

## AnneMarie Dorland, BDes, MA, Ph.D (ABD)

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## Education

- 2013 – Present **PhD Candidate** (Department of Communication, Media and Film), University of Calgary, Calgary AB
- 2003 - 2005 **Masters of Arts, Communication Studies - Honours** (Communication and Media Studies), Concordia University, Montreal, QC. Completed SSHRC award winning ethnographic and interview based thesis with a focus on graphic design workplaces, and on the effective ways that the practices of designers can be better applied to traditional (non-creative) workplaces.
- 1998 - 2002 **Bachelor of Design - Honours** (Department of Art & Design), University of Alberta, Edmonton AB. Studied in a diversity of subject areas including practices of graphic design, fine arts, art and design history and anthropology.

## Teaching Experience

- 2018  
(30 students per semester) **College of Discovery, Creativity and Innovation, University of Calgary, AB**  
Instructor of Record, UNIV 203 (Global Challenges)  
While working as part of a collaborative teaching team, guided students through an experiential learning and inquiry based course of study focused on the Global Challenge of feeding 9 billion people by the year 2050.
- Four Semesters  
2016 - 2017  
(60 students per semester) **Department of Communication, Media and Film, University of Calgary, AB**  
Instructor of Record, Communication Studies 383 (Introduction to Public Relations)  
Led students in an exploration of the principles, theories and practices of Public Relations within a Canadian context. Designed and delivered lessons, lectures and activities to introduce students to the current challenges and opportunities present in the field of public relations. Topics included planning and executing a public relations program, media relations, strategic messaging, ethics, issues management, government, and investor relations as well as new issues in social media practices.
- Overall USRI evaluation metrics: 6.86/7 Overall Instruction (Department Mean: 6.10/7)
  - Sample student evaluations include: “Very effective communicator and passionate about material. Interacts well with class, personal and respectful. Makes material interesting!” and “Amazing instructor, great communicator and lecturer, super interesting and enthusiastic and very attentive. Engaging!”
  - Further Instructor and Course evaluations available upon request.
- Five Semesters  
2014 - 2017  
(60 students per semester) **Department of Communication, Media and Film, University of Calgary, AB**  
Teaching assistant for a first year Communication studies course (Communications 201) Led discussion, tutorial and review sessions to support students. Designed tutorial sessions to illustrate course concepts and elaborate upon class discussion, graded participation, in class assignments and final research papers.
- A sample of student evaluations includes: “out of any TA or instructor I have ever had, she is by far the best. Really cares about her students. Wants them to succeed, always available to help, I wish I could have taken more classes with her”, and “the best TA I have the pleasure of having.” “Made communications more exciting. Would not have showed up if not for her.” “My favourite TA, I can’t wait to take some of her courses!” and “Thanks for showing us why you love coms so much. I feel like I found my major”.
  - Further TA evaluations are available upon request

## **AnneMarie Dorland, BDes, MA, Ph.D (ABD)**

Fall Semester  
2017

### **Continuing Education, Public Relations Certificate Program, University of Calgary**

Instructor, Online Synchronous Public Relations BMC 119-035 Course.

(20 students  
per semester)

Designed and implemented a new course design for the University of Calgary's continuing education program focused on professional training in public relations.

2003 - 2005

### **Department of Communication Studies, Concordia University, Montreal QC**

Teaching assistant. Provided lectures and media lab instruction throughout the term, and designed the course syllabus and reading list. Led discussion and media production tutorials in tutorials for students on a weekly basis, evaluated final projects and graded final papers.

- Student evaluation: 9.5/10 (average of collected student evaluation surveys)

## **Guest Lectures**

2018

Building an Online Research Identity, University of Calgary, AB

2018

Teaching Assistant Orientation, University of Calgary, AB

2017

Research in Economics - **ECON 202**, University of Calgary, AB

2016, 2017

Ethnographic practice - **COMS 613**, University of Calgary, AB

2017, 2018

Ethnographic Research Methods - **COMS 313**, University of Calgary, AB

2016, 2017

How to Write a Literature Review – **COMS 615**, University of Calgary, AB

## **Community Teaching Experience**

2008

How to design a logo - **Calgary Boys and Girls Club weekly session**, Calgary, AB

2004

Brand Design for not for profit organizations - **Les Arts et Nous**, Montreal, QC

2003 - 2005

ESL training – student engagement techniques, **Centre Rose**, Montreal, QC

1998 - 2002

Introduction to design – high school immersive session, **University of Alberta**, Edmonton, AB

## **Research and Editorial Experience**

2017

### **Editorial Manager**

Journal of Teaching & Learning Inquiry, ISSOTL. Supervisor: Dr. Nancy Chick.

2015 - 2017

### **Research assistant**

The Fourchettes: Critical methods in technoculture. SSHRC Funded Research Study, Principal Investigator: Dr. Tamara Shepherd.

2003 - 2005

### **Research assistant**

*In and Out of the sound studio*. Principal Investigator: Dr. Andra McCartney  
Department of Communication Studies, Concordia university, Montreal QC

2003 - 2005

### **Research assistant**

*Montreal Signs Project*. Principal Investigator: Dr. Matt Soar  
Department of Communication Studies, Concordia University, Montreal QC

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## Certificates and Training

- 2016-2017 **Design Thinking for Leadership and Design Thinking for Education (IDEO Certificate Training)**  
IDEO, Online learning certificate program.
- 2015 **Graduate Student Teaching Development Badge**  
Taylor Institute for Teaching and Learning, University of Calgary
- 2014 **Graduate Teaching Development Program**  
Taylor Institute for Teaching and Learning, University of Calgary
- 2014 **Instructional Skills workshop, Graduate Teaching Development Program**  
Taylor Institute for Teaching and Learning, University of Calgary
- 2005 **TESL: Teaching English as a Second Language Certificate**  
Concordia University, Montreal QC

## Honours and Awards

- 2017 **The College Non-Resident Scholar**, University of Calgary (\$1500)
- 2017 **Canadian Top 25 Finalist, SSHRC Storytellers Competition** (\$3000)
- 2017 **University of Calgary Teaching Award** (Graduate Teaching Assistant)
- 2014 - 2018 **Joseph-Armand Bombardier Canada Graduate Scholarship Doctoral Award** (SSRHC)  
University of Calgary, AB (\$105 000.00)
- 2013 - 2018 **Communication and Culture Graduate Scholarship**, University of Calgary, AB (\$9 110.00/year)
- 2003 - 2005 **Concordia University Dean's Honours List**, Concordia University, QC
- 2004 -2005 **Canada Graduate Scholarship (SSHRC)**, Concordia University, QC (\$17 500.00)
- 1998 - 2002 **University of Alberta Dean's Honours List**, University of Alberta, AB
- 2001 **Frances Camyre Memorial Foundation Scholarship**, University of Alberta, AB (\$1000.00)
- 2000 **RED: Emerging Designer Development Award**, University of Alberta, AB (\$4000.00)
- 1998 **Jason Lang Scholarship**, University of Alberta, AB (\$1000.00)

## Publications

- Peer Reviewed  
Journal Articles Dorland, A. (2018). Didn't we solve this one? The function of practice routines in design thinking. *Communication Design 5*, (publication availability January 1, 2018, currently in press)
- Peer Reviewed  
Conference  
Proceedings Dorland, A. (2017) The view from the studio. Design ethnography and organizational cultures. *Ethnographic Praxis in Industry Conference Proceedings*, Wiley Online Library.
- Dorland, A. (2016). Tell me why you did that: Learning ethnography from the design studio. *Ethnographic Praxis in Industry Conference Proceedings*, Wiley Online Library.
- Book  
Chapters Dorland, A. (2009). Routinized labour in the graphic design studio. In G. Julier & L. Moor (Eds.), *Design and creativity: Policy, management and practice*. London, UK: Berg Publishing.
- Book  
Reviews Ennis-Dorland, A. (2003). Book Review: LUX: A decade of artist's film and video. *Fifty3*, 3(4).

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## Research Presentations

- October 2017 **Ethnographic Praxis in Industry (EPIC) Annual Conference**. Montreal, QC, Canada  
Title: The View from the Studio. Design Ethnography and Organizational Cultures.
- July 2017 **European Group for Organizational Studies (EGOS)**. Copenhagen, Denmark.  
Title: Failing Fast or Failing Often: Replicating Design Thinking Practices Outside the Studio.
- May 2017 **International Communication Association** Conference, San Diego, USA  
Title: Saying the Unsayable: Knowledge Conversion as a Form of Organizational Capacity
- August 2016 **Ethnographic Praxis in Industry (EPIC) Annual Conference**, Minneapolis, MN, USA  
Title: Tell me why you did that: Learning ethnography from the design studio
- May 2016 **Canadian Anthropology Association (CASCA) Annual Conference**, Halifax, NS, Canada  
Title: Designing ethnography: the observational turn in design research
- May 2016 **Canadian Sociological Association (CSA) Annual Conference**, Calgary, AB, Canada  
Title: "Design thinking and design doing: practices of cultural production in the field of design"
- May 2016 **Canadian Communication Association (CCA) Annual Conference**, Calgary, AB, Canada  
Title: "Designing for, designing with, designing through in the design studio"
- May 2014 **Canadian Communication Association (CCA) Annual Conference**, Brock, ON, Canada  
Title: "The practicing audience: towards new methods of research and collaboration in the design studio"
- May 2014 **Canadian Sociological Association (CSA) Annual Conference**, Brock, ON, Canada  
Title: "Audiences that encode: cultural intermediaries and the changing role of research and collaboration in creative work"
- May 2014 **Popular Culture Association of Canada (PCAC/ACPC) Annual Conference**, Calgary AB, Canada  
Title: "Children at Play, Geniuses at work: TV Representations of the Cultural Producer"
- March 2014 **Producers and Audiences International** Conference, Lund, Sweden  
Title: "Producers, Mediators and Intermediaries: intercultural design and the role of audience research in the graphic design studio"
- June 2012 **Illinois Institute of Technology (IIT) Design Summit**, Chicago IL, USA  
Title: "Design thinking as a way of knowing: understandings of the role of audience involvement in creative work"
- October 2010 **Design Research (DRC) Conference**, Chicago, IL, USA  
Title: "Design practice and the proxy audience: invocation as a form of design thinking"
- July 2007 **Counting Creativity Symposium**, Leeds, UK  
Title: "Audit practices in the design studio: billing out and checking in"
- July 2007 Design practices conference, **Design Council**, London, UK  
Title: "Graphic Design Practice: impersonation, Invocation and multiple audiences"
- May 2005 **Visual Communications Conference (VisCom 19)**, Banff, AB  
Title: "On the Practice of Play in the Design Studio"
- June 2005 Design Inquiry: Method, Motive and Medium (**AIGA Annual Conference**), Portland, ME, USA  
Title: "Haptic engagement and design thinking: an associative process proposal"
- June 2004 **Canadian Communications Association (CCA) Annual Conference**, Winnipeg, MB  
Title: "Bat Boy Lives: a historical analysis of memes throughout tabloid media"
- June 2004 **Digital Poetics and Poesis** (Conference and working session), Kingston ON  
Title: "Sound walks and creative process"

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## Professional Experience

2013 - present

### **Associate, Carlson Strategy Group, Los Angeles, California**

As an Associate at Carlson Strategy group, I use design thinking practices and frameworks to lead the development of innovation, organizational change and visioning strategies for clients from industries as diverse as health care, the creative and performing arts, and post secondary education. By developing marketing and strategic communications that support my client's vision, I guide them through both strategy and execution for their change management projects. I plan, develop and execute design-led research engagements developed to immerse clients in the rich findings we generate through fieldwork with users, and I collaborate and discover with clients by asking fundamental questions and by developing compelling solutions to organizational needs. In addition, my role is to help support and advance Design Thinking capabilities within organizations so that successful problem-solving becomes a sustainable skill and practice.

2008 - 2013

### **Director of Communications, Alberta College of Art + Design, Calgary, AB**

As Director of Communications at the Alberta College of Art + Design, I worked to lead external and internal communications initiatives designed to strategically support the College's mission and goals. In this role, I led day to day media contact for ACAD, ensured accessibility, responded to requests for interviews and organized news conferences and media briefings. I also acted as a corporate spokesperson for the College. I monitored issues and trends in ACAD's media coverage, and positioned faculty and staff to provide expert commentary in Calgary and in the national media sphere. During my time at ACAD, I led the redesign and relaunch of the College website, initiated, developed and implemented the first ever College wide intranet system, and directed the development of a targeted admissions vision plan for ACAD. I also coordinated and placed all advertising for the College (spanning over 50 international and national publications) and managed the development of individual promotional campaigns for initiatives ranging from yearly fund-raising events to private membership campaigns and special event promotions on campus. Of primary importance, I was charged with advancing the ACAD brand through internal print, electronic and social media communications, with creating a brand experience for all visitors and students to our College, and with managing all ACAD publications throughout the year. These publications included a quarterly magazine, monthly e-newsletters, an annual report, government documentation, and the ACAD Admissions and Recruitment package. As Director of Communications, I provided counsel to the President + CEO, my fellow members of the President's Cabinet, management and faculty on issues related to media relations and corporate brand management.

2005 - 2008

### **Account Manager, Karo Group, Calgary AB**

As a communications team project manager, I was responsible for managing and coordinating multiple individual projects with budgets ranging from \$1000 to \$800,000. I worked primarily with clients in the energy industry, managing the development of communications initiatives such as annual reports, corporate websites, advertising campaigns and external messaging collateral from issue identification to final press check and delivery. My key tasks involved developing creative strategy, client relationship management, budget development, market and media analysis, daily project management, and team coordination.

2000 - 2005

### **Graphic Designer, Pattison Outdoor Group, Edmonton and Montreal**

## Mentoring Experience

2017 - present

### **Emerging Leaders Program, University of Calgary**

Mentor for two undergraduate students.

2006 - 2012

### **IABC Calgary mentoring program, Calgary, Alberta**

Completed seven terms as a mentor with senior level university students and emerging professionals in the communications industry.

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## **Membership and Affiliations**

University of Calgary Teaching Academy  
International Association of Business Communicators (IABC)  
Canadian Public Relations Society (CPRS)  
Ethnographic Praxis in Industry (EPIC)  
Canadian Communication Association (CCA)  
Canadian Marketing Association (CMA)  
Design Management Institute (DMI)  
Graphic Designers of Canada (GDC)  
Registered Graphic Designers (RGD)

## **Service**

2017 - present University of Calgary Teaching Academy, UCalgary  
2016 - present Graduate Student Representative - Graduate Academic Review Committee, UCalgary  
2015 - present President, Departmental Graduate Association, Department of Communication, Media and Film, UCalgary  
2016, 2017 Adobe Creative Jam – Judge, Calgary AB  
2015 - present 100 Women Who Care - Calgary, AB  
2009 - present Calgary Reads – Volunteer tutor, Calgary AB  
2008 Child and Youth Friendly Calgary (Board member), Calgary AB  
2007 - present Boys and Girls Club of Calgary, Arts Community Centre, Calgary AB  
2007 - present Calgary Drop In and Rehab Centre, Calgary AB  
2006 - 2011 Art Gallery of Calgary, Calgary AB  
2005 Social Sciences and Humanities Research Council, Montreal QC  
2004 - 2005 Co-Editor, Graduate Review, Concordia University, Montreal QC  
2003 Docent, events volunteer, SNAP Gallery, Edmonton AB  
2002 - 2003 Gallery Manager and Communications Coordinator, Latitude 53 Gallery, Edmonton AB

## **Additional Training**

Highly skilled in Adobe Creative Suite, Project management software, and Microsoft Office Suite.  
Fluent in English; Level C Bilingual Certificate – Canadian Public Services Commission (French)

## **Research Interests**

Cultural production studies, SoTL, design studies, media studies, innovation focused participatory research methods, creative policy, and experiential learning.

## **Teaching Interests**

Experiential learning, inquiry based learning, design thinking, design led research, qualitative research methods, ethnography and ethnographic praxis, media studies, design studies, organizational and cultural production studies.

## **References**

Dr. Dawn Johnston (Department of Communication, Media and Film, University of Calgary)  
Dr. Brian Rusted (Department of Art, University of Calgary)  
Lance Carlson (Adjunct Professor, Faculty of Environmental Design, University of Calgary)