

# Basem Hassan

National Strategy Director, Integrated Marketing & Communications  
Multicultural Subject Matter Expert  
Associate Professor of Visual Communication  
Federal Security Clearance: SECRET

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PORTFOLIO: <http://www.basemhassan.com/portfolio>

## EDUCATION

M.Ed, Arts & Art Education, Teachers College, Columbia University, 2011  
MFA, New Media, Photography & Design, Mason Gross, Rutgers University, 2009  
BFA, Communication Design, Fashion Institute of Technology, 2005

## PROFESSIONAL APPOINTMENTS/EMPLOYMENT

2010-2018 Brookdale Community College, Center for Visual Arts  
Director of Graphic Design Discipline

Associate Professor of Visual Arts, 2017-2018  
Instructor, 2012-2017  
Adjunct, 2010-2014

Typography 1  
Typography 2  
Graphic Design Production  
Graphic Design Techniques (Hybrid)  
Design for Digital Media (Hybrid)  
Digital Illustration  
Digital Photography (Hybrid)  
Printmaking Studio  
Special Project (Hybrid / Online)  
Internship (Advisor)

## PUBLICATIONS

- Hassan, B. Challenging the meaning of traditional roles and workplace definitions. In S. Ismail (Ed.), *9 to 5: Muslims at Work in the West* (pp. Chapter 4). Beltsville, MD: Amana Publications.
- Hassan, B. Exhibition catalog. *Proceedings of "home"*. Stoke-on-Trent, England.
- Hassan, B. Birth of islamic american identity through arts rebellion. *Proceedings of the International conference on islam and the media*. Boulder, Colorado.
- Hassan, B. Development of western self-identity in american islamic school adolescents. *Proceedings of the crayons to college - empowering muslim students to color a brighter world* (pp. 72-88). Rosemont: ISNA.

Hassan, B. Critical thinking development through inquiry based analysis of fine arts.  
*Proceedings of the Celebrating a decade of leadership - preserving the legacy, shaping the future (pp. 117-127)*. Chicago: ISNA.

## **AWARDS & HONORS**

2015-2017 Gold Crown Award, Columbia Scholastic Press  
2016 Nomination, “Outstanding Faculty Award”, Brookdale Community College  
2010 Summa Cum Laude, Columbia University  
2009 & 2010 Myers Arts Award, Columbia University  
2009 & 2010 Columbia University Arts Education Award  
2009 Summa Cum Laude Graduate, Rutgers University  
2009 Paul Robeson Young Emerging Artist Award  
2008 & 2009 Rutgers Teaching Fellowship Award  
2007 Dean’s Fellowship Award for Artistic Integrity

## **GRANTS**

2016-2017 Carl D. Perkins Grant, Brookdale Community College - \$48,000  
2015-2016 Carl D. Perkins Grant, Brookdale Community College - \$36,000  
2014-2015 Carl D. Perkins Grant, Brookdale Community College - \$23,000  
2013-2014 Carl D. Perkins Grant, Brookdale Community College - \$14,000

## **INVITED TALKS & CONFERENCE ACTIVITY**

2017 Keynote, “Creativity Spaces”, TEDx Stevens Institute of Technology  
2017 Keynote, “Empowering Creativity”, Columbia University  
2016 Workshop, “New Media Learning Tools”, NJEdge  
2015 Workshop, “The Multimodal Experience” NJEdge  
2014 Panelist, “The Multimodal Experience” School of the Art Institute of Chicago  
2011 Panelist, “Artist as Educator”, Guggenheim Museum  
2011 Workshop, “Bridging Diversity Programming – A look at reintroducing ‘Islamic’ Art through Transcultural Ideas”, NAEA, New York City  
2011 Keynote, Artist Talk, Islamic Council of North America, National Conference  
2011 Keynote, “American Muslim Artists”, Center for Middle Eastern Studies, Rutgers University  
2010 Panelist, Roundtable on Muslim American Media Issues, NBC Television  
2010 Interviewee, “Expressions of Muslim Identity”, American Public Radio (Nationwide)  
2010 Keynote, “Development of Muslim American Identity in Islamic School Youth”, ISNA (Islamic Society of North America), North American Education Conference  
2008 Panelist, “Good, Better, Best. Contemporary Islamic Art”, Guggenheim Museum

## **TEACHING EXPERIENCE**

Guggenheim Museum, Sackler Education Center, 2009-2010  
The New Media Artist  
Synesthesia of Sound, Video & Photography

Rutgers University, 2008-2009

Senior Thesis Gallery  
New Media Practices in Photography & Design

## **DEPARTMENTAL & COLLEGE SERVICE**

2018-2018 Visual Communications Specialist (Social Media/Recruitment, College Relations)  
2018-2018 Black Student Union Advisor  
2016 & 2017 Graduation Announcer  
2012-2018 Director, Graphic Design Discipline  
2012-2018 Chair, Department Advisory Committee  
2012-2018 High School Recruiter/Presenter, Center for Visual Arts  
2015-2018 Advisor, Collage Literary Arts Magazine  
2015-2018 Photographer, Humans of Brookdale  
2014-2018 Center for Visual Arts Host, Teen Arts Festival  
2017 Host & Head Organizer, TEDxBrookdaleCollege  
2017 Creative Director, 2018 Center for Visual Arts promotional catalog  
2016 Middle States Commission on Higher Education, Accreditation Review  
Co-Chair, Working Group VII: Governance, Leadership, and Administration  
Steering Committee Member, Accreditation Review  
2014-2016 Co-Director, Visiting Artist Program  
2014 Member, Promotion Committee  
2012-2014 Advisor, THINK Design Club

## **TEACHING AREAS/COURSES PREPARED TO TEACH**

History of Design (Traditional, Hybrid, or Online)  
Arts, Culture, and Media (Traditional, Hybrid, or Online)  
Darkroom Photography  
Branding Systems (Traditional, Hybrid, or Online)  
Packaging Design  
UX & Mobile Design  
Fine Art Graphic Design & Printmaking  
Graphic Fashion Design [Silkscreen & Vinyl Applique]

## **PROFESSIONAL MEMBERSHIPS**

Art Director's Club  
American Institute of Graphic Arts  
American Society of Media Photographers  
Professional Photographers of America  
American Alliance of Museum Education  
College Arts Association  
National Association of Arts Educators

## **SELECT EXHIBITIONS**

Rockers & Posers, Brooklyn Artists Gym - B.A.G., New York, NY, (\*BEST IN SHOW)  
Group Show, Chelsea Art Museum, New York, NY (\*Sold Out)  
Video\_Dumbo, Galapagos Art Space, New York, NY

The Circular Exhibition (Traveling Exhibition), Ho, Seoul, S. Korea  
MISC, NY Studio Gallery, New York, NY  
Cultural Canvas, New York University, New York, NY  
Illuminating Islam, Brooklyn Academy of Music and New York University, New York, NY  
ARTE ≠ VIDA: Yes, No, Maybe, El Museo del Barrio, New York, NY

## **NONACADEMIC EXPERIENCE**

National Strategy Director (Marketing & Communications), Multicultural Subject Matter Expert  
2020 US Census – Department of Commerce  
VMLY&R Agency, 2019-2020

Global Creative Director of Marketing & Communications  
Earth Day Network, Washington DC, 2018-2019

Executive Creative Director, Contract  
Black Ink, New York City, 2015-2018

Creative Director/Production Director, Contract  
YouTube Space, New York City, 2015-2018

Freelance Professional Photographer/Videographer, Contract  
Multiple Clients, 2000-Current

*\*Below positions were continuous with 1 company that repeatedly got acquired by bigger companies*

Creative Director  
IMS Health, Philadelphia, PA, 2009-2012

Creative Director  
SDI, Philadelphia, PA, 2006-2009

Art Director  
Verispan, Philadelphia, PA, 2003-2006

Senior Graphic Designer  
McKesson, South Brunswick, NJ, 2001-2003

Graphic Designer  
Kelly Waldron & Company, Milltown, NJ, 1997-2000

## **REFERENCES**

Ms. Avis McMillon, Executive Director of Marketing  
(301) 934-7639 | admcmillon@csm.edu

Dr. Heather Van Uxem Lewis, Ed.D, Coordinator, Murray Center for Women in Technology  
(206) 245-4691 | heather.v.lewis@njit.edu

Dr. John Baldacchino, Ed.D, Director of the Arts Institute, University of Wisconsin-Madison Arts Institute  
(608) 890-3314 | baldacchino@wisc.edu