

SERENA FENTON

EDUCATION

Master Science Information Science, UNC-CH, 2002
Master of Architecture, University of Washington, 1981
BA Art Education, Western Washington University, 1977

SKILLS

Expertise in complex and dynamic web site design, web information design, database design, publication and layout design, usability testing, graphics creation, photography (digital and film) and illustration

DESIGN & TECHNOLOGY INSTRUCTION

Adjunct Professor; School of Information and Library Science, UNC-CH
Course: Visual Communication and Interface Design (Graduate level)
2004 -

Adjunct Professor; Carolina Courses Online and the School of Information and Library Science, UNC-CH,
Course: Information Tools (Graduate and Undergraduate) 2004 -

Adjunct Professor; School of Journalism and Mass Communication, UNC-CH
Course: Visual Communication and Web Design (Graduate level),
2003

Instructor - Chapel Hill High School, Chapel Hill, NC
Course: Computer Engineering Technology, 2002-2003

GRAPHIC & INFORMATION DESIGN

Senior Information Designer - Web Programmer - Digital Archivist
ibiblio.org (sunsite.unc.edu) UNC-CH, 2000 - 2003
Structuring and maintaining the digital archive and the collections
Creating and implementing ibiblio's information architecture
Structuring and maintaining the Linux archive
Design and production for publication projects
Providing graphic and publication support

Information Designer - Web Programmer - Database Designer
School of Social Work, UNC-CH, 1999 - 2000
Redesign, upgrading and renovation of the SSW School site
(12,000 files)
Information architecture for SSW web site organization

Technology Specialist - Web Designer
Chapel Hill - Carrboro City Schools Chapel Hill, NC, 1997 - 1999
Design and development of school web site; instructor web page support
Instruct teachers in web page design and creation

Web Designer, Center for Research on Chronic Illness; UNC-CH,
1996-1997

Web Designer, SEANC, (freelance) 2002

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ARCHITECTURE &
GRAPHIC DESIGN

Registered architect (license to practice), AIA and NCARB qualified,
1988 - present

Jardine Fenton Design, Founder/owner, 1987-95

Design and construction supervision of architectural projects, graphic design and illustration. Clients included: WNUV Channel 54, Baltimore, MD, Dr. Ralph Brown, YMCA of Greater Baltimore, Jewish Times of Baltimore

Architectural & graphic design firms in New York, Pittsburgh and Baltimore, 1981-87 Responsibilities included project design, management, and construction supervision for health care, corporate and retail facilities including:

Milton Glaser Inc, graphic identity systems, product design and signage, Grand Union grocery stores 1983-84

Architectural design, Corporate headquarters of Dime Savings Bank, Long Island, NY 1984

Architectural design, Charles Jourdan Monsieur Boutique Flagship store, NY, NY, 1984-85

Architectural design, Radiation Oncology Suite, New York University Hospital, NY, NY, 1984

Architectural design, graphic identity systems, Pittsburgh PA, 1981-82

Architectural design, graphic identity systems, Rouse, Harborplace, Baltimore, MD, 1986-87

Publication Design and photography (freelance) for architects, Seattle 1976-81

Design assistant in signage, display and graphic communication systems, Burke Natural History and Cultural Museum, Seattle, WA 1975-76

Media Design, signage, display and graphic communication systems Western Washington University, Bellingham WA, 1974-75

OTHER TEACHING

Teaching Assistant in Architectural History for Prof. Thomas Bosworth, FAIA, University of Washington, 1978-79

Ceramics instructor, University of Oklahoma, student art center, Norman OK, 1973-74

Departmental Assistant, Department of Art, Oklahoma City University, OK, 1972

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PAPERS. PUBLICATIONS AND CONFERENCES

Thesis: A case study in the organizational development of a digital library: SunSITE - MetaLab - Ibiblio, 2002 UNC-CH Advisor: Gary Marchionini

The Problem of Access in Contributor-Run Digital Libraries, Digital Resources in the Humanities Conference, Edinburgh, Scotland, co-author with M. Efron and P. Jones, 2002

Information Archeology, ASIS-T IA Summit 2002, Baltimore, MD, March 2002

Defining Information Quality, chapter in *Internet Issues and Applications 1997-98*, Bert Dempsey and Paul Jones (eds)

Creating Web Graphics, NCETC conference, Greensboro, NC, December 1998

Successful Web Search Techniques and Information Evaluation, NCETC conference, December 1997

Evaluating World Wide Web Resources for Medical Research and Health Science Reference, Medical Library Association Annual Conference, Seattle, Washington, June 1997

Thesis: A Monastery in the Cascades (Serena Jardine), University of Washington, 1981

NON-REFEREED PUBLICATIONS

Architectural Follies (cover article), *School Library Journal*, February 1999

Fishing For Web Treasures (cover article), *Technology & Learning*, September 1998

WEB PUBLICATIONS

Layers of Meaning: a blog about surface design
<http://www.layersofmeaning.org>

DefineDesign: a blog examining issues in contemporary design (2002-2004)

AWARDS & HONORS

Carnegie Fellowship in Library & Information Science, SILS, UNC-CH, 1996-97

AIA Chapter Service Award, Baltimore, MD 1987

TEACHING AND RESEARCH INTERESTS

Visual communication: systems, applications, theory and issues
Graphic, publication, web and packaging design
Information Graphics
Design History and Criticism
Typography for visual communication

Web Design and listserv admin for PAQA-S (fiber arts & surface design), 2002-present

Web Design and listserv administration for North Carolina Boys Choir, 2002-present

Literacy tutor, Chapel Hill-Carrboro City Schools, Writers Workshop, 1999-2002

Design and implementation of the district's first web site, Chapel Hill-Carrboro City Schools, 1996

Visual literacy tutor, Baltimore Education Foundation: Building on the Basics - an outreach program to urban schools, 1994

**TECHNOLOGY
SKILLS**

Design Software & Web Languages

Adobe Photoshop - Skilled

Dreamweaver MX - Skilled

Macromedia Flash - Working Knowledge

Macromedia Fireworks - Skilled

Macromedia Freehand - Working Knowledge

Pagemaker - Working Knowledge

Publisher - Skilled

Illustrator - Working Knowledge

Extensible Markup Language (XML) - Working Knowledge

Cascading Style Sheets (CSS) - Skilled

Java - Working Knowledge

Structured Query Language (SQL) - Working Knowledge

Perl - Working Knowledge

PhP - Working Knowledge

Movable Type - Skilled

Operating Systems

Macintosh OS4 through OSX - Skilled,

Linux/Unix - Working Knowledge

Windows 95 through Windows XP - Skilled

Database

Access - Skilled

SQL - Skilled

PhpWebsite - Skilled

SPSS - Working Knowledge

Metadata

Open Archive Initiative (OAI) - Working Knowledge

Linux Software Map (LSM) - Skilled

Universal Decimal Classification - Skilled

Dublin Core - Working Knowledge

SERENA FENTON

ART: SOLO EXHIBITIONS

Steven Scott Gallery, Baltimore , MD, 1987
G.H. Dalsheimer Gallery, Baltimore MD, 1986
Blue Sky Gallery, Pittsburgh, PA, 1986
Rizzoli Gallery & Bookstore, SoHo, New York, NY, 1985
Storefront Installation, East Village, New York, NY, 1984
Village Postal Art Center, SoHo, New York, NY, 1983

ART: GROUP EXHIBITIONS

Layers of Meaning, Page- Walker Center, Cary, NC, 2003
Knight-Gomez Gallery, Baltimore, MD, 1989-90
Steven Scott Gallery, Baltimore, MD, 1988
Maryland Art Place, Baltimore, MD (invitational), 1988-89
Art Expo, Chicago, IL, 1986-87
Baltimore Museum of Art, gallery, Baltimore, MD, 1986-87
G.H. Dalsheimer Gallery, Baltimore MD, 1985-86
Mo David Gallery, East Village, New York, NY, 1985
AIR Gallery, SoHo, New York, NY (invitational), 1983-85
The Showroom, London, England (invitational), 1984
80 Washington Square East, New York, NY, Juror's award, 1984
Now Gallery, East Village, New York, NY, 1984
Appalachiana, Washington DC (invitational) , 1983

ART: SELECTED NATIONAL AND LOCAL REVIEWS

New Art Examiner (national journal), 1989
Baltimore Sun, Baltimore, MD, 1989
Pittsburgh Press, Pittsburgh, PA, 1986

References available