



echolabart@gmail.com  
stephanieashenfelder.com  
echolab.art

## EDUCATION

Master's of Fine Arts  
California College of Art, San Francisco, CA 1999

Bachelor's of Fine Arts, Sculpture. Double major: Art History  
Indiana University of Pennsylvania, Indiana, PA 1997

## ACADEMIC APPOINTMENTS

### **Program Director Digital Media Studies**

University of Rochester, Rochester, NY | 2021-present

- Lead a dynamic and interdisciplinary program that brings together digital researchers, practitioners, and students, supporting innovation and academic excellence across faculty, staff, and students.
- Manage and negotiate faculty appointments, ensuring the program attracts and retains faculty
- Facilitate multidisciplinary collaborations across departments initiating projects that integrate digital media with diverse disciplines.
- Expanded curricular offerings by developing and launching new academic initiatives, including a User Experience (UX) Certificate, aligning with industry trends and student interests.
- Oversee program and facility budgets, optimizing resource allocation to support program growth, research, and student opportunities.
- Establish partnerships with external institutions advancing research opportunities and community outreach.
- Advise a cohort of 150+ undergraduate majors and minors, providing tailored academic and career guidance to support student success.
- Enhance program visibility by organizing events, guest lectures to create engaging learning experiences for students.

### **Academic Director of Studio Arts**

University of Rochester, Rochester NY | 2021-present

- Promoted to recognize sustained leadership in supporting the studio arts curriculum, faculty, and students (see duties under Program Manager).

**Associate Professor** (instructional track)  
University of Rochester, Rochester NY | 2023-present

**Assistant Professor** (instructional track)  
University of Rochester, Rochester NY | 2021-2023

**Interim Director Digital Media Studies**  
University of Rochester, Rochester NY | 2019- 2020

**Senior Lecturer**  
University of Rochester, Rochester NY | 2019-2020

**Program Manager Studio Arts**  
University of Rochester, Rochester NY | 2006-2018

- Directed a multidisciplinary team of faculty, staff, and student workers, including term contract faculty, adjunct instructors, studio managers, and gallery directors, ensuring seamless program operations and high-quality student experiences.
- Administered curriculum and spearheaded program development initiatives, collaborating with university committees to secure grant funding and align academic offerings with institutional goals.
- Fostered interdisciplinary collaborations by bridging connections among academic departments and external cultural institutions, expanding the program's reach and impact.
- Designed and managed annual budgets, effectively allocating resources for capital funding, operational expenses, and programmatic growth.
- Conducted skill-building workshops focused on advanced production techniques, fostering student growth in creative and technical disciplines.
- Mentored students as a departmental advisor, providing academic and career guidance tailored to individual needs and aspirations.
- Actively contributed to senior thesis defenses, evaluating and advising on student capstone projects.

**Adjunct Faculty**  
Rochester Institute of Technology, Rochester, NY | 2006  
Taught upper-level and graduate advanced sculpture courses.

Syracuse University, Syracuse NY | 2004-2006  
Taught introductory three-dimensional design courses for first-year students.

University of Rochester, Rochester, NY | 2004-2006  
Taught Introduction to Studio Art and Methods Seminar: From Luddites to Cyborgs, an upper-level interdisciplinary art course embracing a variety of technologies

California College of Arts, San Francisco, CA | 2000-2002

Taught Sculpture w/o Electricity: Extended education course focusing on creating contemporary sculpture through non-technological means. Co-taught Cyborg, The Re-invention of Nature, an undergraduate course in art theory.

## COMMUNITY ENGAGED RESEARCH PROJECTS

### [Watershed Movements](#)

Co-principal Investigator and digital lead | 2024-present

Direct a climate change initiative combining personal storytelling and environmental activism.

- Focus on gathering personal narratives from communities along the Raquette and Genesee Rivers to promote conservation, biodiversity preservation, and urban land use.
- Lead interdisciplinary collaboration with researchers, local communities, and environmental stakeholders.
- Develop an interactive qualitative GIS platform to archive stories and visualize climate change impacts.
- Coordinate fieldwork, data collection, and the creation of a traveling audio booth to gather unscripted climate stories from diverse groups.

### [ADK Climate Projects](#)

Co-principal Investigator and digital lead | 2022-present

- Supervise the creation of a multimedia archive documenting climate stories and artistic responses in partnership with the Adirondack Council and the Wild Center.
- Collaborate with faculty and students to design and implement an interactive archive that integrates visual and audio narratives of climate change.
- Lead the integration of new media technologies to document and share community-driven climate stories.

## TEACHING PORTFOLIO

### [Digital Media Studies Senior Capstone](#)

University of Rochester | 2019-present

- Lead a yearlong capstone experience where students collaboratively plan, design, and deliver digital media projects of significant scope.
- Emphasize community engagement by incorporating real-world challenges and fostering partnerships with local and regional organizations.
- Guide students in deploying collective expertise and interdisciplinary methods to produce impactful, professional-grade digital media artifacts.

### **Climate Interventions in Art & New Media**

University of Rochester | 2022-present

- Design an interdisciplinary humanities course merging performing, visual, and digital arts with climate history and theory.

- Introduce students to the role of the arts in addressing the human experience of climate change and envisioning sustainable futures.
- Engage students in collaborative research and storytelling in partnership with community stakeholders in the Adirondack Park, inspiring multimedia projects that respond to climate challenges.
- Foster cross-disciplinary skill development by blending theory, creative practice, and community-based research.

## Design Fundamentals

University of Rochester | 2020-2022

- Taught foundational design principles through a user-centered approach, integrating theory, visual communication, and hands-on prototyping.
- Focused on identifying opportunities for design innovation through user research, problem definition, and iterative prototyping.
- Equipped students with essential skills in visual design, usability, and creative problem-solving to address real-world challenges.

## Introduction to Art

University of Rochester | 2019-2021

- Provided a comprehensive framework for contemporary art practice through a blend of studio production, conceptual development, and critique.
- Balanced technical skill-building with conceptual challenges, encouraging students to integrate medium, material, and technique into meaningful creative projects.
- Inspired critical thinking and artistic exploration across various media, from photography and 3D design to painting and digital art.

# COMMUNITY ENGAGED EDUCATIONAL PARTNERSHIPS

## [Resistance Mapping](#)

Partner: Your Local History, Rochester, NY | 2024

Collaboration to expand the existing digital platform on place-based racism and resistance in Rochester to a statewide initiative

## Girls ROC

Partner: [Girls Rock Rochester](#) | 2024

Collaboration to rebrand the nonprofit and expand media footprint.

## [Rochester Holocaust Survivor Registry](#)

Partner: Friends of Mt. Hope, Rochester, NY | 2023-2024

- Collaborated with the Friends of Mt. Hope to identify and map Holocaust survivors in the Mt. Hope Cemetery.
- Guided students in using digital media tools for research, data collection, and creating an interactive map to honor the history of survivors.

### [The Wild Center Volunteer Program](#)

Partner: The Wild Center, Tupper Lake | 2023-2024

- Partnered with The Wild Center to develop a new volunteer platform designed to attract and onboard new volunteers.
- Supported students in creating engaging media content to promote volunteer opportunities and enhance museum outreach.
- Increased volunteer base from 40 to 120 in six months

### [Headwaters Campaign](#), Adirondack Park

Partner: Adirondack Council and Northern Forest Canoe Trail | 2023-2024

- Collaborated with the Adirondack Council, Northern Forest Canoe Trail, and lake associations to create educational content about the Raquette River Watershed's Headwaters Campaign.
- Led students in developing multimedia campaigns aimed at raising public awareness of environmental issues in the Adirondack region.

### **Pawsative: A Cat Cafe for Downtown Rochester**

Partner: Pawsative Cafe | 2023-2024

Designed a media campaign and health tracker app for cats, aimed at educating the public on cat care.

### **Douglass Media Lab**

Partner: Douglass Middle School, Rochester City School District | 2022-2023

- Worked with Douglass Middle School to research, design, and implement a media lab, aimed at enhancing student engagement with media and technology.
- Facilitated collaboration between students and teachers to integrate media tools into the classroom for educational purposes.

### [SPIRIT NYS Media](#)

Partner: Spirit NYS | 2021-2022

Led students in creating media strategies and materials to raise awareness and garner support for homeless youth services.

### Cracker Box Palace

Partner: Atlasa Farms | 2020-2021

Guided students in developing projects that supported the sanctuary's outreach, education, and community engagement efforts.

### Wynn Farms Educational Program

Instructor | 2018-2020

Developed and implemented art-focused lessons that integrated equine studies, aimed at fostering creativity and personal growth among at risk high school students.

## GRANTS/AWARDS/RESIDENCIES

### Grants

Research Catalyst Funding

Award \$50,000 | Awarded 2024

Awarded to Watershed Movements project from the [Institute for Human Health and the Environment](#).

Humanities Project.

Amount \$10,000 | Awarded 2024

Awarded to Stephanie Ashenfelder and Rose Pasquarello Beauchamp to for Integrating storytelling, art and community for climate engagement.

Community Engagement Grant, University of Rochester

Amount \$5,000 | Awarded 2024, 2022

Awarded in support of Community Engaged Educational Partnerships

Verizon and NYC Media Lab Grant Educational Innovation Grant

Amount: \$100,000 | Awarded: 2022

Awarded to Stephanie Ashenfelder and University of Rochester alumni Gina Romanazzi, Bradley Martin, Nefle Nesli Oruc, Yifan Jiang, and Gevher Romanazzi to integrate new technology into educational programming at the Memorial Art Gallery, Rochester, NY.

Course Development Grant

University grant to support courses designed to enhance students' intellectual curiosity, competencies, and skills.

Amount: \$5,000 | Awarded: Fall 2022

Community Engaged Course Development Grant

Amount: \$8,000 | Awarded: 2021 | Co-Recipient: Rose Beauchamp

University grant to support the development of a multidisciplinary course focusing on the role of the arts in climate change engagement. Community Partner: Adirondack Council

Career Curriculum Development Grant

Amount: \$2,500 | Awarded: 2021

University grant to support the creation of an interactive learning environment for digital media.

Student Supported Research Grant

Amount: \$1,250 | Awarded: 2021

University grant to support funded research to analyze gaps between student needs and available resources on campus.

#### Instructional Technology Grant

Amount: \$10,000 | Co-Recipient: M. Kristana Textor | Awarded: 2020

University grant to support the purchase of equipment to develop a technology lending library.

#### Faculty Instructional Technology Grant

Amount: \$1,250 | Co-Recipient: Allen C. Topolski | Awarded: 2011

University grant for creating an online student gallery.

Amount: \$2,500 | Awarded: 2009

University grant for a four-part workshop on artists' books.

#### VPA Faculty Grant

University grant supported a project at the Arts & Literature Laboratory, New Haven, CT.

Amount: \$1,000 | Awarded: 2006

#### FEAD Grant

Co-Recipient: Amos Scully | Amount: \$2,000 | Awarded: 2004

University grant supported a project in collaboration with the Norman Rockwell Museum.

#### **Awards/Residencies**

Gweenie Award | 2021

Awarded by the Gwen Green Career Center for excellence in collaboration with Digital Media Studies senior majors.

Frontspace Summer Residency | 2019

Frontspace Gallery, University of Rochester, Rochester, NY.

Collaboration with Amos Scully.

## INVITED TALKS AND PRESENTATIONS

#### **Keynotes and Featured Talks**

["Climate Change Has a Communications Problem"](#) | 2024

TEDx Tupper Lake Wild Center Museum, Tupper Lake, NY.

"Integrating Storytelling, Art, and Community for Climate Action" | 2024

Citizens Climate Lobby Northeast Regional Conference: Forward Together, Schenectady, NY.

#### **Conference Presentations**

"Community Engaged Learning and Design Education" | 2024

a2ru National Conference, Rochester Institute of Technology. 2024.

"Storytelling and Art as a Catalyst for Climate Discussion" | 2024

International Conference on Environment and Life Science | Mexico City, 2024.

“Climate Interventions: Art and New Media” | 2023  
a2ru National Conference, Pennsylvania State University.

“ADK Climate Stories: Climate Change and the Arts” | 2023  
Adirondack Research Consortium | Lake Placid Conference Center.

### **Panels and Moderated Discussions**

“The Art of Imperfect Advocacy” | 2023  
Moderator, University of Rochester

“Aesthetics of Hope: Inclusivity Through Community Art” | 2022  
Moderator | University of Rochester, Office of Alumni Relations |

### **Workshops and Academic Lectures**

“Climate Change and Storytelling” | 2022. 2024.  
Workshop Leader. Youth Climate Summit, Wild Center, Tupper Lake.

“Experiential Learning in New Media: Capstone Case Studies” | 2022  
Florida State University, University of Dundee, and Zayed University | Transformative Teaching  
Conference.

“A Series of Epic Fails” | 2020. 2021.  
Visiting Lecturer | University of Florida Gainesville

“Inclusivity Matters: A Conversation with Digital Learning Designers” | 2019  
Warner School of Education, University of Rochester

“Screw Up Night: Embracing Failures to Move Forward to Better Ideas and Projects” | 2019  
iZone, University of Rochester |

### **Artist Talks and Gallery Presentations**

“Installation Art: The Social and Political Dimensions of Electronic Culture” | 2004  
Visiting Lecturer | Rochester Institute of Technology

“The Role of Technology in the Fine Arts Curriculum” | 2004  
Ithaca College, Conference on Technology in the Humanities, Ithaca, NY.  
Visiting Artist’s Talk | 2003  
Rochester Institute of Technology, Rochester, NY.  
State University of New York, Brockport, NY.



## INSTITUTIONAL SERVICE

### Faculty Steering Committee

Member | 2023-present

The Council is chaired by the chair of the Steering Committee, who is elected by the Steering committee at the end of each Spring Semester.

### Faculty Council

Member | 2021-present

Council has a role in setting standards for promotion and tenure; recruiting, evaluating, and retaining administrators; and co-curricular aspects of student life.

### Art, Sciences & Engineering University Working Group

Member | 2023

Collaborated in identifying optimal management structures and operations for University programs, contributing to recommendations for the future structure of the College.

### Arts@UR

Co-Chair | 2013-2023

Led an interdisciplinary committee to fund, facilitate, and promote faculty-student collaborations in the arts across diverse disciplines at the University of Rochester.

### UX Design Certificate Committee

Member | 2021-present

Contributed to the design of an undergraduate certificate program introducing core concepts of user experience design to students at the University of Rochester.

### MEDIA Umbrella Committee

Member | 2019-2023

Participated in an interdisciplinary committee focused on shaping the future of media studies at the University of Rochester.

### Virtual Graduation Committee

Member | 2020

Collaborated in organizing a virtual graduation ceremony for the 2020 graduating class of the University of Rochester in response to the COVID-19 pandemic.

### Faculty Club Advisor

MEDIA Advisory Board | 2021-present

Advise the student-run MEDIA Advisory Board, which provides guidance and feedback on the Digital Media Program's initiatives and curriculum.

Faculty Club Advisor

ROC Design Club | 2019-2023

Guided the student club focused on design, fostering community, collaboration, and professional development among design enthusiasts at the University.

Experiencing Civic Life

Summer Instructor | 2021

This program, funded by a Community Outreach grant from the Teagle Foundation and the Humanities Center at the University of Rochester, aimed to engage students in civic awareness and creative expression.

Rettner Hall Committee

Member | 2019-2020

Contributed to drafting by-laws related to Rettner Hall's use, access, and safety policies.

DMS Advisory Committee

Chair | 2019-present

Lead the Digital Media Studies (DMS) Advisory Committee, guiding the strategic direction and initiatives of the program.

Sage Art Center Committee

Chair | 2006-present

Lead the Sage Art Center Committee, overseeing the facility's operations and contributing to its programming and community engagement efforts.

Undergraduate Major Advisor, Digital Media Studies and Studio Art

Faculty Advisor | 2006-present

Advise students majoring in Digital Media Studies and Studio Art helping guide their academic and professional development within the field.

UX Design Undergraduate Certificate, Faculty Advisor

Faculty Advisor | 2021-present

Provide guidance to students pursuing the UX Design Undergraduate Certificate, helping to shape their educational journey within the field of user experience.

Undergraduate Freshman/Sophomore Advisor

Advisor | 2010-2017

Advised first-year and second-year students, assisting with course selection, academic planning, and personal development.

## RELATED EXPERIENCE

### **Education and Policy Consulting**

Diversity & Inclusion, TU Delft, Netherlands

Consultant | 2022

Provided insights on Diversity, Equity, and Inclusion (DEI) policy and strategies for crafting inclusive language for syllabi.

### **Writing and Curatorial Work**

ADK Climate Art

Co-curator | 2024

Exhibition of art from the Adirondack Artist retreat at Haven Hill, Lake Placid, NY.

Adirondack Journal of Environmental Studies, vol. 26.

Author | Spring 2024

“Adirondack Climate Stories: Storytelling and Art as Catalysts for Climate Discussions.”

Arts & Academe Blog, Chronicle of Higher Education

Contributor | 2010

Authored pieces addressing issues faced by arts programs on college campuses in collaboration with Allen Topolski.

ArtWalk 2, New Media Public Art Commission

Curator | 2010

Curated and managed the installation of public art on the grounds of the Visual Studies Workshop, Rochester, NY. 2010

### **Event Management and Coordination**

ADK Climate Project Artist Retreat

Residency co-director | 2023-present

Host a week long summer artist residency, Hewitt Lake, NY.

TenCue Productions, Berkeley, CA

Production Manager | 2000-2004

- Organized logistics for corporate events ranging from small-scale meetings to large-scale productions.
- Managed budgets from \$20k to \$500k and ensured successful reconciliation.
- Coordinated and led cross-functional teams, including on-site personnel, vendors, and event staff.
- Negotiated contracts with international vendors and venues.
- Designed room layouts to align with client needs and event goals.
- Notable clients: Charles Schwab & Co., Fast Co. Inc.

AIDS Emergency Fund, Herbst Theater, San Francisco, CA  
Project Coordinator | 2002

- Coordinated and scheduled talent for fundraising and awareness events.
- Directed video production and provided administrative support for event execution.

## EXHIBITIONS

[Climate Stories from the Adirondack Park](#) | 2022

A traveling audio booth collecting stories of climate change in the Adirondack Park.

Sage Conversations | 2021

Hartnett Gallery, University of Rochester, Rochester, NY

[Solo Exhibition: A Sudden Malfunction](#) | 2021

Frontspace Gallery, Rochester, NY\*

Faculty Show | 2018

Hartnett Gallery, University of Rochester, Rochester, NY

Hatch. Eat. | 2012

Hyper Kultuermia Gallery, solo feature, online exhibition.

Uncommon Denominator | 2012

Phillips Museum, Franklin and Marshall College, Lancaster, PA\*

Downstairs and To the Left: Faculty Show | 2011

Hartnett Gallery, University of Rochester, Rochester, NY\*

Responding | 2011

Big on Bloor Festival, Toronto, Ontario\* (Curator: Dyan Marie)

Stone Canoe | 2010

XL Projects Gallery, Syracuse, NY\* (Curator: Lynette Stephenson)

Big on Bloor Festival | 2010

Kent School Playground, Toronto, Ontario\* (Curator: Dyan Marie)

Solo Exhibition: Returned Books | 2009

Olean Public Library, Olean, NY\*

Stations | 2009

String Gallery, Wells College, Aurora, NY\*

Community School of Music and Arts, Ithaca, NY\*

Edges '08 | 2008  
Artpark, Lewiston, NY\*

Collectives and Collaborations | 2008  
Gallery RFD, Swainsboro, GA\*

Eight-Hour Projects | 2007  
Bowman Penelec Galleries, Allegheny College, Meadville, PA\*

Shelter | 2007  
Sculpture Now, Stockbridge, MA\*

Gender | 2006  
Identity, Arts and Literature Laboratory, Projekt 30, New Haven, CT.

Beyond/In Western New York | 2005  
Collaboration of twelve regional museums and galleries, Buffalo Arts Studio, Buffalo, NY.  
Catalog, Invitational

Play Off | 2005  
Solo Exhibition, Rochester Contemporary Arts Center, Rochester, NY

Home Improvements | 2005  
Tower Fine Arts Gallery, SUNY Brockport, Brockport, NY\*

Retrospection | 2005  
Kipp Gallery, Indiana University of Pennsylvania, Indiana, PA

Sculpture In and By the River | 2004  
Sculpture Now, Norman Rockwell Museum, Stockbridge, MA

Homeland Security | 2003  
Abco Gallery, Oakland, CA

\*Indicates collaboration with Amos Scully

## MEDIA COVERAGE

"The Benefits of a Competitive Cohort." Careers Unfiltered podcast, 2 June 2021.

Ferrante, Julia. "Uncommon Denominator." Franklin and Marshall College News [Press Release], September 2015.

McKee, Ali. "Sculpture Now: Art in the Eyes of Youth." The Berkshire Eagle, 26 July 2007.

Huntington, Richard. "Stroke of Cooperative Genius." The Buffalo News, 15 May 2005.

Johnson, Mike, and Lisa Hughes. "Sports Cast Light on Gender." Rochester Insider, 27 May 2005.

Gnash, Cynnie, and Eric Jackson-Forsburg. "From Nature to Psychobabble." ArtVoice, 26 May 2005.

Licata, Elizabeth. "Art Preview: Beyond/In Western NY." Buffalo Spree Magazine, April 2005.  
Gaines, Judith. "Down by the Riverside." The Boston Globe, 4 July 2005.

Glueck, Grace. "Sculpture Now: In and By the River, 2004." The New York Times, 20 April 2004.