



Cyndi Wiley

Education :

- 2014 **PhD Human Computer Interaction** Iowa State University
Dissertation: "Teaching, connecting, and having fun: The interplay between empathy, play and comics in graphic design higher education"
- 2012 **MFA Graphic Design** Iowa State University
Thesis: "Empathy, connectivity, authenticity, and trust (e-CAT): A rhetorical framework for creating and evaluating interaction design"
- 1997 **Bachelor of Arts (BA) Art, emphasis in Graphic Design** University of Missouri-Columbia

Certification :

- 2012 **Gamification Certificate** University of Pennsylvania, The Wharton School
- 2010, 2019 **Human Subjects Training (IRB)**

Experience :

- 2018-present **Digital Accessibility Lead** Information Technology, Iowa State University
- 2012-2020 **Department Chair + Associate Professor of Art & Design**, Grand View University
- 2017-2018 **Subject Matter Expert (UX and Digital Accessibility)** Course Hero
- 2014-2016 **Subject Matter Expert (UX and Game Design)** Southern New Hampshire University
- 2001-2007 **Creative Director** Nutraceuticals Corporation, St. Louis, Missouri
- 2000-2001 **Senior Graphic Designer** Intaglio Creative, St. Louis, Missouri
- 1999-2000 **Art Director** The Waterways Journal, St. Louis, Missouri
- 1998-1999 **Electronic Production Manager** Reilly Publishing, Schaumburg, Illinois
- 1997-1998 **Graphic Designer** CWC Inventories, St. Louis, Missouri

Publications :

Wiley, C. (2020) "Nothing About Us Without Us... Including Pizza: The Practice of Designing with Accessibility in Mind." *AIGA Design Educator's Newsletter*, October 8, 2020.

Wiley, C., Merrill, R. (2016) "Design + Art = BFFs (Best Friends Forever): Queering the Pedagogical Framework for Interdisciplinarity beyond the First-year Core," PCA (Pop Culture Association) Conference Proceedings, Seattle, Wash., March 22-25, 2016.

Wiley, C. (2013). "A Case for Empathy, Connectivity, Authenticity, Trust, and Spirituality in Graphic Design Theory, Education and Practice." AIGA National Conference, Design Educators Conference Proceedings, Minneapolis, Minn., October 10-12, 2013.

Wiley, C., Hall, J. (2013). "Empathy, Connectivity, Authenticity, Trust, and Spirituality (E_CATS): A Pedagogical Framework for Teaching Interaction Design." International Association for Societies of Design Research (IASDR) Conference Proceedings, Tokyo, Japan, August 26-30, 2013.

Wiley, C., Wang, W. (2012). "Promoting intergenerational collaborations through virtual community garden application design." AECT Design & Development Conference Proceedings, October 30-November 3, 2012, Louisville, Ky.

Kang, S., Satterfield, D., Lasrado, J., Gonzalez, R., Ladjahasan, N., Wiley, C. (2012) "Tailoring Snack Food Package Design to Children as a Health Communication Strategy." Design Research Society (DRS) Conference Proceedings, Chulalongkorn University, Bangkok, Thailand, 1-4 July 2012.

Wiley, C., Saka, E., Tauber, S., Kang, S. (2011). "Ginger: A shopping cart interactive program. A case study for Relational-Cultural Theory and Activity Theory in interaction design." International Association of Societies of Design Research Fourth World Conference on Design Research Proceedings, October 31-November 4, 2011 Delft, the Netherlands.

Wiley, C., Saka, E., Tauber, S., Kang, S. (2011). "Shopping Cart Interactive Program (SCIP)." HCI International Conference Proceedings, July 9-14, 2011, Orlando, Fla.

Wiley, C., Wang, Y., Musselman, R. (2011). "Connecting generations: Preserving memories through thanatosensitive technologies." HCI International Conference Proceedings, July 9-14, 2011 Orlando, Fla.

Selected Presentations :

Wiley, C. (2021) International Association of Accessibility Professionals (IAAP). Games and Learning in the age of Digital Accessibility: The future is here are you ready? June 2021 Webinar series.

Wiley, C. & Nadolny, L. (2020). "Game-Based Learning: The Importance of Accessibility and WCAG 2.1/2.2." Accessible Learning Conference, Michigan State University, November 12, 2020.

"Negotiating with IT Vendors Shouldn't Feel Like a Used-Car Deal," Association on Higher Education and Disability (AHEAD), Webinar, October 27, 2020.

"Accessible Game Design: It's 2 point 1 fun!" *A11yTalks* June Edition, YouTube Livestream, June 17, 2020.

"Digital Accessibility: Becoming an A11y Through Design," Advocacy in Design: Engagement, Commitment, and Action, Fourteenth International Conference on Design Principles & Practices, Pratt Institute, Brooklyn, Ny., March 16-18, 2020. Conference canceled due to COVID-19.

"The Museum Version 2.1: Inclusive Design Through Digital Accessibility," Paper Presentation, College Art Association Annual Conference, Chicago, Ill., February 12-15, 2020.

"Feminist Rhetorical Data Analysis and Visualization (What's Missing from Data?)," PCA (Pop Culture Association) conference, Indianapolis, Ind., March 27-31, 2018.

Invited Mentor (Diversity, Equity and Inclusion through Digital Interactions), SXSW EDU, Austin, Tex., March 5-8, 2018.

Central Rivers Area Education Agency presentation to Iowa Instructional Technologists on Digital Accessibility, UX and Game Design, January 30, 2018.

UX Meetup presenter, "Design Process and Accessibility," July 20, 2016, Des Moines, Iowa.

Paper presentation, "Teaching, connecting, and having fun: The interplay between empathy, play, and comics in software learning," Comics and Comic Art area PCA (Pop Culture Association) conference, Seattle, Wa., March 22-25, 2016.

Roundtable co-presentation, "Building a Game Design Curriculum," PCA (Pop Culture Association) conference, Seattle, Wa., March 22-25, 2016.

Paper Co-Presentation in a Themed Session, "Design + Art = BFFs (Best Friends Forever): A Pedagogical Framework for Interdisciplinarity beyond the First-year Core," PCA (Pop Culture Association) conference, Seattle, Wa., March 22-25, 2016.

Glitch Art Workshop, Des Moines Art Center, April 30, 2015

Forum on Sexism in Gaming, Grand View University, co-presenter, October 21, 2014

AIGA Design Educator's Conference, Minneapolis, Minnesota, October 10, 2013, paper presentation on E_CATS framework

Association for Educational Communications and Technology (AECT), Design and Development roundtable, Louisville, Kentucky, October 30-November 3, 2012

Grants : In Progress

- 2021 Co-PI for National Science Foundation (NSF) Secure and Trustworthy Cyberspace (SaTC) (\$500,000—3 years)
This project aligns with the NSF's goal to develop a scientifically literate public, and increase the representation of marginalized groups within STEM fields. First, we will contribute to the growing literature on the use of gameful pedagogical tools in the preparation of future engineers. Second, we will advance theoretical and practical understandings of how different aspects of achievement motivation are developed in large introductory courses. Third, we will support the research training and experience of graduate and undergraduate students. We will develop a game based laboratory cyber village called Hackerville. Collaborating with Doug Jacobson (PI), Professor, Department of Electrical and Computer Engineering; Larysa Nadolny (Co-PI), Associate Professor, School of Education; and Alyssa Emery (Co-PI), Assistant Professor, School of Education.
- 2021 Co-PI for Department of Defense (DoD) National Defense Education Program (NDEP) Award: STEM (\$3 million—3 years)
Our aim is to ensure that students in grades 9-12 can articulate the importance of cybersecurity best practices, identify actions they can take online as responsible public citizens, recognize public support available to them if they face cybersecurity concerns, and discover career pathways that may be available to them in the future. To do this, we are developing Hackerville—an accessible, inclusive cybersecurity learning platform—designed to be integrated into content courses not typically associated with STEM programming (e.g., English literature, social studies, etc.). Across the project, we will evaluate Hackerville's accessibility, investigate students' perceptions of inclusiveness as they play, measure their cybersecurity learning, and explore the extent to which students develop a value for cybersecurity. Collaborating with Doug Jacobson (PI), Professor, Department of Electrical and Computer Engineering; Larysa Nadolny (Co-PI), Associate Professor, School of Education; and Alyssa Emery (Co-PI), Assistant Professor, School of Education.

Grants : Awarded

- 2020 Consultant for PIRI Grant, Iowa State University (\$600,000—3 years)
"Game2Work: Accelerating the future of work through a game-based, human-autonomy teaming platform," led by Larysa Nadolny, Associate Professor, School of Education; Michael Dorneich, Associate Professor, Industrial & Manufacturing Systems Engineering and large research and support team from across campus.
- 2019 Computation Advisory Council (\$25,000), Digital Accessibility Lab startup funds, Iowa State University
- 2019 HCI Alumni Participant Grant (\$3,500), XR Brain Jam, The New School, New York, New York
- 2018 Provost's Faculty Development grant (\$1,800)

Memberships :

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| 2019-present | oSTEM |
| 2019-present | Teach Access |
| 2018-present | Association on Higher Education and Disability (AHEAD) |
| 2018-present | EDUCAUSE |
| 2018-present | International Association of Accessibility Professionals (IAAP) |
| 2016-present | College Art Association (CAA) |
| 2014-present | User Experience Professionals Association (UXPA) |
| 2014-2016 | AIGA Iowa Education Co-Director, Board of Directors |
| 2012-present | Interaction Design Association (IxDA) |
| 2012-2013 | Art Director's Association of Iowa (ADAI), Board of Directors, VP Student Exhibition |

Service :

- 2020-present **Thomas L. Hill Iowa State Conference on Race and Ethnicity (ISCORE) Committee**
- 2020-present **Inclusion, Diversity, Equity Advisory Council** co-lead, Iowa State University
- 2019-present **Interracial Dialogue Series**, Iowa State University
- 2018-present **University Committee on Disabilities**, Iowa State University
- 2018-present **Open-Source and Affordable Educational Resources Committee**, Iowa State University
- 2018-present **Information Technology Services Leadership Committee**, Iowa State University
- 2018-present **Digitally Accessible Course Materials Task Force**, Iowa State University
- 2018-present **Digital Accessibility Task Force Leader**, Iowa State University
- 2018-present **Teaching Technology Advisory Committee**, Iowa State University
- 2017-2018 **Student Publications Board**, Grand View University
- 2017-2018 **Search Committee Chair** Art & Design Faculty Search, Grand View University
- 2016-2018 **Co-Advisor** PRIDE (LGBTQ*) student group, Grand View University
- 2016-2018 **Co-Advisor** National Center for Women in Information Technology (NCWIT), Grand View University
- 2015-2018 **Internship coordinator** Graphic Design, UX, Game Design, Grand View University
- 2015-2017 Co-proposed and co-authored curriculum for a new major in **Game Design and Interactive Analytics** launched Fall 2017, Grand View University
- 2015-2017 **New faculty mentor**, Grand View University
- 2015-2016 **Grand View University Provost Search Committee**, Grand View University
- 2015 **Denmark international partnership travel** Visited UCC Copenhagen and IBA Kolding to establish faculty and student exchanges, Grand View University
- 2014-2015 Proposed, wrote curriculum and launched a new certificate program for **User Experience Design (UX/UI)** through College of Professional and Adult Learning, launched January 2016, Grand View University
- 2014-2015 **Center for Excellence in Teaching and Learning (CETL) Advisory**, Grand View University
- 2013-2015 **Vice Chair, Assessment & Program Evaluation Committee**, Grand View University

Community Service :

- 2017 Pro bono app design for Catch Des Moines' International Festivals and Events. International award received August 2017.
- 2016 Pro bono banner design for MARR (Rottweiler rescue)
- 2016 Pro bono t-shirt design for Des Moines Metro Arts Jazz in July event
- 2016 Pro bono website design/development for Wings of Hope International
- 2015 Designed criteria for artist submission for UnityPoint, Wall of Heroes Organ Donation project with Rachel Merrill-Schwaller
- 2015 Website design/development for Iowa Higher Education Loan Authority
- 2014 North Central Region Association for Clinical Pastoral Education, Distinguished Service Award bulletin design, annual regional conference
- 2013 North Central Region Association for Clinical Pastoral Education, Distinguished Service Award bulletin design, annual regional conference
- 2013 AIGA Iowa Design Assign project to design website and brochure for Ethnic Minorities of Burma Advocacy and Resources (EMBARC), facilitated as class project for Interactive Design students
- 2012 Pro bono logo design for Child Abuse Prevention Council
- 2012-2014 Planned and coordinated Art Director's Association of Iowa (ADAI) student exhibition
- 2012-2013 Advisor to Iowa State University Special Interest Group Computer Human Interaction (SIGCHI) teams 2012-2013
- 2012 Pro bono website design/development for Interfaith Alliance of Iowa, facilitated as class project with Interactive Design students
- 2012 Pro bono website design/development for Children and Families Urban Ministries, facilitated as class project with Interactive Design students
- 2012 Pro bono website design/development for North Central Region Association of Clinical Pastoral Education (NCRACPE), facilitated as class project with Interactive Design students

Recognition and Awards :

- 2020 Professional Photography published in *Creative Quarterly's* "100 Best Annual 2019"
- 2020 Star Spangled Rodeo Design System, 13th Annual IDA Design Awards
- 2019 Professional Photography published in *Creative Quarterly*, Issue 56
- 2016 Art Department Impact Award, Grand View University
- 2012 Excellence in teaching award, Iowa State University
- 2011 Graduate assistant award for extraordinary performance
- 2011 Phyllis Rogers Baer Graduate Scholarship in Graphic Design
- 2011 HCI User Experience Design Challenge 2nd place
- 2010 Package design published in *The Big Book of Packaging*
- 2010 Logo design published in *Master's Library, Volume 3* by LogoLounge
- 2010 Poster design published as runner-up in *Creative Quarterly*, Issue 19
- 2009 Logo design published in *Master's Library, Volume 2* by LogoLounge
- 2005 Appearance and interview in documentary movie *The Asphalt Gospel*
- 2003 Recognized in *Print Magazine*, May issue