

CATE ROMAN

Designer | Educator | Storyteller

Studio: 626-755-7009

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PROFILE | A creative design professional with over 15 years of experience in graphic design and art direction. A dedicated educator, embracing blended sensibilities—blurring the lines between analog and digital, structural and intuitive. Encouraging exploration of media, form and context grounded in solid research, analysis and synthesis—constantly striving for the unexpected. Seeking to devise new ways of making and learning in an interdisciplinary environment and expand on current skills, theories and practices.

PEDAGOGIC | Woodbury University

Acting/Assistant Chair | Department of Graphic Design | 2015-2016

Associate Professor | Department of Graphic Design | 2012 to present

Assistant Professor | Department of Graphic Design | 2009-2012

Senior Lecturer | Department of Graphic Design | 2006-2009

- Instructs studio courses in graphic design subjects including:
 - Branding for the Community, Graphic Design 1 & 3, Information Design, Portfolio Presentation, Degree Thesis, Communication Design, Typography 1,2 &3, Digital Production, Publication Design, Digital Tools
- Mercedes Green Campaign Design: Integrated real-world experience into course syllabus in collaboration with the School of Business. Students in Advertising Design created focused campaigns for the launch of the Mercedes Green Vehicle in Germany in collaboration with André van Niekerk, School of Business.
- Burbank Recycling Center Workshop Marketing: Students in Communication Design created focused poster campaigns for Master Recycling Workshop, Burbank Recycling Center, City of Burbank in collaboration with Mine Üçok Hughes marketing course, School of Business.
- Advises Graphic Design students in course registration and career direction.
- Faculty Coordinator to AIGA Student Group.
- Facilitates, coordinates and teaches studios addressing community service design projects.

Professional / Scholarly Activities

Lectures

- Mapping Jewish Los Angeles: The Technology of Scalar & Hypercities 2014 | Faculty Colloquium | Woodbury University, Burbank CA
- From Grand Central Market to Supermarket: Los Angeles Jewish Grocers 2014 | Founders Week | Woodbury University, Burbank CA
- Forgotten Histories: Los Angeles Jewish Grocers & The Roman Family 2013 | Maggids of Memory | Jews in the Los Angeles Mosaic | The Autry National Center | Los Angeles, CA

Conference Presentations

- A Discourse in Culture & Meaning for Undergraduate Graphic Design Student
2015 | AIGA Design Educators Conference | Toronto, Canada | Cate Roman, MFA
- Assessment in the Design Disciplines
2013 | Eighth International Conference on Design Principles and Practices
Vancouver, Canada | Cate Roman, Sue Vessella, Behnoush McKay
- Assessment in the Creative Disciplines: Lecture and National Webinar
2012 | International Animated Film Society
ASIFA Hollywood, Animation Guild, Burbank CA | Cate Roman, Sue Vessella
- An Innovative Methodology Using Visual Information Systems for Assessment
2012 | Hawaii International Conference on Arts & Humanities, Honolulu, HI |
Cate Roman, Sue Vessella, Behnoush McKay
- Visual Information Systems for Assessment in Creative Disciplines
2011 | Assessment in the Arts Conference
Rocky Mountain College of Art + Design, Denver, CO | Cate Roman, Sue Vessella
- Visual Communication & Social Responsibility Educating for Personal and
Social Responsibility 2011 | A Twenty-First-Century Imperative Conference |
Association of American Colleges and Universities [AACU] | Cate Roman, Sue Vessella, Behnoush McKay
- Typographic Culture: Word as Image
2010 | Babel Typcon Conference | Education Forum
Society of Typographic Aficionados | Century City, CA | Cate Roman

Publications

- From Grand Central Market to Supermarket: Los Angeles Jewish Grocers
DIGITAL WEBSITE EXHIBITION 2013 | UCLA Center for Jewish Studies
- Exposures: Claremont Graduate University Art Journal
PUBLISHED 2009 | Art Editor
- No Heroic Measures: Exhibition Catalogue
2009 | Claremont Graduate University
- Between Installments: Claremont Graduate University Art Journal
PUBLISHED 2008 | Art Editor

Grants/Fellowships

- 2015 | ACE Micro Grant, Civic Engagement, Woodbury University: \$1,000
- 2012 | Faculty Development Award, Woodbury University: \$5,000
- 2009 | Art Fellowship, Claremont Graduate University: \$8,000
- 2008 | Art Fellowship, Claremont Graduate University: \$8,000
- 2000 | Faculty & Students Research Award, PACT, Pitzer College: \$500

Committees

- 2016-Present | Website Development Committee
- 2014-2016 | Faculty Development Committee
- 2011-2014 | Faculty Senate
- 2009-2011 | Personnel Committee

- 2008-2009 | Exhibition Committee
- 2007-2008 | Campus Sustainability Task Force
- 2006-2009 | Appeals Committee

Search Committees

- 2014 | Chair & Faculty, Interior Architecture (double search)
- 2012 | Chair, Communication Department
- 2012 | Director, Foundation Department
- 2010 | Faculty, Interior Architecture

PEDAGOGIC | Otis College of Art + Design | 2001-2006

Associate Adjunct Professor | Visual Communication

- Instructed studio courses in Digital Practice, Package Design, Print Production

PEDAGOGIC | UCLA Extension | 1999-2001

Lecturer | Design Communication Arts

- Instructed studio courses in Digital Tools, Print Technology

PROFESSIONAL PRACTICE

Curatorial/Design

Mapping Jewish LA: UCLA Center for Jewish Studies | 2013 to Present

- From Grand Central Market to Supermarket: Los Angeles Jewish Grocers, Curated digital exhibition on the history of Jewish run grocery stores in LA.

Design

Cate Roman Design | 1992 to Present

- Self-owned design studio that provides a full range of design services including logo development, brochures, exhibit graphics, custom books, fine art for films and television. Partial client list below:

Los Angeles Library Foundation, Venus Films, Caruso Affiliated, The Grove at Farmers Market, Hill & Knowlton, Mattel Inc., Craft and Folk Art Museum, Woodbury University, Temple Sinai of Glendale, All Saint's Episcopal School,

r/d design | Senior Art Director | 1997-1999

- Work closely with Creative Director to determine the direction and feel of each project.
- Assist in developing project budgets and schedules.
- Coordinated projects through all aspects of production from original concept to finished printed product.
- Responsible for direct supervision of all staff and freelance designers.
- Designed projects including brochures, posters, packaging, marketing presentations, catalogs, packaging, menu and restaurant merchandising items.

Mattel, Inc | Graphic Design & Art Director | 1995-1997

- Design packaging concepts for Main Line Barbie Dolls.
- Present to Management and Marketing Department.
- Liaise with outside firms and vendors to art direct photography, retouching, illustration and production.

Exhibitions

Solo

- Exquisite Flaws
2010 | Nan Rae Gallery at Woodbury University, Burbank, CA
- Hanging On Your Every Word
2009 | Peggy Phelps Gallery, Claremont, CA
- No Heroic Measures
2008 | Peggy Phelps Gallery, Claremont, CA

Group

- tXt ME | Curator: Leisa Austin Imago Galleries
2016 | Orange County Center for Contemporary Art, Santa Ana, CA
- Brand 40: Works On Paper
2011 | Brand Library Art Gallery, Glendale, CA
- Chain Letter
2011 | Shoshone Wayne Gallery, Santa Monica, CA
- Made in California
2011 | Brea Art Gallery, Brea, CA
- GLAMFA - Greater Los Angeles Master of Fine Arts
2009 | Emerging Artists from Southern California, CSULB, Long Beach, CA
- MFA Conversations
2009 | I-5 Gallery, Los Angeles, CA
- The Leak of Contemporary Art
2009 | da Center for the Arts, Pomona, CA
- SuperSonic @ the LA Art Show
2009 | LA Convention Center, Los Angeles, CA
- Borders, Boundaries, and Ranges
2009 | Twain C. Tippetts Gallery, Logan, Utah
- The Society of Young Philanthropists,
2009 | Duncan Miller Gallery, Los Angeles, CA
- College Art Association Conference
2009 | Dallas, Texas
- Don't Be Shy
2008 | East and Peggy Phelps Gallery, Claremont, CA
- The Fourth Leg
2007 | Peggy Phelps Gallery, Claremont, CA
- and repeat
2007 | Claremont City Hall, Claremont, CA
- Oimage - Otis Faculty Exhibition
2006 | Track 16, Bergamot Station, Santa Monica, CA

AFFILIATION | AIGA, The Professional Organization for Design | Member 2004 to Present

Committees

- Education Committee Member
AIGA Portfolio Day 2015 | Chair, Outreach Subcommittee
- Attends professional/education development conferences and workshops.

EDUCATION

Faculty Coordinator, Student Group | 2013-Present

- Facilitates student activities and events on campus and coordinated with Los Angeles Chapter for speakers, internships and professional networking.

Master of Fine Arts | 2009

Claremont Graduate University (CGU), Claremont, CA

- Conferred with honors | MFA Exhibition: Hanging On Your Every Word
- Designer of the Art Journal (2 years)

Bachelor of Arts | Art | 2000

Pitzer College, Claremont, CA

- Conferred with honors | BA Exhibition: Anywhere But Here
- Emphasis: Drawing & Painting

Certification | Design Communication Arts | 1996

UCLA Extension