

**ziddi msangi**

Associate Professor of Design  
University of Massachusetts Dartmouth

**education**

- 1996 **Cranbrook Academy of Art**  
Master of Fine Arts, Graphic Design
- 1993 **Boise State University**  
Bachelor of Fine Arts, Graphic Design

**employment history**

- 1998– **University of Massachusetts Dartmouth**  
Associate Professor, Department of Design
- 1998 **City College of San Francisco**  
Instructor, Graphic Communications Department
- 1996–8 **Publishing Power Inc., Los Altos, California**  
Art Director/Media Producer
- 1992–4 **Boise State University**  
Designer, Campus Design Office
- 1994 **Greenhouse Design Studio, Boise, Idaho**  
Freelance Designer
- 1986–8 **Stanford University Planning Office**  
Assistant to the Design Staff
- 1989– **Practicing Graphic Designer**

**professional activities**

- 2004 **The Onus, Jazz Quintet, Baltimore, Maryland**  
Two CD package designs for the trio and quintet recordings of this Baltimore, Maryland Jazz ensemble.
- 2004 **Ngurudoto Lodge, Arusha, Tanzania**  
Website design for a safari lodge. Scope of work includes navigation design text editing and photography.
- 2003 **Our Kids, New York, New York**  
Website design proposal accepted for Non-Profit Training Organization.
- 2003 **Ewe Traditional Dance & Drumming**  
Digital Video documentation and editing of Dance & Drumming in Anyako & Accra, Ghana. Project in collaboration with Professor royal hartigan.
- 2002 **Boston Schoolyard Initiative, Boston, Massachusetts**  
Design of 24 banners placed around the schoolyard and a process book.  
Scope of work includes facilitating workshops, graphic design and publication design. Project included working in collaboration with artist Christina Bechstein.

- 2002 **University of Massachusetts Dartmouth Music Department Recruit Poster**  
Three-color poster for the recruitment of music students for UMD.
- 2001 **William McDonough & Partners, Charlottesville, Virginia**  
This innovative architecture firm approached me to redesign their existing website. They have been able to distinguish their practice in the area of environmental design with projects for major corporations including Nike, Ford and the Gap in the United States and Europe.
- 2001 **Tai Chi for Life, New York, New York**  
Website prototype. Scope of work included redesigning the navigation structure and developing icons for the buttons.
- 2001 **Frederick Douglas Unity House, University of Massachusetts Dartmouth**  
Two-color poster design *Voices from the Depths* for Black History Month.
- 2000 **College of Visual & Performing Arts Summer Institute, Massachusetts**  
Publication design for the Summer Institute Catalog.
- 2000 **Connections Newsletter—College of Visual & Performing Arts**  
Scope of work includes masthead & newsletter template design.
- 1999 **Portuguese Studies Conference, University of Massachusetts Dartmouth**  
Poster and brochure design for Portuguese Studies Conference—*Contemporary Portugal Reflecting on 25 Years of Democracy*.
- 1999 **University of Massachusetts Dartmouth Music Department Recruit Poster**  
Three-color poster for the recruitment of music students for UMD.
- 1999 **Light Unwinding Installation, New Bedford, Massachusetts**  
Postcard & gallery guide design for a show at the Quaker Meeting House.
- 1998 **The Onus, Jazz Quintet, Baltimore, Maryland**  
Designing a visual identity system for the Baltimore, Maryland quintet. Work includes: Logo design, website design & maintenance, CD package design.
- 1998 **Frederick Douglas Unity House, University of Massachusetts Dartmouth**  
Two-color poster design honoring Paul Robeson during Black History Month.
- 1998 **The Clorox Company Foundation & Clorox Company Bottle History, Oakland, CA**  
Website design. Scope of work includes researching the bottle history, art directing the photography and designing both websites.

#### **other professional activities**

- 2002-04 **Morningside Evaluations, New York, New York**  
I provide consultation services to evaluate the educational and work experience of work visa applicants with graphic design training.
- 2001 **Fetzer Institute, Battlecreek, Michigan**  
Attended the 3-day facilitator training workshop, *Developing Youth for Leadership in Peace and Social Justice*.
- 2000 **Curriculum proposal for the eDesign program at Philadelphia University**  
Developed in collaboration with Professor Laura Franz, the scope of work included an analysis of the existing program through on-site interviews of faculty, administration and students.
- 2000 **American Institute of Graphic Design, Boston, Massachusetts**  
Attended *Design By Numbers* workshop by John Maeda.

- 2000 **National Youth Leadership Conference, Providence, Rhode Island**  
Co-facilitated a workshop, *Journey to the Creative Self*.
- 2000 **Hampshire College Workshop, Amherst, Massachusetts**  
Co-facilitated *A Workshop to Support Emerging Leaders in Their Work for Social Justice and Peace*.
- 1999 **American Center of Design, Chicago, Illinois**  
Attended the *Living Surfaces* Conference on New Media and Interactive design.
- 1999 **Philadelphia University, Philadelphia, Pennsylvania**  
Curriculum proposal for the *eDesign* program developed in collaboration with Professor Laura Franz. The proposal was implemented Spring of 2000.
- 1997 **Visiting Lecturer, City College of San Francisco, San Francisco, California**  
Lecture on the preparation of my graphic design portfolio.
- 1997 **Sun Microsystems, Mountain View, California**  
Website developed for worldwide sales staff to prepare them to market Java.
- 1997 **Micrion Systems, Peabody, Massachusetts**  
Website design for semiconductor technology company.

#### exhibitions

- 1996 **MFA Degree Show, Cranbrook Academy of Art, Bloomfield Hills, Michigan**
- 1992 **BFA Degree Show, Boise State University, Boise, Idaho**
- 1992 **The Invisible Enemy, Group Show, Boise State University Art Gallery, Idaho**

#### grants & awards

- 2001 **Dean's Discretionary Fund, University of Massachusetts Dartmouth**  
Funding to purchase a laptop computer. (\$2500)
- 2001 **Dean's Discretionary Fund, University of Massachusetts Dartmouth**  
Funding to take a course on *Flash: Web Animation* at RISD. (\$525)
- 1999 **Dean's Discretionary Fund, University of Massachusetts Dartmouth**  
Funding to Attend the ACD *Living Surfaces Conference*. (\$1000)

#### publications

- 1999 ***Type in Motion* by Jeff Bellantoni, Matt Woolman**  
Work featured in Publication by Rizzoli International; ISBN 0847821846

#### professional associations

- 2000 **American Center of Design**
- 1998 **College Artist Association**