

SUSAN BOWMAN

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DESIGN PRACTICE

Stillness in Motion

Claudia Joskowicz
Hard cover monograph 2024

Disguise The Limit: John Yau's Collaborations

University of Kentucky 2024

Animaletters

David Bianculli
Hard cover kids book 2022

Vitrine Atelier Daigneault/Schofield

Identity mark development 2022

What's Going on Here?

Jeanne Silverthorn
Exhibition catalog
Rowan University Art Gallery 2022

Biomedical Art and Visualization

BMAV program catalog
Rowan University 2021

Russell Maltz: Painted / Stacked / Suspended

Hard cover book in English and German
Kerber Verlag 2017

Art Legacy Planning, LLC

Visual identity development
Logo, brochure, website 2017

Critical Practices, Inc.

New website design for non-profit
arts organization 2017

Fragments of the Peculiar Institution

Dread Scott, October 2015

Killing Time

Exhibition catalog
Mildred Lane Kemper Art Museum 2013

Critical Practices Inc.

Design collateral material for non-profit
arts organization 2012

Mia Westerlund Roosen

Exhibition catalog
Betty Cunningham Gallery 2012

PROFESSIONAL PRACTICE

Susan Bowman Design

Independent studio specializing in book, catalogue, web, and visual
identity design for individuals, small and mid-size organizations

Critical Practice Inc.

New York, NY
Executive Board Member 2012–present
Editorial Board Member of LEF(t) Publications 2012–present
Treasurer 2012–present
Director of Design and Communication 2012–present

Sesame Workshop

New York, NY
Sesame Street Parents Magazine
Custom Publications
Creative Director 1996–2001
Art Director 1994–1996

Sesame Street Parents Magazine (1.2 million circulation)

Developed the overall strategic plan for the visual identity of
parenting publications. Redesigned Sesame Street Parents to reflect
the brand identity of its namesake TV show, creating a recognizable
Sesame Street image in print. Generated a 15% increase in ad sales
as a direct result of redesign. Managed a \$1.75 million budget.

Sesame Workshop Custom Publishing (5 million circulation)

Conceived, directed, designed, and produced over 20 different
publications in English and Spanish. Corporate partnerships included
Ford, Clorox, Polaroid, Merck, and Kellogg's. Created magazines that
resulted in more than \$12 million in revenue for Sesame Workshop.
Aligned marketing, sales, editorial, and client concerns to best
leverage the Sesame Street brand.

Hachette Filipacchi Magazines

Custom Publishing
New York, NY
Associate Art Director 1994

New York Times Magazine Group

New York, NY
Associate Art Director 1988–1994

Freelance Photographer

Frequently published in consumer magazines. Propped
and styled all photographs developing a specialty in food
and product photography.
New York, NY 1991–1995

The Art Life: On Creativity and Career
Stuart Horodner
Atlanta Contemporary Art Center 2012

An Exchange with Sol LeWitt
Exhibition catalog
Cabinet Magazine and MASS MoCA 2011

Acting Out
Exhibition catalog
Rowan University Art Gallery 2011

Cushman and Wakefield
Logos for Human Resource Division
and Learning Institute 2007 and 2010

Substitute Teacher
Exhibition catalog
Atlanta Contemporary Art Center 2010

Artist/Educator
Exhibition catalog
Rowan University Art Gallery 2010

Shirley Irons
Exhibition catalog
Washington and Lee University 2009

Decorative Resurgence
Exhibition catalog,
Rowan University Art Gallery 2009

Lida Moser and Her Work
Hard cover book 2009

Jack Whitten: Memorial Paintings
Hard cover book
Atlanta Contemporary Art Center 2008

Lisa Hoke
Exhibition catalog
New Britain Museum of American Art 2008

Writing Magazine
Weekly Reader, 6 issues 2007–2008

XMPie
Marketing material 2005–2006

Dreaming of a More Better Future
Exhibition poster design and collateral material
Cleveland Institute of Art
October 22–December 22, 2005

The Center for Arts Education
Teacher guide and five booklet series
New York public school students
Fall 2005

Manhattan Island Foundation
Design Manager overseeing design,
and event productions 2003–2005

Beyond Form: Architecture in the Space of New
Lusitania Press 2004

Totally JuJu: Paul Skiff
CD Cover design and packaging 2004

SELECTED EXHIBITIONS

Blurring the Lines
Rowan University Art Gallery, November–December 2017

Whitney Biennial
Critical Practices Inc., 2014

Hello
High Street Gallery, Glassboro, NJ, Fall 2008

Rowan Art Department Faculty Show
Westby Gallery, Rowan University, May 2006 and 2012

Long Beach Island Foundation Rowan Art Faculty
Loveladies, N.J. Fall, 2004

Rowan Art Department Faculty show Westby Gallery
Rowan University, May 2003

Ruination
Wake Forest University Art Gallery
Winston-Salem, North Carolina, 1991

Behind the Scenes: Photographer's Device
White Columns, New York, NY, 1989

Convincing Lies: Photography as Unfaithful Witness
N.A.M.E. Gallery, Chicago, Ill., 1988

New Jersey State Council Grants Annual Show
Monmouth Museum, Lincroft, NJ 1988

Contemporary American Landscape: Reflections of Social Change
New Jersey Center for the Visual Arts, Summit, NJ, 1987

Outer Limits
Leonard Perlson Gallery, NY, Solo Show 1987

Art in the Dark
City Without Walls, Newark, NJ, 1987

Real Property: A Contemporary Landscape Show
City Without Walls, Newark, NJ 1986

Grounded
Rutgers University, New Brunswick, NJ Solo Show 1985

Speed Trials
White Columns, NY, 1983

Three Part Variety
Curated by David Wojnarowicz, Miliken Gallery, NY, 1983

AWARDS

Parents' Choice and Parents' Guide Awards
Sesame Street Parents winner 2000 and 2001

Society of Publication Designers
Illustration Merit Award 1999

National Easter Seal Society EDI Awards
Sesame Street Parents Winner 1998

Folio Magazine Award of Editorial Excellence
Sesame Street Parents Winner, 1996



Iron Works

Exhibition Catalog
Curated by John Goodyear
Anne Reid Gallery, Princeton, NJ and Rosenwald
Wolf Gallery, Philadelphia, PA 2003

EDUCATION

M.P.S. Masters in Design Management
Pratt Institute, New York 2001

M.F.A. Sculpture
Rutgers University, New Jersey 1985

B.F.A. Sculpture
San Francisco Art Institute, California, 1979

School of the Art Institute of Chicago
Chicago, Illinois 1976

Forum School of Rome
Rome, Italy 1975

International School of Brussels
Brussels, Belgium 1973

ACADEMIC

Rowan University
Glassboro, NJ
College of Communication & Creative Arts
Chair, Department of Art, 2008–2016
Professor Emerita 2024
Professor 2011–2024
Associate Professor 2007–2011
Assistant Professor 2002–2007

Baruch College
New York, NY
Graphic Communications Department
Adjunct Instructor 1989–1991

Rutgers University
New Brunswick, NJ
Critical Studies Program
Seminar in Contemporary Art
Teaching Assistant 1983–1985

PROGRAM EVALUATIONS

External Review: Computer Arts + Design
Program Department of Communications and Arts
School of Liberal Arts, Mercy College, Dobbs Ferry,
NY, March 2014

Sessions Online School of Design, Advisory Board
Reviewed curriculum and program material for
State of New Jersey license application and
accreditation by MSA (Middle States Association
of Colleges and Schools), July 2006

Clearview Regional High School District
Glassboro, New Jersey, *Graphic Design Curriculum*
Review and Assessment May 15 and 30, 2003

President's Award

The New York Times Women's Magazine Group 1991

New Jersey State Council on the Arts Fellowship in Experimental Arts
1986–1987

PROFESSIONAL AFFILIATIONS

Society of Experiential Graphic Designers 2015–2022

College Art Association 1984–1987 and 2000–2016

American Institute of Graphic Designers 2005–2021

Society of Publication Designers 1992–2008

Design Management Institute 1999–2002

GRANTS AND AWARDS

Grant Awarded: *College of Communication and Creative Arts STORI Grant* (2017) *Experiential Storytelling Conference* March 2019.
Awarded as a CCCA STORI Fund Grant to support a conference
highlighting professional narratives in the College of Communication
and Creative Arts. Authors: Almon, Amanda; Bowman, Susan.
Funded Award Total: \$5,000.00. Funds raised in addition \$2,650.00.
Funded Award Total: \$7,650.00.

Grant Submitted: *Office of Research and Sponsored Projects Seed Grant*
Funding: Title: *3DMedTouch VR: An Immersive and Interactive Application*
for Teaching Anatomy. Authors: Ass. Prof., Amanda Almon MFA, CMI,
Prof. Susan Bowman MFA, MPS, Ass. Prof. Evan Goldman Ph.D. and
Prof. Dr. Gina (Ying) Tang Ph.D. Spring 2017 (Not accepted.)

Grant Awarded: *Innovations in Teaching using Technology Faculty*
Center Grant AY1617. Integration of Portable, Accessible and Scalable
Classroom Virtual Reality. Authors: Assistant Professor, Amanda
Almon MFA, CMI, Professor Susan Bowman MFA, MPS.

Grant Awarded: NSF IUUSE (2016–2019): *Algae Grows the Future*
Project aims at the multifaceted use of algae to teach science and
engineering. Primary Investigator: Prof., Kauser Jahan, Ph.D., P.E.;
collaboration with Prof. Dr. Gina (Ying) Tang Ph.D. and Ass. Prof.,
Parth Bhavsar, Ph.D. Funded collaboration with Ass. Prof., Amanda
Almon MFA, CMI, Prof. Susan Bowman MFA, MPS, to develop art and
design assets with biomedical art/visualization and graphic design
students for the Algae City game.

INVITED RESIDENCIES

Cooper Medical School of Rowan University
Internal Medicine Residency 2017 Lecture Series
Effective Poster Design for Research Co-Lecture Assistant Professor,
Amanda Almon MFA, CMI and Professor Susan Bowman MFA, MPS.
Cooper Hospital, Camden, NJ. Spring 2017

The Bau Institute Two Week Artist Residency to continue research
and develop the project : *Augmented Wayfinding 2.0: Airport Design*
Systems and Symbolic Interactions for Defining User Space In-Between
Places. Authors: Professor, Susan Bowman MFA MPS and Assistant
Professor, Amanda Almon MFA CMI. (Did not attend due to lack
of funding.) 2016

