rachael paine

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Education

Ph.D. of Design
North Carolina State University College of Design / Raleigh, NC / May 2022 expected completion
Dissertation Title: Caring About the User's State of Mind: Exploring the Online Health Information Seeking Behaviors of Rare Disease Caretakers

Master of Graphic Design
North Carolina State University College of Design / Raleigh, NC / May 2018
Final Project: Designing Responsive GUIs: An Intelligent Interface that Tailors Information Presentation by Responding to a User's Cognitive State

Bachelor of Graphic Design
North Carolina State University College of Design / Raleigh, NC / December 2003

Teaching Experience

Instructor / Virginia Tech / Blacksburg, VA
ART 2566 Typography Two (3 credit hours)
Enrollment: Fall 2022, 17
An intermediate-level communication design course. The details of typography and typographic design are explored in both experimental and practical projects.

ART 3574 Experiencing Information in 2D, 3D, 4D (3 credit hours)
Enrollment: Fall 2022, 14
An advanced graphic design elective that explores media and materials under the rubric of user experience design.

Instructor / North Carolina State University / Raleigh, NC
GD417 Information and Publication Systems Design (3 credit hours)
Enrollment: Fall 2018, 33; Fall 2019, 32; Fall 2020, 30
A continuation of typographic language, writing, and reading with attention to advanced grid, form, and font systems in the design of multi-page documents, as well as issues of production and printing. I taught this course in person in 2018 and 2019, and remotely in 2020.

Teaching Assistant / North Carolina State University / Raleigh, NC
GD203 History of Graphic Design Online
Taught with Deborah Littlejohn, Ph.D. / Spring 2019
This course presents events, ideas, movements, designs, and individuals that have historical significance and influence on contemporary graphic design and the graphic design profession.

GD400 Ana-Digi-Logi: Experience & Environmental Design
Taught with Denise Gonzales Crisp / Spring 2018
Ana-digi-logic is an advanced graphic design studio that explores media and materials under the rubric of user experience design.

GD401 Graphic Design Practicum
Taught with Kermit Bailey / Spring 2017
Capstone experience focused on the transition from school to career. Individual capstone project and discussions of professional practice, guidelines, and ethics.

GD417 Information and Publication Systems Design
Taught with Denise Gonzales Crisp / Fall 2016, 2017

Instructor / Design Lab, NC State College of Design / Raleigh, NC
Design Camp
One session / Summer 2017
Responsibilities included developing one lesson to teach daily to five different groups of students (high school age) in a studio setting, managing and coordinating with one full-time teaching assistant, and daily floating camp staff.

Summer Studio
Two sessions / Summer 2017
Responsibilities included developing five lesson plans to teach to a group of students over the course of five days, and managing and coordinating with one full-time teaching assistant.

University Service

Virginia Tech
College Service
Search committee for School of Design Director – Member 2022–present

Department Service
Search committee for Instructor of Graphic Design – Member 2022–present

Service to Students
AIGA Student Organization Faculty Advisor – 2022–present

Published Work + Conferences

AIGA Dialectic Journal
Paper; submitted / November 2022
Paper Title: Caring About the User's State of Mind: Exploring the Online Health Information Seeking Behaviors of Rare Disease Caretakers

Surface / AIGA Design Conference
Abstract; accepted / Peer Reviewed Conference Proceedings / September 2022
Abstract Title: Beyond One-Size-Fits-All: Designing for the Emotional State of the User

Surface / AIGA Design Conference
Conference Presentation / September 2022
Abstract Title: Beyond One-Size-Fits-All: Designing for the Emotional State of the User

MODE 2020 ReConnect / Motion Design Education Summit
Short paper; accepted / Virtual Conference / June 2021
Paper Title: Tools for Type, Sketching in Motion
Co-Author: McMahon, B.

AAAI Spring Symposium on Applied AI in Healthcare: Safety, Community, and the Environment
Abstract submission; accepted as poster presentation / Postponed due to COVID
Paper Title: AI for Rare Disease: Seeking Health Information via Intelligent Interface
Co-Author: Armstrong, H.

TEDxCary Women
Conference submission; not accepted / December 2019
Presentation Title: Designing Responsive GUIs

IASDR International Association of Societies of Design Research: Design Revolutions
Short paper; accepted / Manchester Metropolitan University School of Art / Manchester, England / September 2019
Paper Title: Disrupting Genius: A Dialogical Approach to Design Pedagogy
Co-Author: McMahon, B.

IASDR International Association of Societies of Design Research: Design Revolutions
Long paper; not accepted / Manchester Metropolitan University School of Art / Manchester, England / September 2019
Paper Title: Distributed Cognition: A Useful Theory in Human-Computer Interaction and Interface Design
Co-Author: Rider, T.

Architecture_MPS / Education, Design, and Practice – Understanding Skills in a Complex World
Conference presentation / Stevens Institute / New York, NY / June 2019
Abstract Title: Disrupting Genius: A Dialogical Approach to Design Pedagogy
Co-Author: McMahon, B.

Design Incubation Colloquium 5.3
Presentation / Merrimack College / North Andover, MA / March 2019
PechaKucha Presentation Title: Disrupting Genius: A Dialogical Approach to Design Pedagogy
Co-Author: McMahon, B.

Design Educators Symposium at the National AIGA Conference
Conference presentation; submission / Pasadena, CA / July 2019
Abstract Title: Influencing Cultural Shifts through Collaboration and Conversation
Co-Author: McMahon, B.

(Inter)play: Motion Design Education Summit
Conference workshop; accepted / Massey University / Wellington, New Zealand / June 2019
Abstract Title: Tools for Type, Sketching in Motion
Co-Author: McMahon, B.

DRS (Design Research Society) 2018 Conference
Conference workshop; accepted / Limerick, Ireland / June 2018
Workshop Title: Pin-Up as a Form of Ritual
Co-Authors: Abdullah, N., Sathyamurthy, K., Hill, M.

ThenFinally: Master of Graphic Design Journal
Published article / North Carolina State University College of Design / Raleigh, NC / May 2018
Title: Designing Responsive GUIs: An Intelligent Interface that Tailors Information Presentation by Responding to a User's Cognitive State.

AndSo: Graduate Journal of Graphic Design
Published article / North Carolina State University College of Design / Raleigh, NC / Spring 2018
Title: Designing Responsive GUIs

AndSo: Graduate Journal of Graphic Design
Published article / North Carolina State University College of Design / Raleigh, NC / Spring 2018
Title: Rotate Your Thinking

14th Annual North Carolina State University Graduate Student Research Symposium
Poster presentation / North Carolina State University / Raleigh, NC / March 2018
Title: Designing Customizable Interfaces for User Cognitive State
Awarded Third Place Overall in Graduate Design Divisions

AndSo: Graduate Journal of Graphic Design
Published article / North Carolina State University College of Design / Raleigh, NC / Spring 2017
Title: Unpacking Activity Theory

Experiencing Food: Designing Dialogues, International Food Design & Food Studies Conference
Conference presenter and collective design exhibition / Lisbon, Portugal / October 2017
Abstract Title: Feeding the Dialogue: Understanding Food Systems Through Design
Collaborators: Bordas, C., Foca, G. A., Hill, M., Ingram, A., McMahon, B., Nedić, D.

James B. Hunt Jr. Library Immersion Theatre Showcase
North Carolina State University / Raleigh, NC / April 2017
Collective Digital Design Exhibition Title: Data Stories: Lies, Damned Lies, and Statistics
Collaborators: Bordas, C., Foca, G. A., Hill, M., Ingram, A., McMahon, B., Nedić, D.

SoThen: Gaze-Based Interaction Design, Master of Graphic Design Journal
Published article / North Carolina State University College of Design / Raleigh, NC / Spring 2017
Title: Affordances of Gaze as an Input Method

SoThen: Lies, Damned Lies, and Statistics, Master of Graphic Design Journal
Published article / North Carolina State University College of Design / Raleigh, NC / Spring 2017
Title: Presidential Campaign Ads Cause Insanity

Selected Work Features, Invited Talks + Workshops

Invited Lecture / North Carolina State University College of Design / Spring 2020
Presented research interests and initiatives with Master's in Graphic Design student studio.
Lecture title: Designing Responsive GUIs: An Intelligent Interface that Tailors Information Presentation by Responding to a User's Cognitive State

Guest Critic / North Carolina State University College of Design / Spring 2020
Watson Health Patient Experience Project
Served as a recurring guest critic for a collaborative project with IBM Watson Health that asked students to use ML as they prototyped the potential patient experiences around permanent, consolidated electronic medical records.

Invited Lecture / North Carolina State University / October 2019
Presented research paper to first-year Ph.D. in Design students.
Lecture Title: Distributed Cognition: A Useful Theory in Human-Computer Interaction and Interface Design

Design Workshop / University of Arkansas, J. William Fulbright College of Arts & Science – School of Art / Fayetteville, AR / February 2019
Collaborator: McMahon, B.

Visiting Lecturer / University of Arkansas, J. William Fulbright College of Arts & Science – School of Art / Fayetteville, AR / February 2019
Lecture Title: Design, Authorship, Origination, and Agency

Design Workshop / Design Lab, NC State College of Design / Fall 2018
Workshop Title: Design, Authorship, Origination, and Agency

Professional Affiliations

AIGA: The Professional Association for Design
UXPA: The Triangle User Experience Professionals Association

Design Practice Experience

SAS / 2018 to present / User Experience Designer
SAS is a multinational developer of analytics software. SAS develops a suite of analytics software that helps users access, manage, analyze, and report on data to aid decision-making. As a User Experience Designer at SAS, I provide software usability design, evaluation, and support to software development teams. I provide software usability design, evaluate prototypes, and develop user profiles. I run design reviews and usage walkthroughs with stakeholders and represent users to validate and iterate design. I worked on SAS Visual Analytics for 2.5 years in the R&D Business Intelligence division focused on visual analytics, data visualization, and data storytelling. For the last year, I've supported the Risk department working on SAS Model Risk Management, focusing on software interface design, model risk lifecycle support, and component design.

bevello / 2014 to 2016 / Creative Director
bevello is a women's fashion company with 24 store locations in North and South Carolina, Virginia, Texas, Illinois, Georgia, and Alabama. bevello's mission is to empower women to look and feel beautiful. While at bevello, I created and implemented standards and a strategic image for the brand. I led a team that conceptualized, produced, and executed flawless marketing and promotional campaigns. I created an organic work environment for my team. I established objectives and priorities in partnership with design, marketing, visual merchandising, and photography. I served as the UX/UI design lead for a new e-commerce platform - designing all digital flats to pass to the programming team. I effectuated new e-commerce strategies to improve site effectiveness through online visual merchandising standards, improved user experience, and produced revenue-generating emails. I managed six full-time employees.

Trimaco, LLC / 2009 to 2014 / Creative Director and Brand Manager
Trimaco is a manufacturing leader in the paint, construction, flooring, marine, chemical, and automotive industries. They export a comprehensive selection of surface, personal, and jobsite protection products both domestically and internationally. While serving as the creative director of Trimaco, I oversaw the company's packaging, branding, advertising, and design efforts. Under my direction, the design team redesigned every product at Trimaco in new branded trilingual packaging. I worked directly with product managers, importers, packaging translators, and printers. I managed the company's intellectual property, working directly with trademark and patent attorneys. Trimaco has a significant tradeshow presence in the industry, including Hardware Show, STAFDA, NAHB's International Builders' Show, Surfaces, and AIA National Convention. I was responsible for tradeshow planning, shipping, booth design, and promotional marketing. I served as a project manager and conducted in-person design reviews and presentations to top-level executives at The Home Depot, Lowe's, and Walmart. As the creative director, I managed one full-time employee and six freelancers.

Clean Couture / 2011 to 2014 / Brand Strategist and Project Manager
Working with Julie Ley from Vanilla Print, I developed a new brand of an environmentally friendly line of cleaning products with fashion-forward packaging. We received a nomination for a Martha Stewart Made in the USA Entrepreneur Award. I represented Clean Couture at Atlanta's AmericasMart and the NYC National Stationery Show, facilitating booth design, set-up, promotional marketing, customer lead generation, and follow-ups. I was in charge of logistics management, including planning, implementing, and controlling product development and market launch. I conducted market research and set price points while ensuring margins for the investment company. I served as the UX lead and worked closely with the website development team for the e-commerce site.

Vanilla Print / 2007-2009 / Design Consultant
I served as a design consultant for a highly profitable stationery line with clients including Walgreens, Shutterfly, Swoozies, Papyrus, Walmart, and Lifetouch. My role included stationery design, website development, advertising, catalog design, and new business development presentations. Additionally, I aided in tradeshow coordination including booth design, set-up, promotional marketing, and sales for NYC National Stationery Show.

Publication Designer / 2006-2009
While working as a publication design, my clients included *Business Leader Magazine*, *Pinehurst Magazine*, *Midtown Magazine*, *Cary Living Magazine*, and *The Park Guide*.

Opus One Inc. / 2005-2006 / Lead Graphic Designer
While working for Opus One Inc., my main clients included North Carolina Symphony, ARTS NC State, Carolina Performing Arts (UNC), and Koka Booth Amphitheatre.

Inclusive Peagogy, Part One
Virginia Tech / Fall 2022
This year-long cohort course introduces participants to the core principles of inclusive pedagogy: facilitating respect and hospitality for all, creating an environment where everyone learns, and fostering cultural competence.

Human Subjects Research for Social-Behavioral-Educational Researchers
CITI Collaborative Institute Training Initiative / Summer 2021
This series provides core training in human subjects research and includes the historical development of human subject protections, ethical issues, and current regulatory and guidance information.

Affect and Cognition
North Carolina State University / Spring 2020
Critical examination of research and theory dealing with the intersection of affect and cognition. Topics include the impact of emotion, mood, and other aspects of affective experience on memory, decision-making, judgment, and reasoning.

Introduction to Qualitative Research in Education
North Carolina State University / Fall 2019
Hands-on experience using qualitative research methodology to study natural educational settings. Skills include document analysis, observation, interviewing, and preliminary data analysis, and writing up field notes and research findings.

Techniques for Literature Review
North Carolina State University / Summer 2019
This course focuses on the tools and techniques commonly used for preparing literature searches and reviews for academic work products such as research grants, theses, dissertations, and scholarly papers.

Qualitative Methods in Design Research: Ethnography and Grounded Theory
North Carolina State University / Summer 2019
Survey course addressing qualitative research methods from a constructivist perspective, specifically grounded theory and ethnography, as seen in use across the design disciplines.

Introduction to JAWS for Windows
SAS Institute / Summer 2019
JAWS is a computer screen reader program for Microsoft Windows that allows blind and visually impaired users to read the screen either with a text-to-speech output or by a refreshable Braille display. Training includes how to configure JAWS screen reader, navigate Windows applications and the internet eyes-free using keyboard-only inputs, and how to test digital interfaces for screen reader compliance. Training supports designers' ability to ensure people with disabilities have equal access to Information and Communication Technology (ICT).

Building Accessible Web Applications
SAS Institute / Summer 2019
Topics include using HTML5 and ARIA to develop accessible Web applications, considerations for designing UI components and user interactions so that they are accessible to all users, connection between the DOM and how assistive technology users experience these UI components, demonstrate how to use ARIA techniques to ensure the correct accessibility information is conveyed to the user, and test the accessibility of UI components and Web applications with accessibility testing tools and assistive technologies.

Accessibility Testing 101
SAS Institute / Summer 2019
This hands-on class teaches testers how to test the top ten most critical WCAG 2.0 success criteria to ensure equal access to information and technology and comply with Section 508, the Americans with Disabilities Act, or similar laws in other countries.

Responsible Conduct of Research (RCR)
CITI Collaborative Institute Training Initiative / Spring 2019
Meets the RCR training requirement of The National Institutes of Health (NIH), National Science Foundation (NSF), and U.S. Department of Agriculture (USDA).

Research Methods in Design
North Carolina State University / Spring 2019
Systematic investigation of alternative research methods, strategies, and processes frequently used in design research.

Research Paradigms in Design
North Carolina State University / Fall 2018
Aids in the development of a conceptual foundation to the conduct of inquiry in the field of design and demonstrates linkages between theoretical perspectives, research, and practice/application.

Design Pedagogy Seminar
North Carolina State University / Spring 2018
Provides preparation for teaching design and entering a faculty position. Topics include the mechanics of the design studio course (objectives, assessment, etc.), learning theory, current and historical perspectives of American design education, expectations of faculty, and embedded educational philosophy.

Gaze-Based Interactive Design, Speculative Interfaces
North Carolina State University / Spring 2017
A speculative, three-phase project where students explored the affordances of gaze-based interaction design in the development of various interfaces. The project included participation from NCSU SMART Lab and a workshop with Brad Tober (Boston University).

Distinction + Awards

Graduate and Doctoral Honors
> Graduate Faculty Award for Academic Excellence
> NCSU's Graduate School Certificate of Recognition for Excellence in Mentorship
> Golden Key International Honour Society

Professional Honors
> Martha Stewart Made in the USA Entrepreneur Nominee

Undergraduate Honors
> Women and Minorities in Design Scholarship Recipient
> Tau Sigma Delta
> Golden Key International Honour Society
> University Scholars Program / Dean's List
> University Housing Building Committee