 594, Brooklyn, NY

## COLLECTIONS

Freight and Volume Gallery, DNA Residency Collection

Fidelity Investments Corporate Collection

The University of Texas at Tyler

Private Collections across the U.S. and Europe

## ACADEMIC AND CURATORIAL PROJECTS

2017-present      Contributing Writer–*The Coastal Post*: An Online publication about emerging and  
mid-career artists ([thecoastalpost.com](http://thecoastalpost.com))

2014      Curator– *Xistential: An Exhibition About Chance as Archaeology*, Loft 594 Gallery, Brooklyn, NY

2014      Curator– *Brave New World* and *Etch-a-Scratch*,  
two exhibitions featured as part of Pratt Institute's *Drawings Along Myrtle*, Brooklyn, NY

## PRINTMAKING PORTFOLIOS

2004      *Xenophobia*, Annual Invitational Printmaking Portfolio, The University of Texas at Tyler, Tyler, TX  
committee member and participating artist

2005      *Salt City Dozen*, Juried Graduate Printmaking Portfolio, Syracuse University,  
Syracuse, NY

## CONFERENCES & SYMPOSIA

2014      *Interpretations of Success: A Conference for Emerging Artists and Art Forms*, Loft 594 Gallery,  
Brooklyn, NY | Co-organizer, panel leader and web designer

**TRAVEL STUDY**

- 2011 Dutch Design Travel Study  
Studied design on site in The Netherlands, presenting at and attending a workshop and critique at St. Joost Academy of Art in Breda, Holland; toured studios in Amsterdam, etc. in conjunction with Pratt Institute graduate course.
- 2005 Italian Art Travel Study  
Studied Art History on site in southern Italy in conjunction with a University of Texas at Tyler graduate art history course

**BIBLIOGRAPHY****Press about Personal Work**

2023

The University of Texas at Tyler Alumni News: [https://www.instagram.com/p/CofMxFtOrIE/?img\\_index=1](https://www.instagram.com/p/CofMxFtOrIE/?img_index=1)

2021

Artfare Interview [https://www.youtube.com/watch?v=UrQ1\\_xDtwL0&ab\\_channel=Artfare](https://www.youtube.com/watch?v=UrQ1_xDtwL0&ab_channel=Artfare)

Artnet Editor's Picks <https://news.artnet.com/art-world/editors-picks-february-1-2021-1939150>

2020

Practical Magic Interview by Paradise Palase,  
<https://www.paradicepalase.com/newsblogfull/2020/10/22/practical-magic-interview-jen-shepard>

2019

Artist Profile, The Wassaic Project,  
<https://www.wassaicproject.org/artists/artist-profiles/list/jen-shepard>

Artist Interview, Art Uncovered with Kimberly Ruth (podcast),  
<http://www.btrtoday.com/listen/artuncovered/jen-shepard/>

2016

Steinhauer, Jill, *Your Concise Guide to Bushwick Open Studios*, Hyperallergic  
<http://hyperallergic.com/325471/your-concise-guide-to-the-2016-bushwick-open-studios/>

Artist Profile: Jennifer Shepard, Spotte Art Blog,  
<http://spotteart.tumblr.com/post/136609247532/artists-profile-jennifer-shepard-ny-usa-mixed>

2015

McCafferty, Kelly, *Kalleidoscopic Cave*, The Coastal Post  
<http://thecoastalpost.com/studio-visits-posts/?tag=Jen+Shepard>

Hale, Alison, *A Selection from Bushwick Open Studios 2015*, Two Coats of Paint  
<http://www.twocoatsofpaint.com/2015/06/a-selection-from-bushwick-open-studios.html>

Bushwick Open Studios Instagram Feature, Hyperallergic  
<http://www.instagram.com/p/3pJNC0qeV4/>

Worman, Kelly, *Artist Interview: Jen Shepard*, Studio Spoken.com  
<http://tumblr.co/ZNNAfw1IVcMPh>

2014

*UT Tyler to Hold First MFA Alumni Exhibition*, UT Tyler Press Release  
<http://www.uttyler.edu/news/pressrelease/2014/08282014.php>

Melon, Phillip J. *Jen Shepard Artist Interview*, Ahtcast, Ahtcast.com  
<http://www.ahtcast.com/2014/08/artist-interview-jennifer-shepard.html>

Vartanian, Hrag, *Before the Studios Open Friday Night Shows at Bushwick Open Studios*, Hyperallergic  
<http://hyperallergic.com/129743/before-the-studios-open-friday-night-shows-at-bushwick-open-studios/>

Killary, Katie, *Lower East Side Vibes with Bushwick Art's Summer Tide*, Bushwick Daily  
<http://bushwickdaily.com/2014/08/lower-east-side-vibes-with-the-bushwick-summer-tide/>

Sinelnikova, Julia, *Artists Do it Themselves: Julie Torres' Sprawling Curatorial Project at BOS 2014*  
<http://bushwickdaily.com/2014/06/artists-do-it-themselves-julie-torres-sprawling-curatorial-project-at-bos-2014/>

Hypernova, Katerina, *Living BOS 2014: Bushwick, Will You Still be My Friend When You Change?*  
<http://bushwickdaily.com/2014/06/living-bos-14-bushwick-will-you-still-be-my-friend-when-you-change/>

Killary, Katie, *Step Inside These Artists Spaces During Bushwick Open Studios 2014*,  
<http://bushwickdaily.com/2014/05/step-inside-these-artists-spaces-during-bushwick-open-studios-2014/>

*Get Together: One Arts Collective*, Art Map Burlington  
<http://artmapburlington.com/content/2014/get-together-one-arts-collective>

Galgiani, Alison, *Sexy Love Drenched Art Picks for Valentine's Weekend*, Bushwick Daily  
<http://bushwickdaily.com/2014/02/6-sexy-love-drenched-art-picks-for-the-valentines-weekend/>

2013

Feature: Ubiquitous, Pratt's Literary and Art Magazine  
<http://ubiquitouspratt.tumblr.com/post/63030982577/jennifer-shepard-jshepa13-mixed-media>

2009

*UT Tyler Meadows Gallery Offers MFA Thesis Exhibition*, UT Tyler Press Release  
<http://www2.utt Tyler.edu/news/pressrelease/2008/01072009.html>

Killary, Katie, *The Brave, The Bold and The Compulsive at Loft 594*,  
<http://bushwickdaily.com/2014/02/x-istential-loft-594-gallery/>

## **Press About Design Projects**

2013

*Byronesque.com Brings It's Vintage Treasures Offline*, *Style.com*

Williamson, Sue. *Logging Off: Gill Linton takes Byronesque.com offline with a shoppable retrospective*, *W Magazine* <http://www.wmagazine.com/fashion/2013/12/byronesque-offline-exhibit/photos/>

2012

*Erikson, Josh. Public Project: Design Advocacy and Grad ComD*  
<http://www.prattgradcomd.com/news/01/2012/public-project-design-advocacy-gradcomd>

Degnan, Luke & Kate Ünver, *Barnes and Noble Reveals New Pratt Collection*,  
 Gateway: The Community Newsletter About Pratt  
<http://gateway.pratt.edu/across-campus-and-beyond-sep13/2013/8/26/barnes-noble-unveils-new-pratt-collection.html>

## **Commercially Published Illustration**

*Experiment is the Mother of Knowledge, Explore the Road Less Travelled*  
 Wiro bound journal designs for Barnes and Nobles

## **Self Published Writing/Illustration**

*Experimentation in Communications Design: Moving Toward a Methodology of Innovation*,  
 Communications Design Thesis, Self Published via Blurb.com 2012

*Cat Lament and Other Poems*, by Olivia D. Grayson, Blurb 2013

## **Other Published Writing**

*Joyride: Intimacy and Connection in a Post Pandemic World*, *The Coastal Post*, June 2021

*Aesthetics at Play: A Look into the Work and Studio of Kelsey Tynik*, *The Coastal Post*, September 2020

*Energetic Tensions: Vulnerability vs. Formal Play in the Work of Kelly Worman*, *The Coastal Post*, February 2020

*A Funeral and A Tourist Trap, My Conversation with Tiffany Smith About Her Work, the Commodification of Culture, Immigrant Identity and The Subjectivity of Being a Woman*,  
*The Coastal Post*, February 2019

*The Hazy Identity of Objects, A Conversation with Meg Franklin by Jen Shepard*, *The Coastal Post*,  
 November 2017

*Waves, Particles, and the Refusal of the Totalitarian: A Conversation with Theresa Daddezio about her painting and curatorial work, quantum physics, and the politics of abstraction*,  
*The Coastal Post*, 2018