

# Kate McLean

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www.katemcleandesign.com  
http://ecastudent.blogspot.com  
www.sensorymaps.com

## PROFILE

- *Exceptional design educator with curriculum development, teaching and assessment experience at HE level*
- *MFA (Distinction) in Graphic Design and PGCE with design agency experience and own professional practice*
- *Strengths include enthusing and motivating students, passion for design, tenacity and inquisitiveness*
- *Seeking role as Lecturer of Graphic Design in Higher Education; sessional, part time or full time*

## TEACHING EXPERIENCE / ACHIEVEMENTS

Sept 2011 – date  
ECA / Edinburgh, UK

**Guest Lecturer: Logo and Identity Design, Experimental Typography, Typeface**

**Creation for Illustrators** – developed lectures and presentations based on my work for delivery to undergraduate and postgraduate students as part of my role as Designer in Residence

**Masters Advisor/Mentor** – regular individual feedback sessions with 6 students at MFA 1 and MFA2

Jun 2011 – Aug 2011  
NESADSU / Boston,  
MA, USA

**Visiting Lecturer: Graphic Design Masters Thesis** – developed curriculum, delivery, and

assessment for students in Research, Studio and Documentation stages during an intensive 10-week summer session / initiated studio work in all stages / promoted alternative forms of documentation to standard book format / resulted in students gaining 100% Pass, 37.5% grade A

**Visiting Lecturer: Typography** – curriculum, delivery and assessment for an intensive 10-week course

/ Student feedback: “Kate’s advice and suggestions are beyond helpful. She does so in a way that allows each student to see ways of improving assignments without directly giving an answer.” / resulted in students gaining 100% Pass, 37.5% grade A

Feb 2011 – Apr 2011  
ECA / Edinburgh, UK

**Graduate Teaching Assistant: Logo and Poster Design for Product Designers** – developed materials for lecture and project brief / led critiques / improved clarity of student communication

Oct 2010 – Dec 2010  
ECA / Edinburgh, UK

**Graduate Teaching Assistant: Foundation Graphic Design** – assisted with critiques of projects / encouraged students to consider unexpected communication methods

Jun 2010 – Aug 2010  
NESADSU / Boston, MA

**Visiting Lecturer: Typography** – developed curriculum, projects and delivery moving students from

minimal knowledge of typography to pre-Masters level in an intensive 10-week course / inspired students to explore / led field trips to installation typography exhibit / 100% Pass, 25% grade A

Jan 2004 – May 2004  
NESADSU / Boston, MA

**Teaching Assistant: Advanced Illustration** – assisted with project design and development, led class pin-ups and critiques / taught software skills using Photoshop and Illustrator

Jan 1995 – Dec 2000  
Verdin High School,  
Winsford, UK

**Head of Department: Information Communication Technology** – developed curriculum and delivered ICT to over 800 pupils aged between 11 and 18 with excellent exam results (90% A – C) / developed staff ICT literacy programme / responsible for technology acquisition strategy and purchasing

Sept 1991 – Dec 1994  
Ryles Park High School,  
Macclesfield, UK

**Teacher: Design & Technology** – delivered design syllabus to GCSE level / developed industry links with local design companies

## DESIGN EXPERIENCE / ACHIEVEMENTS

Sept 2011 – date  
ECA / Edinburgh, UK

**Designer in Residence: Edinburgh College of Art** – created methodology for “Sensory Maps”

research project / investigating printing with smell / teaching undergraduate and postgraduate students

May 2005 – date  
Edinburgh, UK

**Creative Director: Kate McLean Design** – effective graphic design (print, web and environmental)

for a range of clients in non-profit, education, retail, arts, and commercial sectors in Paris (France), Manchester (UK), Edinburgh (UK) and Boston (USA) / created increased sales and/or positive public image for all clients

May 2004 – Oct 2005  
Brookline, MA, USA

**Graphic Designer: Daly & Daly Inc.** – created concepts, designs, original illustrations and bespoke

photography / supervised on-press / determined scope of projects and prepared time and cost estimates / liaised effectively with clients throughout design projects

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## KEY SKILLS

- Initiative with a very high level of energy and self-motivation
- Strong verbal and personal communication skills, a team worker
- Decision making, critical thinking, organizing and planning
- Tolerant and flexible (thrives on) different situations and new challenges

## EDUCATION

- Sept 2009 – Jun 2011 **MFA (Distinction) Graphic Design:** Edinburgh College of Art (ECA) / Edinburgh, UK / **Thesis:** "Sensory Maps" / **Advisor:** Zoe Patterson / **Work:** Graphic Design with smell, Sensory Cartography, Typographic Light Projection, Letterpress, Interactive Installation Design / winner of Scottish Institute for Enterprise New Ideas Award and grant of £500 / finalist in Deutsche Bank Awards / awarded Andrew Grant bursary of £3,400 / membership with merit into International Society of Typographic Designers
- May 2001 – May 2004 **Diploma, Graphic Design:** New England School of Art & Design at Suffolk University (NESADSU), Boston, MA, USA / GPA 3.96/4 / **Advisor:** Laura Golly / **Work:** Graphic Design, Illustration, Multimedia, Publication Design, Corporate Design, Professional Practice / Dean's Scholarship for Academic Achievement awarded \$1,800 per semester from Dec 2001 – May 2004
- Sept 1989 – Jul 1991 **Post Graduate Certificate in Education:** Manchester Metropolitan University, Manchester, UK / **Subject:** Design and Technology / Secondary (11-18)
- Sept 1984 – Jun 1988 **BA (Hons) Related Arts (2ii):** University College, Chichester, UK

## RELEVANT TRAINING

- Nov 2011 **Marking and Commenting on Students' Work:** Institute of Academic Development, Edinburgh Uni
- Oct 2006 – Jun 2007 **Documentary Photography:** WICE, Paris, France
- Jan 2006 – Jun 2006 **Cours de Civilisation Française:** French grammar, history of art, history / Sorbonne, Paris
- Sept 2005 – Dec 2005 **Web Usability and Interface Design, Java Scripting:** RISD, Providence, RI, USA
- Sept 1998 – Jun 2000 **MA Educational Management:** 2/3 complete / Open University, Milton Keynes, Bucks, UK

## EXHIBITIONS / MEDIA / PUBLICATIONS (SEE APPENDIX)

- **Smell Map / Sensory Maps** – 4 exhibitions including Edinburgh International Science Festival 2011
- **Photography** – 4 recent exhibitions in 8 venues in Paris, Liverpool and Manchester
- **Media** – appeared on BBC radio and French radio, Smell Maps published in local and national press
- **Publications** – published 6 design articles in &Then / ecaStudent design blog published weekly

## SOFTWARE SKILLS

Adobe InDesign, Illustrator, Photoshop, Acrobat, Bridge (CS5.5), Mac OSX, Word, Excel, Powerpoint, XHTML, /HTML, CSS, Dreamweaver, RDMS, Windows OS, CAD, JavaScript, Director, iMovie

## INTERESTS

Long distance running – 2011 Edinburgh Half, (1:45), 2010 Edinburgh Half (1:45), 2010 Boston Marathon (3:47), 2009 Berlin Marathon (3:57), 2009 London Marathon (4:03), photography

## REFERENCES

Zoe Patterson (Head of Graphic Design), ECA, Lauriston Place, Edinburgh, EH3 9DF / z.patterson@ed.ac.uk  
Rita Daly (Program Director Masters Graphic Design), NESADSU, 75 Arlington Street, Boston, MA., USA / rdaly@suffolk.edu