

New Digital Design Faculty Member Explores Evolving State of Design

With years of professional design experience on his resume, DAAP newcomer Andre Murnieks is working with students to explore both the current and upcoming state of design.

Andre Murnieks, visiting assistant professor in the University of Cincinnati's **internationally ranked** School of Design, has years of experience in design, multimedia and technology to his credit.

He has served as a design and art director, contributing to projects of note for apparel retailers, banks, health systems and other clients. These include internationally recognized names like adidas, CIGNA Healthcare, Microsoft, Motorola, Nationwide Auto and more.



Andre Murnieks

And even with the depth and breadth of his experience, Murnieks predicts that his teaching career in UC's College of Design, Architecture, Art, and Design might prove the most exciting challenge to date. He explains, "In industry, it's very fast paced, an invigorating environment; however, it's very rare to see an entire project through from beginning to end. You can work on very high-profile and profitable projects, but for me, there is the satisfaction of seeing something through from start to finish, to think very deeply about that project and the industry as a whole."

The chance to help delineate a comprehensive view, both in terms of any one project and the design environment as a whole is one reason that Murnieks made the transition from industry to academia.

For instance, he's recently led digital design students in a project to benefit the Cincinnati Art Museum, where students were asked to re-examine the museum experience of the future and what it might look like, how it might feel for the visitors and how it might incorporate technology.



Andre Murnieks, right, works with a student in studio.

In terms of research, Murnieks is interested in exploring issues related to synchronous, collaborative access and ease of use of sharing information, including medical or financial records.

He explains, "Right now, we each control portions of our electronic identities, identities which are scattered across a multitude of holders of that information. I'm interested in looking at a secure means of storing that information in one place, where suitable and secure access can be granted by the individual as owner. So, if I happen to be going to see two different doctors, I could grant them both access to my comprehensive medical records. They would not each need to store their own individual set of my records."

Andre Murnieks

Academic Background

- MFA, Ohio State University
- BS, Industrial Design, Ohio State University

Selected Professional background

- Senior Lecturer, Ohio State University
- Interactive Designer, acm interactive
- Art Director, Blue Diesel
- New Media Designer, Retail Planning Associates (now FITCH, then integrated into WPP)

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