

HIGHER EDUCATION

- 2022 **Doctor of Philosophy** | General Psychology
Northcentral University | San Diego, CA
Dissertation: Memes of Persuasion: A Quantitative Predictive Study of the Influence of Memes and Effects of Affect, Ideology, Familiarity, on Truth Judgments
- 2003 **Master of Fine Arts** | Graphic Design
University of Minnesota Duluth | Duluth, MN
Print and written thesis project: The Design of Games for use as Interactive Learning Tools: The Development of a Board Game for Medical Students Reviewing for Step 1 of the United States Medical Licensing Exam.
Committee: Thom Kovacs, Robert Appleton, Janice Kmetz
- 2001 **Bachelor of Fine Arts** | Pre-Graduate studio art
University of Minnesota Duluth | Duluth, MN
Capstone Thesis Exhibition: Elegy. A photography exhibition.

RELEVANT POSITIONS, ACADEMIC AND PROFESSIONAL

- 2023-current **Assistant Professor of Graphic Design**
Pacific University | Forest Grove, OR
Developed multi-disciplinary courses to manage, coordinate, and lead across multiple disciplines. Conducted an analysis of current design trends and needs in design education which culminated in the development of new graphic design program, including new courses in interactive design, motion graphics, and typography. Curriculum designed to focus on design thinking and human-design interactions.
Graphic Design 1 (2023, 2024, 2025, 2026)
Identity Design (2023)
Graphic Design Capstone 2 semesters (2023, 2024, 2025, 2026)
Graphic Design 2 (2023, 2024, 2025, 2026)
Typography (2024)
Interactive Design: UX design focus (2024, 2026)
Motion Graphics (2025)
Advanced Graphic Design (2025)
Independent Study (2023, 2024, 2025, 2026)
- 2023-current **Adjunct Professor of Psychology**
Maryville University | St. Louis, MO
Psychology of Design (2023-current)
- 2017 to 2022 **Doctoral Researcher**
Northcentral University | San Diego, CA
• Developed a research program exploring the intersection of emotions, cognition, and persuasion and the individual's interaction with visual messages in social media environments.
• Performed psychological research and thorough literature review and synthesis, online qualitative content analysis, survey design, quantitative correlational and predictive statistical analysis, data visualization, and model building.
• Examined the role of visuals including symbols and memes used within the culture of culture and ideologies of alt-right groups for the normalization and adoption of extremist beliefs in social media.
• Communicated complex findings to various stakeholders, including advisors, colleagues, and the public.

2020 to 2022

Visiting Assistant Professor of Graphic Design in Residence

Bradley University | Peoria, IL

Responsibilities include undergraduate teaching, academic scholarship, course development, student advisement, AIGA student group advisor, MFA student committee member. Courses include:

2D Design (2020)

Typography (2020, 2021, 2022)

Editorial Design (2021)

Design History (2020, 2022)

Graphic Design Portfolio (2021, 2022)

Ind Study Studio Arts (2021)

Ind Study Art History (2021)

2019 to 2020

Assistant Professor of Graphic Design

Northwest Missouri State University | Maryville, MO

Guided students through the design thinking process, including conducting interviews and user surveys, defining problems, and leading ideation sessions for the prototype and development of mobile apps and web sites. Managed cross-disciplinary teams in the development of identity systems and web design for a regional business. Mentored students in the development of design concepts and deliverables.

Responsibilities include undergraduate teaching (4-5 courses/semester), academic research, course and curriculum development, student advisement, lab and student internship coordination. *Left due to Covid-19 lockdown.* Courses include:

Digital Illustration (2020)

3D Animation/Motion Graphics (2020)

Print & Digital Design: UX Design focus (2020)

Knacktive: project-based, student-run, full-service agency (2020)

History of Graphic Design (2020)

Computer Graphics I (2019 & 2020)

Computer Graphics II (2019)

Packaging Design (2019)

Senior Seminar & Portfolio (2019)

Design Studio (2019 & 2020)

Portfolio Review (2019 & 2020)

Senior Exhibition (2019)

Internship (2019 & 2020)

2018 to 2019

Visiting Assistant Professor of Art / Graphic Design

Peru State College | Peru, NE

Consulted for the development of a social media program through the inclusion of interaction design, motion, photo, and graphic design. Responsibilities include academic research, undergraduate teaching, course and curriculum development. *I chose not renew due to 200 year flood which temporarily closed the campus due to lack of potable water.* Courses taught include:

2D Design (2019)

Typography (2019)

Motion Graphics (2019)

Illustration (2019)

Directed Studies x 3 (2019)

Introduction to Graphic Design (2018)

Digital Photography (2018)

Web Design (2018)

2014 to 2018

Assistant Professor of Graphic Design / Animation

Buena Vista University | Storm Lake, IA

Developed cross-disciplinary courses to manage, coordinate, and lead across multiple disciplines. Conducted an analysis of current design trends and needs in design education which culminated in the development of new graphic design, scientific illustration, and animation academic majors and increased department enrollment by ten percent. Responsibilities include undergraduate teaching, course and curriculum development, lab and student internship coordination, served as director of Gender and Woman's Studies program, served on faculty senate as chair of the faculty development committee, provided service to the department, university and discipline. Courses taught include:

*Art Foundations II / 3Dimensional Design** (2016, 2017, 2018)*

*Foundations of Graphic Design/ Digital Design** (2014, 2015, 2016, 2017, 2018)*

Typography (2014, 2015, 2016)

*Visual Literacy & Criticism** (2016, 2017)*

Graphic Illustration (2016)

Graphic Design (2015, 2016, 2018)

History of Graphic Design (2015)

Junior Seminar (2015, 2016)

*Motion Graphics** (2015, 2017)*

*2D Animation** (2017)*

*Interactive Design** / Multimedia Web Design (2015, 2016)*

*3D Animation** (2018)*

Advanced Graphic Design (2014, 2015, 2016, 2017)

Directed Study: Advanced Graphic Design or Dark Room Photography (2014, 2015, 2016, 2017, 2018)

*Power of Art: Visualizing Myth, Ritual, and Propaganda (Interim) ** (2018)*

*Creativity Boot Camp (Interim)** (2016, 2017)*

Intro to Gender and Women's Studies (2017)

University Seminar (2017)

***new courses developed*

2005 to 2012

Assistant Professor of Art – Graphic Design

University of Minnesota Duluth | Duluth, MN

Responsibilities include undergraduate teaching, course development, coordination of transfer program with local communication college. Courses taught in person, hybrid, and online. Courses taught include:

Typography I (2005, 2006, 2008, 2010, 2011*)*

Typography II (2006, 2008, 2010, 2011*)*

Graphic Design I (2011)*

Graphic Design II (2011)*

Graphic Design III (2005, 2007, 2008, 2009, 2012)*

Digital Photography (2007)

Senior Design I (2006, 2006, 2008, 2009)

Senior Design II (2007, 2009, 2010)*

Interactive Design I (2007, 2009, 2010, 2011*, 2012*)*

Interactive Design II (2010)*

Motion Graphics (2007, 2011, 2012*)*

Senior Seminar (2006, 2008)

History of Graphic Design (2007, 2009)

**on-line courses*

2005 to 2007

Instructor of Graphic Design

Rochester Community and Technical College | Rochester, MN

Responsibilities include undergraduate teaching and course development. Courses taught include:

Photography - Dark Room (2005, 2006, 2007)

Typography I (2005, 2006)

Digital Projects (2005, 2006)

Graphic Design I (2005, 2006)

2005 to 2006 **Adjunct instructor of Graphic Design**

Lake Superior College | Duluth, MN

Responsibilities include undergraduate teaching and course development. Courses taught on-line:

Art History: Pre-Historic -- Renaissance (2005, 2006*)*

Art History: Renaissance -- Present (2005, 2006*)*

*2D Digital Design ** (2005*, 2006*)*

Digital Photography (2005, 2006*)*

2004 to 2005 **Adjunct Instructor of Art**

Art Institute Online

Responsibilities include undergraduate teaching. Courses taught on-line:

Digital Image Manipulation I (2004, 2005*)*

Digital Image Manipulation II (2004, 2005*)*

Concept Development (2004, 2005*)*

Graphic Illustration (2004, 2005*)*

Contemporary Typography (2004, 2005*)*

**on-line courses*

2003 to 2005 **Director of Instructional Technology**

Lake Superior College | Duluth, MN

- Analyzed trends, applications, and effective practices related to technology use in the classroom and the on-line learning environment culminating in the development of face to face and on-line workshops and training programs.
- Developed interactive scientific animations and graphic tools to aid instructors in their classroom and on-line teaching.
- Created online training modules to teach faculty how to teach and develop online courses.
- Led web development team in the research, visual design, redevelopment, architecture, and navigation of the college website.

1997 to 2003 **Information Technology Professional / Art Director**

University Minnesota Duluth Medical School | Duluth, MN

- Supported the medical school faculty and staff by providing graphic design, web, and technology expertise.
- Helmed the design, branding, and development of all print and on-line marketing materials.
- Ensured all web site development follows W3C web standards and ADA compliance for accessibility and other good practices for web design and development.
- Developed an online SQL form which eased project requests and tracking processes for faculty and the technology team.
- Designed scientific illustrations for use in the medical school.
- Researched scientific information to develop visual-based tools such as information graphics, designs, animations, and interactions to visualize complex scientific concepts.

2003 to present **Graphic Design Consultant**

Art Direction, Design Consulting, Corporate Training, Graphic Design,

Website Design, Brand Identity Design and Photography.

Clients include: Organic Valley, Naughty Goat Soaps, Searles on Fifth Ave, Tiny Ass Props,

University Nebraska Omaha Theatre Department, Sarah Huddleston for State Representative,

Arts on Grand, Storm Lake United

- Managed multiple client relationships and developed creative work for clients from start-ups to national brands.
- Led the implementation and adherence to brand design processes, guidelines, and methodologies.
- Developed multiple ideas/solutions on a per project basis.
- Designed advertisements, animations, trade show banners, and signage from concept through completion.
- Designed and produced multiple forms of Marketing Materials including ads cards, banners, posters, and more.

- Assisted in art direction in photo shoots and editing of photographs.

PRESENTATIONS AND WORKSHOPS

- 2024 **Unraveling the Persuasive Power of Multimodal Memes**
International Visual Literacy Association San Diego CA
- 2023 **Memos of Persuasion: Relationships between Affect, Ideology, and Familiarity on Truth Judgments**
American Psychological Association Conference
Sponsoring Division: 46 - Society for Media Psychology and Technology
- 2021 **Fall Faculty Forum - The Impact on COVID-19 on Higher Education (Panacea)**
Bradley University
- 2021 **UNgrading - Concept, Techniques, and Reflections**
Invited Talk | University of Nebraska Omaha
- 2020 **The Future of Communication Design & Design Education**
Invited Talk | Duncan of Jordanstone College of Art & Design, Dundee, Scotland
- 2020 **Aesthetic Emotions Toward Images of Persuasion**
Spring 2020 SSBS Research Conference | Northcentral University
- 2019 **Creating the Aesthetic Experience: Combining Art, Experience, and Psychology**
Invited Talk | University of Nebraska Omaha
- 2018 **What's Your Type? Uncovering the emotional components of typography**
Invited Talk | University of Nebraska Omaha
- 2018 **The Games We Play: Designing Games while Considering Interactive Experiences**
Ireland Game Based Learning Conference | Cork, Ireland
- 2017 **Between the Folds**
iDoART | Buena Vista University
- 2016 **Secret Message of Symbols**
iDoART | Buena Vista University
- 2016 **Reading Signs; Why Visual Literacy Matters**
Adjunct Faculty Conference | Buena Vista University
- 2015 **PHENAKISTOSCOPE!**
iDoART | Buena Vista University
- 2004 **Teach the Teachers**
Minnesota State Colleges and Universities | Summer Institute Minnesota
- 2004 **Learning Tools for the New Generation**
Minnesota State Colleges and Universities iTeach Conference
- 2004 **Multimedia Made Free and Easy**
Distance Teaching and Learning Conference | Madison, Wisconsin

PUBLICATIONS

- 2025 Pollock, M. (2025). Unraveling the Persuasive Power of Memes. In W. Huang, L. Okan, F. Rodrigues, C. Huilcapi-Collantes, E. Corrigan, & H. Klubek (Eds.), *Illuminating Perspectives through Critical Visual: The Book of Selected Readings 2025* (pp. 75-93). International Visual Literacy Association. <https://doi.org/10.52917/ivlatbsr.2025.016>
- 2017 Bethany Larson, Jamii Claiborne, Annamaria Formichella-Elsden, Andrea Frantz, Calle Friesen, Wind Goodfriend, and Miranda Pollock (2017) "Woman Wonder," Produced on stage at Buena Vista University November 2017, performed at KCACTF Regional Festival 2018 (nominated for the David Mark Cohen National Playwriting Award.)
- 2016 Pollock, M., & Goodfriend, W. (November, 2016). "Weeping angels, archetypes, and the male gaze." In T. Langley (Ed.), *Doctor Who psychology: A madman with a box*. New York: Sterling.
- 2011 Astyk, Sharon. (August 28, 2012) *Making Home: Adapting Our Homes and Our Lives to Settle in Place*. New Society Publishers Illustrations by Miranda Pollock

ACCEPTED ABSTRACTS

- 2025 **Visualizing the Sacred Nation: Nationalism and Religious Iconography**
International Visual Literacy Association, The Autonomous University of Aguascalientes, Mexico
- 2024 **Persuasive Memes: Affective and Truth Responses to Memes of the Other**
EMPACT International Conference on Semiotics of Culture and Visual Communication (ICSCVC), Cyprus
- Unraveling the Persuasive Power of Multimodal Memes**
International Visual Literacy Association San Diego CA

2024

EXHIBITIONS

- 2021 **Out the Other Side**, Heuser Gallery, Peoria, Illinois
- 2019 **Elements & Principles**, Albrecht-Kemper Gallery, St. Joseph, Missouri
- 2019 **Faculty Exhibit**, Northwest State University, Maryville, Missouri
- 2019 **#whileIstayed**, Peru State College, Peru, Nebraska
- 2018 **Senses**, Buena Vista University, Storm Lake, Iowa
- 2011 **Capture Wisconsin**, The Best of Wisconsin Photography
- 2007 **UMD Faculty Exhibition**, Tweed Museum of Art, Duluth Minnesota
- 2005 **Medical Art** Owen H. Wangensteen Historical Library of Biology & Medicine
University of Minnesota, Minneapolis
- 2004 **Outside Inn Dining Hall (Invited)**, University of Minnesota – Minneapolis
- 2003 **The Frame Corner & Gallery (Invited)**, Duluth, MN
- 2003 **Lakeview Coffee Emporium (Invited)**, Duluth, MN
- 2003 **Campus Club (Invited)**, University of Minnesota
- 2003 **Master of Fine Arts Thesis Show**, Tweed Museum of Art, Duluth Minnesota
- 2003 **Annual Student Show (Juried)**, Tweed Museum of Art, Duluth Minnesota
- 2003 **Design@UMD Show (Juried)**, Minneapolis Minnesota

HONORS, AWARDS, AND NOMINATIONS

- 2020 The National Society of Leadership and Success
- 2018 Finalist, Wythe Award for Teaching Excellence
- 2018 Finalist, Student nominated Faculty of the Year Award
- 2017 Nominated, David Mark Cohen playwrighting award
- 2017 Recipient, Creativity Award (play written "Woman Wonder")
- 2017 Nominated, Wythe Award for Teaching Excellence
- 2005 Lake Superior College Achievement Award
- 2003 Midwest Distinguished Master's Thesis Award Nomination
- 2003 Howard W. Lyons/ Alice Tweed Tuohy Art Award
- 2003 Fellowship Recipient, University Minnesota Duluth

COMMITTEE AND COMMUNITY SERVICE

Community Service

- International Visual Literacy Association Board Member (2025-current)
 - Conference committee member, Communication committee member
- Conference proposal reviewer, American Psychological Association, Division 35: Society for the Psychology of Women (2025)
- Conference proposal reviewer, International Visual Literacy Association The Power of Images in Sacred and Festive Spaces (2025)
- Judge, Oregon Game Project Challenge Western Oregon University (2025)

Pacific University

- Faculty Senator (2025-current)
- Whiteley Committee (2026)
- Art and Creativity Core faculty reviewer
- Redesign graphic design major curriculum, Developed five new courses (2023-4)
- EDIA Faculty fellow (2024-5)
- Academic Advisor (2024-5)

Bradley University

- Design Thinking course development (2020-2022)
- AIGA advisor (2020-2022)
- Academic Advisor (45 students) (2020-2022)

Northwest Missouri State University

- Chair, Graphic Design Search Committee (2019-20)
- Committee: Interactive Design Media Curriculum (2019-20)
- Academic Advisor (34 students) (2019-20)

Peru State College

- Art Representative for Faculty Senate Teacher Education
- Technology Area Assessment Committee
- Academic Advisor

Buena Vista University

- Faculty Senate. Chair of Faculty Development Committee (2016-18)
- Academic Advisor (43 students)
- Advisor of CMYK, Graphic Design Club (2014-18)
- Advisor, BVU Alliance (gay rights and advocacy club) (2014-18)
- Co-Advisor, SAVE (Students Against a Violent Environment) (2015-18)
- Design marketing material for Art Exhibitions and Workshops (2014-18)
- Develop a new core and curriculum for new majors in animation and scientific illustration
- Conceptualize and develop an annual student exhibition
- Search Committee: Chief Information Officer (2016)
- Search Committee: Director of Marketing (2018)
- Member, BVU Technology Advisory Committee (2016)
- Member, IRB Committee (2016-18)
- Member, Educational Technology Support Committee (2016-18)
- Member, Gender and Women's Studies Board (2014-18)
- Member, committee against Sexual Assault, Stalking, & Relationship Violence (SASRV) (2016-18)
- Friends of Storm Lake Library Board Member, Storm Lake, IA (2015-17)
- Witter Gallery Board Member, Storm Lake, IA (2015-18)
- Storm Lake United: Photography of Community Events

Highlights include:

- Developed an on-line process in order to facilitate the ease of application, review, and processing of faculty development applications.
- Served as creative director for a student design group; mentored students in the development of posters, identity systems for campus and regional businesses.
- Led a team of ten in the design and development of on-line courses to teach faculty how to use and implement features within the on-line learning platform.
- Chaired and served on committees including issues related to diversity, gender, and equity.
- Served on technology committees to analyze college technology needs.

PROFESSIONAL AFFILIATIONS

American Psychological Association (APA)
American Institute of Graphic Arts (AIGA)
American Association of University Professors
Interactive Design Foundation
Interaction Design Association
International Visual Literacy Association (IVLA)

AREAS OF RESEARCH

Broadly speaking, my research investigates how people cognitively interact with and respond to visual stimuli (such as advertisements) resulting in affective responses, influences, and changes to attitudes, behaviors, and beliefs. I have experience in a variety of both quantitative and qualitative research methods and data analysis.

CONTINUING EDUCATION

- Design Thinking: The Beginner's Guide (top 10%) Interaction Design Foundation (2020)
- User Experience: The Beginner's Guide (top 10%) Interaction Design Foundation (2020)
- Become a UX Designer from Scratch (top 10%) Interaction Design Foundation (2020)