

Design**Johanna Goldfeld Design, LLC, Principal, September 2006–present**

Johanna Goldfeld Design specializes in graphic design for museums and cultural organizations. I work across departments to maintain graphics that engage and inspire, from small-scale brochures to large-scale signage. In addition to developing dynamic concepts and aesthetics, my knowledge of typesetting, production techniques and project management skills enable us to deliver stellar-looking projects on time and in-budget. Highlights include:

- **Stony Brook University**, Stony Brook, NY: Designed graphics and exhibition for *Hidden Symmetries*, a display that explores the geometry in Pre-Columbian textiles
- **Extreme Reach**, New York, NY: Created brand guidelines and applied to corporate materials
- **Watters Branch Park**, Allen, TX: Designed plant and animal identification signs for a community park
- **St Vartan Armenian Cathedral**, New York, NY: Developed timeline and display of artifacts in celebration of the Cathedral's fiftieth anniversary
- **New York Transit Museum**, Brooklyn, NY: Designed graphics and exhibition for *From Fulton Ferry: Building Downtown Brooklyn*, a display that traces the impact transportation has had on Downtown Brooklyn for more than 350 years
- **The Hebrew Home in Riverdale**, Riverdale, NY: Transformed niches in senior living facility into immersive spaces called *NY: Yankees Dugout*, and *Giants End Zone*, featuring sports memorabilia
- **The Forbes Galleries**, New York, NY: Designed and managed exhibition and print graphics, color schemes, and layout of artwork, for over fifty temporary exhibitions of painting, decorative arts, and sculpture in the course of eight years at the former 5th Avenue galleries
- **The National Academy Museum**, New York, NY: Created promotional materials for exhibitions and laid out twenty-page academic catalogues
- **National Archives**, New York, NY and Boston, MA: Designed inaugural exhibition graphics, wayfinding and color schemes for the National Archives, New York at the Custom House in lower Manhattan, and for the National Archives, Boston
- **Association for the Study of Jewelry**, New York, NY: Created fifty-page catalogue, *International Art Jewelry*, showcasing pieces from the Art Nouveau movement
- **Connecticut Historical Society**, Hartford, CT: Designed and executed a graphic system for a permanent exhibition called *Making Connecticut*, showcasing artifacts from the nineteenth- and twentieth-centuries. and featuring over 150 text panels, images, maps, and charts

Teaching**City University of New York, NY, August 2016–present**

Adjunct Instructor, Communication Design Department

Teach courses on Adobe InDesign, graphic design fundamentals, branding and information design

Prior Employment**Metropolitan Museum of Art, New York, NY, June–August, 2006**

Roswell L. Gilpatric Intern, Exhibition Design Department

Created renderings of galleries, digitally edited and scaled images for architectural drawings, reviewed wall colors, attended design planning meetings

Johanna Goldfeld

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Prior Employment (cont'd)

Resnicow Schroeder Associates, New York, NY, February 2004–June 2005

Assistant Account Executive

Developed and implemented communication strategies for clients in the arts and culture

The Jewish Museum, New York, NY, August 2000–January 2004

Exhibition Coordinator

Selected work for exhibition, coordinated loans, wrote text panels, edited audioguide text, secured copyright permissions, and participated in exhibition and graphic design process

Published Writing

“How can we get the most from a designer or printer?” (In *museum* magazine, Nov/Dec 2013)

Masterworks of The Jewish Museum (Yale University Press, 2004)

Wrote essays on Albert Bloch, Louis Faurer, Nan Goldin, Adolph Gottlieb, Nancy Spero, and Weegee

New York: Capital of Photography by Max Kozloff (Yale University Press, 2002)

Wrote biographies of sixty twentieth-century photographers

Skills

Proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign, Dreamweaver), Vectorworks, Microsoft Office Suite (Word, Excel, Powerpoint, Access), The Museum System

Education

Fashion Institute of Technology, State University of New York, May 2006

M.A. in Graphic and Exhibition Design

New York University, College of Arts and Science, cum laude, May 2000

B.A., Major: Art History, Minor: Studio Art; Study Abroad in Florence, Italy and Cyprus