

John E. Dyer

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Curriculum Vitae

Education

- 2015 **Master of Fine Arts** | Visual Communications Design
Concentrations in Communications Design and Interaction Design
College of Art and Design | Rochester Institute of Technology
GPA: 3.94
- 2013 **Bachelor of Science** | Graphic Design
Art Institute of Pittsburgh
Honors graduate
GPA: 3.93
- 1982 – 1984 **Biology, Studio Art**
State University of New York @ Geneseo

Professional Learning

- 1985 **Certificate** | Graphic Design
Graphic Careers, Inc., Rochester, NY
Honors graduate
- 1995 – 1996 **Electronic Color Production Workshop**
Digital Image and Video Processing Workshop
PhotoShop Image Restoration and Retouching Workshop
Rochester Institute of Technology

Teaching Experience

- 2021 – 2022 **Visiting Lecturer** | Rochester Institute of Technology
College of Art and Design
School of Design
- 2015 – 2020 **Adjunct Professor** | Rochester Institute of Technology
College of Art and Design
School of Art | School of Design | Visual Communications Design MFA Program
- 2020 **Adjunct Lecturer** | SUNY Brockport
Department of Art
- 2014 – 2015 **Graduate Teaching Assistant** | Rochester Institute of Technology
College of Art and Design
School of Art | School of Design
- 1987 – 2012 **Digital Imaging Instructor** | Eastman Kodak Company
Kodak Research Laboratories | Kodak Office

**Visiting Lecturer
Appointments**

Rochester Institute of Technology | Rochester, NY
College of Art and Design

School of Design I Graphic Design

Fall 2021 Interaction Design II, 3 sections
Spring 2022 Interaction Design I, 3 sections
Spring 2022 Systems Design I

**Adjunct Professor
Appointments**

Rochester Institute of Technology | Rochester, NY
College of Art and Design

School of Art I Medical Illustration

Fall 2015 – 19 Contemporary Media I, a 2D & 3D motion design course*
Spring 2016 – 21 Contemporary Media II, a web/graphic design course*
Fall 2015 Interactive Media I, graduate 2D & 3D motion design course* (Team-taught)

School of Art & School of American Crafts

Spring 2018 Muse Web Design Workshop*

School of Design I New Media Design

Fall 2017, Spring 2020 Digital Survey I, Adobe Photoshop & Illustrator training
Fall 2017 – 20 Digital Survey II, introduction to graphic design
Fall 2020 Design Elements II, Information design for static and interactive multimedia
Fall 2020 Capstone I, Career preparation course (Team-taught)
Spring 2021 Graphical User Interface*

School of Design I Visual Communications Design, MFA Program

Fall 2015 Web & UI Design
Spring 2017 Motion Graphics*
Fall 2016 Digital Media Integration*
Spring 2016 – 21 Professional Practices*

*Developed course curriculum

**Adjunct Lecturer
Appointments**

SUNY Brockport | Brockport, NY
State University of New York

Department of Art

Fall 2020

Interaction Design*

**Graduate Teaching
Assistant Appointment**

Rochester Institute of Technology | Rochester, NY
College of Art and Design

School of Art I Medical Illustration

Spring 2015

Contemporary Media II, a web design course*

Spring 2015

Interactive Media II, graduate web design course*

School of Design

Fall 2014 & Spring 2015

Raster Vector Workshop, Adobe Photoshop & Illustrator training*

**Digital Imaging
Instructor**

Eastman Kodak Company | Rochester, NY

1987 – 2009

Kodak Research Laboratories

Digital imaging basics workshop*

Adobe Photoshop workshop*

Kodak Photo CD and Portfolio CD training*

Digital Playroom manager

- Adobe Photoshop training*
- Kodak Photo Kiosk and desktop printer training*
- Kodak consumer digital camera training*

2009 – 2012

Kodak Office

Adobe Photoshop workshop*

Apple Final Cut Pro training*

*Developed course curriculum

Professional Experience

2018 – 2020

DirectMail 20/20 | Rochester, NY

Brand Manager

Responsible for maintaining design and brand standards across all operations including several ventures and partnerships

Design Responsibilities

- Application of brand standards for each business
- Brochures, newsletters and conference books
- Posters, displays and trade shows
- Presentations and conference support
- Interaction design for web & user interfaces
- Video, motion and 3D design

1987 – 2012

Eastman Kodak Company | Rochester, NY

Graphic Design

- Application of brand standards
- Brochures, newsletters and conference books
- Patent and technical illustrations
- Photo composition and editing
- Posters, displays and trade shows
- Interaction design for web & user interfaces

Photography

- Portrait & Product photography
- Scientific experiment and sample photography
- Event and conference photography
- Landscape and architecture photography

Law Enforcement Imaging

Forensic analysis of film and video for Federal, State and Local law enforcement agencies to enhance and identify suspects in a variety of criminal cases.

- Testify as expert witness for prosecution during trial
- Design of posters and digital files for use as courtroom exhibits
- Capture, enhancement and analysis of analog and digital video
- Processing, printing and enhancement of surveillance film

Video Editing / Animation

Storyboarding and editing/animating videos for talks, conferences, product announcements and training of employees

- Analog tape from VHS up to 1-inch tape
- Digital standard definition and high definition from tape and disk
- DVD Mastering and online presentations

Printing

Poster and exhibit printing and finishing

- Durst lambda digital photographic printer
- Kodak, HP, Canon and Epson wide-format inkjet printers
- Single color, sheet fed, offset presses and electrophotographic printers
- Laminating, cutting and mounting of finished prints

Professional Experience

1985 – 1987

ArcTan Graphic Arts | Rochester, NY

- Computer Illustrator
- Biomedical Illustrator/Manager

1984

Case Hoyt | Rochester, NY

Press Operator

- 6-Color web fed Heidelberg press, set-up and operation for Architectural Digest magazine

Technical Proficiency

Design and Imaging

- Adobe Illustrator
- Adobe Photoshop
- Deneba Canvas

Motion Graphics and Video

- Apple Final Cut Pro 3
- Adobe After Effects
- Adobe Audition
- Adobe Media Encoder
- Adobe Premier
- Adobe Speed Grade
- Compressor 3.5
- DVD Studio Pro 4
- Hand Brake
- Levelator

Page Layout and Publication

- Adobe Acrobat Pro
- Adobe InDesign
- Quark Express

Web & UI Design

- Adobe Dreamweaver
- Adobe Muse
- Adobe Portfolio
- Adobe XD
- Sketch
- Figma
- Shopify, WordPress, Weebly
- FileZilla, Fetch, Cyberduck
- HTML, CSS

3D Modeling and Animation

- Adobe Fuse
- Autodesk Maya
- Maxon Cinema 4D

Photography

- Apple Aperture
- Adobe Lightroom
- Canon, Nikon and Leaf Camera Software

Office

- Apple iLife
- Apple iWork
- Microsoft Office

Digital Photographic

Imaging Equipment

- Durst Lambda Digital Printer
- Kodak RR 30 Digital Printer
- Kodak RP 30 Digital Printer
- Kodak, Canon, HP and Epson Wide-Format Inkjet Printers
- B&W and Color Roller Transport Film and Paper Processors

Publications

Thesis Dyer, John E., ***Learning beyond the Classroom: Photography as a Major Design Element in Graphic Design Layouts for Print and Web.*** Thesis. Rochester Institute of Technology, 2015, Accessed from: <http://scholarworks.rit.edu/theses/8689/>.

Newsletter Articles Dyer, John E., ***Photographing an Implosion: Overcoming Challenges.*** Community Connections, Eastman Kodak Company. Oct. 2007.

Dyer, John E., ***Photoshop 101: Simplifying Your Choices.*** Community Connections, Eastman Kodak Company. Jul. 2007.

Dyer, John E., ***What Camera Should I Buy?*** Community Connections, Eastman Kodak Company. Apr. 2007.

Dyer, John E., ***Keeping Up with Technology Today.*** Community Connections, Eastman Kodak Company. Jan. 2007.

Dyer, John E., ***Did You Know ... 1958.*** Community Connections, Eastman Kodak Company. Oct. 2008.

Dyer, John E., ***Some Flag Trivia.*** Community Connections, Eastman Kodak Company. Jul. 2008.

Dyer, John E., ***North Complex Digital Playroom.*** Community Connections, Eastman Kodak Company. Apr. 2008.

Dyer, John E., ***Having Fun with Photo Books.*** Community Connections, Eastman Kodak Company. Jan. 2008.

Technical Reports Duarte, F J, Dyer, John E., et al. ***Image Sharpness Measurements for Inkjet Images, via Optical Modulation, Using a Digital Laser Microdensitometer.*** Eastman Kodak Company, 2005.

De Smitt, Steven M., Dyer, John E., et al. ***Fringe Camera Exposing.*** Eastman Kodak Company, 1993

Illustrated Books (Provided illustrations for entire book)

Duarte, Frank J. ***Tunable Laser Optics.*** Amsterdam, Elsevier Academic Press, 2003.

Blanding, Douglass L. ***Exact Constraint: Machine Design Using Kinematic Principles.*** New York, ASME, 1999.

Borsenberger, Paul M., and David S. Weiss. ***Organic Photoreceptors for Imaging Systems.*** New York, Dekker, 1993.

Invited Lectures

Dyer, John E., ***Apple iPhoto's Face Recognition and Geo-tracking Technology.***
Eastman Kodak Company, 2007.

Dyer, John E., ***Getting the Most from Surveillance Systems.***
Bank Clearing House Committee, 1998.

Dyer, John E., ***Scanning and Photo CD Image Use.***
Eastman Kodak Company, 1994.

Honors

- 2018 **Digital Rochester GREAT Award, Emerging Tech Company** | Finalist
- 2013 **Phi Kappa Phi Honor Society** | Rochester Institute of Technology
- 2013 **Rochester Institute of Technology Graduate Scholarship** | Rochester, NY
- 2004 **Women's Forum of Kodak Employees Recognition Award** | Rochester, NY
- 2003 **International Institute of Forensic Education Recognition Award** | Pittsburgh, PA
- 2001 **New York State Police Recognition Award** | Rochester, NY
- 1999 **Monroe County Sheriff's Office Recognition Award** | Rochester, NY
- 1997 **Rochester Police Department Recognition Award** | Rochester, NY
- 1994 **Federal Bureau of Investigation Recognition Award** | Rochester, NY
- 1982 **Regents Degree in Art** | Spencerport, NY
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Exhibits

- 2015 **MFA Graduate Thesis Show**, Rochester Institute of Technology | Rochester, NY
- 2015 **Thesis Exhibit, Imagine RIT**, Rochester Institute of Technology | Rochester, NY
- 1992 **Exhibition of Photography**, Rochester Colonial's Rugby Club | Rochester, NY
- 1991 **Exhibition of Photography**, Soling World Championship | Rochester, NY
- 1981 **Sibley's Scholastic Art Exhibition**, Sculptured wood furniture | Rochester, NY
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Affiliations

- 2013 – 2019 **American Institute of Graphic Arts (AIGA)** | Western New York Chapter
- 2014 – 2019 **Phi Kappa Phi Honor Society** | Rochester Institute of Technology Chapter
- 1985 – 1987 **Association of Medical Illustrators (AMI)** | Associate Member
- 1985 – 1987 **National Computer Graphics Association (NCGA)** | Rochester Chapter

**Departmental
Service**

Rochester Institute of Technology | Rochester, NY
College of Art and Design | School of Design

2022	Using Cinema 4D in Graphic Design presentation
2022	5-Week Cinema 4D Hands-on workshop
2021	Eureka, technical advisor for final presentations
2021	Command+g, Artists Unlimited, Lion King Jr., web-site technical advisor