

CHUN-WO PAT/CV 2017

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Teaching Experience

- 2014–PRESENT Graphic Design Program, Department of Fine and Performing Arts, Baruch College, CUNY
Assistant Professor
- 2011–2014 Department of Advertising Design & Graphic Arts, New York City College of Technology
Adjunct Lecturer
- 2011–2012 Illustration Program, AMT, Parsons the New School for Design, New York
Adjunct Professor
- 1998–2011 Communication Design (CD), School of Art, Media and Technology (AMT)
Parsons the New School for Design, New York
Assistant Professor (1998–2009) Adjunct Professor (2009–2011)
- 2012 World Design Summer Camp, Hong Kong, organized by Hong Kong Design Centre
“Inch-by-inch: a Montage of Hong Kong”
Lecturer
- 2010 & 2011 National Yunlin University of Science and Technology, Taiwan
MOE Scholarship Program for Overseas Study in Art and Design
Visiting Lecturer/Professor
- 2009 Xue Xue Institute, Taiwan
“Design & Typography in the Global Context”
Visiting Lecturer/Professor
- 1998 The City University of New York at Stony Brook, New York
“Language and Symbols: Design in Cross-cultural Context”
Lecturer

Professional Practice

- 1996–PRESENT Whitespace Integrated Design, Inc., New York
Principal and Owner
- Specializing in concept-based and research-driven design approaches in the areas of community-based work and cross-cultural communications
- 2012 Hong Kong Ambassadors of Design
Executive Director
- Responsibilities: promoted Hong Kong design culture through program development; fund raising; curated/coordinated international exhibitions; devised operational strategies for internal/external communications
- 1993–1996 The Pushpin Group, Inc., New York
Senior Designer
- 1989–1991 De Harak & Poulin Associates, Inc., New York
Designer

Education

- 1991–1993 Yale University, New Haven, Connecticut
MFA in graphic design, full scholarship
- 1987–1990 The Cooper Union, New York
BFA with emphasis in graphic design, full scholarship (*The Art Directors Club Award of Excellence in Recognition of Outstanding Work on Communication & Graphic Design; AIGA Student Scholarship Fund*)

Publications

- 2014 Designwajskol, published by ORO publishers
“Dot: Metaphor, Narrative and Transcendental Power”
Introductory essay
- 2013 Parsons Journal PJIM, vol v, Issue 1, Parsons Institute of Information Mapping
“Typography & Information Design: Reflections and Critiques”
- 2013 Designers Exchange Archive Book, Hong Kong Ambassadors of Design, Hong Kong
“Hong Kong Design: Place and Time”
Introductory essay
- 2011 Ming Pao Monthly, September Issue, Hong Kong, SAR
“Pushpin, Yale and China (transl),” essay by Dr. Kan Tai-Keung (Hon. DDes AGI FHKDA)
Work selected & published
- 2000 & 2007 / 08 Parsons School Catalog
Work selected & published
- 1997 East Magazine, Hong Kong, SAR
“The Retrocession of Hong Kong”, special edition to commemorate the handover of Hong Kong to China.
Interview

Exhibitions

- 2012 DMY Berlin, Germany
“Designers Exchange Program Part 1: Place, Hong Kong Ambassadors of Design”
Danish Design Center, Copenhagen, Denmark
“Designers Exchange Program Part 2: Time, Hong Kong Ambassadors of Design”
Curator/Exhibition Designer
- 2011 Parsons Festival, New York
BFA Thesis Exhibition, Parsons Communication Design & Digital Technology
Lead Coordinator/Curator/Exhibition Designer
- 2010 Kellen and Aronson Galleries, New York
BFA Thesis Exhibition, Parsons Communication Design & Digital Technology
Lead Coordinator/Curator/Exhibition Designer
- 2007 Chelsea Art Museum, New York
BFA Thesis Exhibition, Parsons Communication Design & Digital Technology
Lead Coordinator/Curator/Exhibition Designer

Awards and Commission Works

- 2016 PSC-CUNY Research Award Program
“Celebrating a Forgotten Event of World War II: Dr. Ho Feng Shan and the Rescue of Austrian Jews.”
Principle investigator
- 2015 The State of Israel
Multilingual plaque design for Dr. Feng Shan H, Ritz-Carlton Hotel, Vienna (formerly Chinese Consulate)
Invited commission
- 2008 U.S. Commission for the Preservation of America’s Heritage Abroad
“On the Wings of the Phoenix: Dr. Feng Shan Ho & the Rescue of Austrian Jews,” *bilingual monograph*
Invited commission
- Multilingual plaque design for Dr. Feng Shan Ho, Shanghai Jewish Refugees Museum, China
Invited commission

Language Competence

Fluent in spoken and written Chinese (Cantonese and Mandarin)

BARUCH: TEACHING AND CURRICULUM DEVELOPMENT

Teaching

- 2014–PRESENT *Internship*
- 2014–PRESENT *Independent Study*
- 2014–PRESENT *Basic Graphic Communication: Design and Advertising Layout*
- 2014–PRESENT *Typography: History and Application*
- 2015 *Design and Photography in Theory and Practice*

Cross-departmental activities

Promote project-based creative research through lectures and public presentations

- 2016 *Creative Inquiry Day*
I organized & participated Creative Inquiry Day, an university event to share and advance research for undergraduate learning & teaching. The visual presentation *Celebrating the 71st Anniversary of WWII thru Design* was a thematic multilingual type-experimentation explored in my Typography class.
- 2016 *Faculty Lunch Seminar*
I was invited to give a talk entitled *Exploring History of WWII thru Graphic Design*, a cross-departmental lectures series to exchange the knowledge of research.
- 2015 *Weissman Brown Bag Presentation*
I delivered a lecture entitled *Beyond the Alphabet: A Cross-cultural Investigation* to spark cross-disciplinary conversations for 13 departments in Baruch College

Curricular Development

- 2015 *Information Design: Narration and Navigation*
I proposed a new course in the area of data visualization

DEPARTMENT AND UNIVERSITY SERVICES

- 2015–PRESENT **Major Card**
Student advising: Served as the department's Major Card adviser for student's curricular development for 13 department and 4 colleges
- 2014–PRESENT **Internship/Independent Study**
Organized mandatory meeting; established evaluation criteria/guideline; evaluated student portfolio; communicated with Internship partner companies and provided mentorship for students.
- 2014–2017 **Teaching Observations for Graduate Teaching Fellow**
Partial list: *Christopher Green (Art History Survey II, 2015–16)* *Carolyn Yates (Art History Survey I, 2015)*; *Janine DeFeo (Art History Survey I & II, 2016–17)*; *William Chan (Art History Survey I & II, 2016–17)*
- 2015–16 **Extra-curricular activities**
Art Corner (sponsored by Encounter Magazine, student-led organization)
I was invited to create a hand lettering workshop to inspire creative thinking in the business-driven student community. The event is also served as a promotional mechanism for the department.
- 2016–PRESENT **External Partnership**
Travel Abroad Program
I was invited by ARAMFO Foundation to design and lead a travel program in Shanghai, China

2016–PRESENT BEYOND CLASSROOM ACTIVITIES

Impactus: A faculty-led student ad-hoc initiative to advance design thinking

I collaborated with Baruch students to promote social awareness thru non-profit projects and design competitions (such as Sappi's *Ideas That Matter*). The aim of this initiative is 1) to establish a design community within and beyond Baruch for networking; 2) to provide sustainable design education for Baruch students.

PARSONS: TEACHING AND CURRICULUM DEVELOPMENT

Senior Thesis Pathway

Coordinated & taught Thesis in a three stages research-focus pedagogy to develop original concept thru the integration of writing, designing and visualizing—a content-over-form approach.

- 2009–2010 *Senior Thesis I*
hypo(thesis): the contextualization of topics/themes/arguments through documentation of ideas
- 2002–2012 *Senior Thesis II*
syn(thesis): the mediation of idea and form through prototyping.
- 2002–2011 *Senior Thesis Exhibition*
the thesis: the articulation/final execution of ideas in its situated context.

Typography Pathway

Coordinated & taught a wide range of typography courses; devised theories to teach type, lectured histories and theories on typography in both East and West; introduced non-alphabetical typography.

- 2010 *Topics: Typography Studio*
- 2009–2010 *Type Core Studio and Type Core Lab*
- 1998–2008 *Typography I*
- 1999–2009 *Typography II*
- 1999–2009 *Advanced Studio Collateral Design*
- 2001–2008 *Advanced Typography & Graphic Communication*

Information Design Pathway

Coordinated & taught external partnerships with various organizations, corporations and institutions; initiated international collaborations; researched data visualization history and theory.

- 1998–2009 *Information Mapping & Design Seminar* (co-taught with Department Chair from 1998 to 2003)
- 2005 *Visualizing Information*
- 2001–2002 *Information Architecture*

INTERDEPARTMENTAL AND EXTERNAL PARTNERSHIPS

- 2011 **CUNY Institute of Sustainable Cities + Artists As Citizens, funded by Rockefeller Foundation**
City Atlas: coordinated & taught to map New York as model city to lead a green global culture/lifestyle.
- 2009 **Artist As Citizen + The New York Times**
Dot Earth: coordinated a competition to bring societal awareness through design.
- 2008 **The One Club for Creativity**
One Show: coordinated & juried an exhibition in the areas of advertising design & information design.
- 2004 **Parsons Institute for Information Mapping (PIIM)**
Information Synthesizer: researched on histories & theories of information mapping for NGO.
- 2004 **Siemens Corporation + Parsons Design Lab + CD + PIIM + DT (MFA)**
Smart-Shelf: Coordinated & taught data visualization with RFID technology.
- 2003 **Siemens Corporation + Information Design**
Medical Tool for Home Care: coordinated & taught to devise visual strategies to interpret/manage/communicate overload data from a remote sensor medical system for Home Care.
- 1999 **The Kellogg Incorporation + CD Information Design**
Reinvent Breakfast Cereals: coordinated & taught for the competition.
- 1999 **Bed, Bath & Beyond + Photography Department + Center for New Design + CD**
2000 Back to School: coordinated & taught a millennium ad campaign for Bath, Bath & Beyond.

INTERNATIONAL PARTNERSHIPS

- 2009 & 2010 **National Yunlin University of Science & Technology, Taiwan**
Visiting lecturer & professor: juried for a government-funded scholarship program for studying abroad.
- 2008 **Xue Xue Institute, Taipei, Taiwan**
First Parsons-Taiwan Initiative: initiated, lectured & taught a workshop in cross-cultural typography.
- 2008 **National Art Museum of China, Beijing, China**
China International New Media Festival: branded concepts from prototype to print/web production
- 2007 **Central Academy of Fine Art, Beijing, China**
Interpreter: introduced the paradigm for visualization methods/models developed at PIIM
- 2001 **British Council, Britain**
UK in NY: A Celebration of British Excellence: coordinated, taught & produced promotional materials

UNIVERSITY SERVICES

- 1999–2005 **Teaching Observations**
Partial list: *Rees Shad (Core Studio 3); Loretta Wolozin (Thesis Writing & Research); James Montalbano (Digital Lettering), Kevin Smith (Communication Design); Maxim Zhukov (Typography 2).*
- 1998–2007 **Faculty Forum**
First Chair & Moderator: established a faculty voice to influence university policies concerning teaching, facilities, benefits, evaluation process, and curriculum development.
- 1999–2005 **Search Committees**
Members of: *BFA CD Chair Search Committee (2005); CD Associate Chair Search Committee (1999); CD Full-time Faculty Search Committee (1999).*
- 1999–2007 **University Committees**
Members of: *CDT Curriculum Committee (2007); Faculty Affairs Committee (2004–05), University-wide Faculty Advisory Committee (2000); College Council Sub-Committee: Facility (1998), Diversity (1999) & Exhibition (1999).*
- 2001–2007 **Guest Critic**
Invited by: *Open Studio for Senior Thesis of Integrated Design Curriculum (2007); Summer Orientation Program for International Students (2001); Foundation Department (2001).*

WHITESPACE INTEGRATED DESIGN: 1996–PRESENT

*Partial client list**

Governments

The State of Israel
U.S. Commission for the Preservation
of America's Heritage Abroad

Non-profit Organizations

Aaron Diamond AIDS Research Center
Cambridge in America
Charles B Wang Health
Community Center
China AIDS Initiative
Chinatown Health Clinic Foundation
Dunhuang Academy
Dunhuang Foundation
Greenwich House, Inc.
People for the American Way
Salk Institute
Winston Churchill Foundation of
the United States

Cross-cultural Institutions

American Friends of the
Shanghai Museum
Asian American Arts Centre
Charles B. Wang Asian American Center
(SUNY Stony Brook)
China Institute in America
The Committee of 100
Shanghai Jewish Refugees Museum
Sidney D. Gamble Foundation for
China Studies

Educational

Fordham University
Institute for the Advancement of
Contemporary Chinese Architecture
Rizzoli International Publications
Winslow Press
Holiday House

Professional Firms

Chanri Corporation
Cyber Expression, llc.
Dublin Group
P.H.Tuan & Associates, Architects
Ritz Realty New York

Corporations

Cathay Financial, llc.
DCH Auto Group
Goldman Sachs

Restaurants

America Cafe (Shanghai)
Barney Greengrass
Le Cordon Bleu (France)

Special Project

Nelson Yin Family Memorial

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