

Academic		
Leadership		
2022–	Dean, Division of Architecture + Design	Rhode Island School of Design
Position Summary & Highlights:		
→ Four-year appointment starting July 1, 2022		
→ Operational oversight of seven academic departments: Architecture, Landscape Architecture, Interior Architecture, Furniture Design, Industrial Design, Graphic Design and Apparel Design, as well as RISD oversight of the Brown/ RISD Masters of Design Engineering program		
→ Assure academic excellence through approval of courses, grants and program materials		
→ Evaluate faculty dossiers and make recommendations for reappointment, critical review, and promotion		
→ Co-managed Department of Architecture, including hiring part-time faculty, staff and transitioned department out of receivership		
→ Modeled co-leadership structure for Department of Industrial Design and Interior Architecture		
→ Oversaw divisional implementation of college-wide Social Equity and Inclusion requirement for each undergraduate program		
→ Worked with deans and Provost on undergraduate credit reduction and faculty teaching reduction with related academic and budget implications		
→ Participate in fundraising events with Institutional Engagement		
→ Evaluate capital and operating budget requests		
→ Participated in the leadership development programs (Academic Impressions, AICU Mass, RI)		
→ Organized cross-departmental institutional exhibitions and workshops at Salone del Mobile and ICCF		
Committees		
→ Search Committees for Provost; Asst. Dean of Brown/ RISD Programs and Program Manager; Chief Marketing Officer		
→ Financial Optimization Committee		
→ Budget Finance Committee		
→ Lifelong learning advisory committee		
→ Co-Chair, Brown/ RISD Programs cross-institutional committee		
2014–17, 2018–19	Department Head, Graphic Design	Rhode Island School of Design
Highlights from 4 years:		
→ Researched, scripted and implemented new undergraduate core curriculum		
→ Led faculty rewrite of required three-semester typography sequence		
→ Supervised three staff members		
→ Oversaw hiring of five full-time faculty, four term faculty and two staff		
→ Initiated 1-credit workshop format for College		
→ Initiated and led renovations to graduate studio workspace		
→ Initiated and led creation of exhibition event space for Department		
→ Commissioned and oversaw schematic designs for student and faculty spaces		
→ Staffed 110 courses/year; Added 15+ new electives into curriculum		
→ Oversaw NASAD accreditation process for BFA Program		
→ Scripted 2018 Academic Program Review response		
→ Twice oversaw launch of Department website, risd.gd		
→ Garnered press and fostered substantial social media following		
→ Led effort to generate faculty departmental decision-making protocols		
Faculty Appointments		
2016–	Rhode Island School of Design, Associate Professor	
2012–16	Rhode Island School of Design, Assistant Professor	
2006–12	Rhode Island School of Design, Critic	
2011–12	University of Connecticut, Adjunct Faculty	
Courses		
Electives	Design & Politics, The Web & Democracy, HTML Output, Call for Proposals, Graduate Open Research	
Workshops	Web Programming, Digital Bits, Expressive Form with HTML/CSS, Serendipity in the Digital Library, Data-Driven Design	
Core courses	Graduate Typography 1, Typography 1 & 3, Senior Degree Project, Graduate Studio 1, Graduate Thesis 2, Design Studio 1, 2 & 4, Form & Communication, Visual Systems, Making Meaning, Relational Design	
Committees		
Academic Policies; Brown/ RISD Dual Degree Oversight Committee; RISD Research Committee; Search Committees for Dept. of Furniture, Registrar, RISD Design Director and Creative Director		

Education

2004	MFA in Graphic Design, Yale University School of Art
1995	BA in Journalism (Visual Communication), University of North Carolina at Chapel Hill

Professional

The Design Office		
2007–21	Founder and Director of a work and project space for designers in downtown Providence	
→ Co-working space housing 70+ independent practitioners since inception		
→ Shared working library		
→ Publisher & distributor of projects		
→ Post-graduate fellowship program		
→ BIPOC fellowship program		
→ Open-source software projects		
→ Public events and workshops		
→ Support for member projects & critiques		
→ Archived at thedesignoffice.org		
→ Closed on July 1, 2021. More		
Custom Flow Solutions		
2009–12	Partner and Designer for company designing automated charts and graphs for media companies including Thomson Reuters and The New York Times	
John Caserta Design		
2005–12	Principal of a solo design practice focusing on information design and websites for new media; Providence, R.I.	
Clients: Rockefeller Foundation, Antenna International, Creative Time, Max Protetch Gallery, Canary Project, American Battle Monuments Commission, Thomson Reuters, Watson Institute at Brown University, The New York Times, Macromedia/Adobe, Visa USA		
Early career		
2000–01	Quokka Sports, Creative Director	
1996–99	Chicago Tribune, Design Director, Interactive News	
1995–96	Atlanta Journal-Constitution, News Graphics Staff	

Bibliography

Authored		
2021	Eye on Design	“What Leading Designers, Educators, and Writers Want to See in 2021.” January 2021.
2020	Reimagining Elections.	“Video essay for Common Cause R.I.
2018	Talk Listen Door.	with Schumann, Verity, eds. The Design Office
2017	“Dear Class of 2017.”	Design Observer.
2017	“Question the Classroom.”	Design & Culture, Vol 4, #1
2016	“Kingdoms of God” with L. Widder.	Manifest #2
2015	“Which 2016 Candidate Has the Worst Logo?”	Politico
2015	“Thesis Book Project.”	Design Observer
2015	Two browser-based images.	Printed Web #3
2014	“Documentary Icons.”	Icons and essay for The Noun Project
2014	“The iPhone is the new Model-T”	Essay for AIGA.org
2013	“Insights per Minute: On Obfuscation.”	Design Observer
2013	“Can one size fit all?”	The Noun Project blog
2010	“Instructions,” and “Khmer Rouge.”	The Encyclopedia Project, Vol. 2, F–K
2010	Ira Rakatansky: As Modern As Tomorrow.	with Lynnette Widder, eds. William Stout Publishers
2009	“It’s a Juggle Out There: What do Meat Labels Mean?”	Meatpaper, Issue Six
2007	“Keys.”	Tuesday: An Art Project, Issue 1:2
2007	“Pig slaughter, Montenero Val Cocchiara.”	Meatpaper, Issue Zero
2004	“Black and White, then, Color.”	Multi-purpose. Winterhouse Editions
1999	“Consistency vs. Variety.”	Design, Vol 71
1999	“Online Newspapers.”	Design, Vol 70
Quoted / Cited		
2022	Boston Globe	“Graphic design professors unimpressed by R.I. license plate choices”
2022	Washington Post	“A Missouri county’s ‘cluttered’ seal was ridiculed online. It prompted a global search for a replacement.”
2022	risd.edu	“Engaging in the Political”
2021	Eye on Design	“Many of the Design Community’s Gathering Places Shuttered During the Pandemic: What Did We Lose?” July 2021.
2021	Noun Project Blog	“Creator Spotlight: John Caserta”. June 2021.
2021	Mold	“Graphic Design and Local Food Ecologies” March 2021.
2021	Eye on Design	“How Polished Branding is Shaping a New Generation of Public Parks” February 2021.
2020	risd.edu	“Choreographed Typography”
2020	Communication Arts	“Redesigning Creative Workspaces” March 2020.
2019	Fast Company	“Are traditional design degrees still relevant?”
2019	Eye on Design	“Design Education is Moving Toward Specialization—Can Colleges Keep Up?”
2019	Providence Journal	“RI senator fumes over governors ditching of plan to replace ‘wave’ license plates”
2019	Texas Monthly	The Texanist Column
2018	Eye on Design	“An Idealistic Answer to Faceless, Rent-a-space Co-working”
2018	Christian Science Monitor	The story behind the 2018 Winter Olympics emblem
2017	risd.edu	Textiles Revolution Looms Large
2017	AirBnB Design.	“Modern Pictograms for Lottie” Salih Abdul-Karim
2017	Noun Project blog.	“Icons in Motion”. Modern Pictograms
2017	Scratching the Surface	podcast (No. 36). Interview Jarrett Fuller
2017	Texas Standard.	“New NBA Team Logo Spurs Critiques.” Michael Marks
2016	Billboard.	Graphic Design Experts Weigh In on Pandora’s New Logo” Lyndsey Havens
2016	Eye on Design.	“Design in 2016 Should’ve Been...” Madeleine Morley
2016	Eye on Design.	“How Does RISD Teach Graphic Design...” Katie Chang
2016	Linux Insider.	“Google’s New Fonts Chip Away at Written Language Barriers.” John P. Mello Jr.
2016	Graphic Magazine.	“Notices” and RISD GD part of alumni profile
2016	Providence Journal.	“Physical and digital spaces of daily interaction” Interview with Jonathan Pierini
2016	Associated Press.	“Designers weigh in on Rhode Island’s new logo?” Michelle Smith
2016	Providence Journal.	“Local designers say logo gave wrong message” Mark Patinkin
2015	ThinkProgress.	“Why Did The ‘Peace For Paris’ Image Go Viral?”
2015	Boston Globe.	“A slow climb back for Providence” (The Design Office)
2015	Througth Process.	“Episode 25: Go Be Brave: With L. Hitchcock & J. Caserta”
2015	Quipsologies.	“Modern Pictograms” website
2014	Box it up.	“Letterboxes” Bashceer Graphic Books, Singapore
2014	Deskmag.	“Coworking in Providence, Rhode Island” Amanda Gray
2014	Providence Phoenix.	“Design WeekRI” Philip Eil
2014	Type Object.	Barbara Brownie. Included “Spatial Typography” and “Letterboxes”
2014	Providence Phoenix.	“Let’s work together” Philip Eil
2013	Bauwelt.	Journal Issue 20.13 “Ira Rakatansky” review
2013	Quipsologies.	“Locally Made”
2013	Providence Phoenix.	“Locally Made” Philip Eil
2013	Providence Journal.	“What to do with the Superman building?” Philip Eil
2013	Pictos.	“Modern Pictograms.” Index Books, Barcelona
2012	Downtown Providence.	“Independent Design at 204 Westminster”
2012	The Next Web.	“This new typeface was made just for interface designers”
2012	Quipsologies.	“Modern Pictograms”
2012	Apartment Therapy.	“The Design Office’s Vintage Modern Workspace”
2012	Rising in the East: Contemporary New Towns in Asia.	Newtown Publishers
2011	Quipsologies.	“Flatfile”
2011	Architect’s Newspaper.	“Life Drawing”. Review of Rakatansky book
2011	Quipsologies.	“Fall Leaves”
2011	GoLocalProv.	“The Design Office: RI’s Creative Collaborative”
2010	Apartment Therapy.	“Rakatansky’s Mid-Century Modern Masterpiece”
2010	Architecture Research Quarterly.	“Books Received”
2010	For Print Only	Ira Rakatansky design book review
2010	Apartment Therapy.	“New Book, Ira Rakatansky”
2010	ReadyMade.	“As Modern As Tomorrow”
2010	3D Typography.	Mark Batty Publisher: “Letterboxes”
2010	idN Magazine.	Eco-Graphics Issue: “Letterboxes”
2010	Providence Journal.	“Still Modern at 90”
2010	San Francisco Chronicle.	“Provential Find”
2009	Apartment Therapy.	“Letterboxes by The Design Office”
2009	Coudal Partners Blog.	“Case Study: John Caserta”
2008	Providence Business News.	“R.I. artist Recognized for Map of WWII invasion”
2008	Providence Business News.	“Design Community is Growing in Ocean State”
2008	Digit.	“Smart Art”
2003	Macromedia Showcase.	Flash Interface Design. Macromedia Press
2002	eDesign.	“XML in Flash.” Profile of work from Quokka Sports
2001	Communication Arts.	“Quokka Sports Network, Nothing But Net”
2001	Color Harmony for the Web.	Rockport Publishers
2000	The New York Times.	“Motion Without Sickness: Web Animation Comes of Age.”
1997	Redesigning Print for the Web.	Hayden Books

Public Lectures / Panels / Juries

2025	ISIA Urbino, “Other People.”	lecture and panel
2015–21	Providence Public Library, D.B. Updike Prize, Juror	
2020	Common Cause R.I., “Reimagining Elections”, panel	
2020	Youth Arts Movement, Zoom autobiographical lecture	
2020	Design - RI “Design Week”, portfolio reviewer	
2019	XXXI NYC, Web to Print workshop and discussion	
2019	Cooper Hewitt, “Maximizing the platform: Publishing strategies for discoverability and agility”	
2018	RISD NY Alumni Club, “Design & Politics”	
2017	Yale Odds & Ends Book Fair, “Bindery.js: Web to Book”	
2017	Design WeekRI, “Creating Collaborative Community”	lunchtime conversation
2017	Design - RI Hall of Fame Award, juror	
2016	NCMPR (Comm College Marketing/PR) Dist. 1 Keynote: “Growing in all directions”	
2016	AIGA NY, “Designing the Future of Design Education”	panel
2016	“Make it Yours” lecture with Design Office members, R.I. Commerce Corporation	
2015–17	National Screening Committee, Design, Fulbright- Hays Program, U.S. Dept. of State	
2015	AIGA Biannual Design Conference, “Browser to Book”	lecture & panel
2015	University of Massachusetts at Dartmouth, lecture of recent work	
2015	RISD, “Artisan- Toolmaker”	panel
2015	California College of the Arts, “Browser as Tool”	lecture
2014	Design WeekRI, “Organizational Systems”	lecture and panel
2014	RISD Museum, “Critical Encounters: Design & Education”	panel. Moderator
2013	Brown University Library Digital Scholarship Lecture Series, “Data-Driven Design Systems for the Web”	
2013	AIGA Rhode Island, “Making of Modern Pictograms”	lecture
2013	RISD “Intersection of Design and Manufacturing”	lecture
2013	RISD Museum, “Pedagogy Past/ Present/Future”	panel
2013	Michigan State University, “Visiting Scholars Lecture Series”	
2012	RISD Research Colloquium, “Teaching Digital”	lecture
2012	WordCamp Providence, “Wordpress for Teachers”	lecture
2012	RISD Museum, “Designers on Design”	lecture
2012	Harvard GSD, “GSD Talks: Ira Rakatansky”	panel
2011	A Better World by Design. Moderator, “Graphics that inspire”	panel
2011	Design Innovation Grant, RI State Council for the Arts. Judge	
2011	Pecha Kucha, Providence. “Office Furniture”	
2010	RISD Alumni Lecture Series with Ira Rakatansky	
2010	Providence Preservation Society. “20th Century Buildings of Providence”	panel
2010	Queens College, CUNY. “Vernacular Architecture of the Alto Molise”	
2010	Pecha Kucha, Providence. “Favorite Photographs of Ira Rakatansky Buildings”	
2005	Center for Documentary Studies at Duke University. “Works in Progress”	
2004	The American Press Institute. Panelist, “Assessing Online Story Design”	
2003	AhPick Awards. The Alternative Pick’s Awards for New Media Design. Judge	
2002–04	SNDies. Society for News Design’s monthly and annual competition. Judge	
2001,02	University of North Carolina at Chapel Hill. Speaker, “Multimedia Bootcamp”	
1999	University of California, Berkeley. Panelist, “Online Journalism”	
1998	The Poynter Institute. Speaker, “Visual Edge” photography conference	
1997,98	Society for News Design’s annual conference. Speaker and panelist	
1997	AIGA Biannual Design Conference. “The Future of News”	lecture & panel
1994–97	NPPA Electronic Photojournalism Workshop	

Academic service / External academic engagements

2024	Qatar University, authored BFA in Graphic Design curriculum	
2023	VCU,Qatar class lecture/conversation	
2023	Parsons Communication Design, Senior Project critic	
2021	Hope High School, Providence, Presentation of Expressive Typography	
2021	Program reviewer for Drexel Graphic Design BS Program	
2020	Program reviewer for FIT Graphic Design BFA Program	
2020	Parsons Communication Design, Senior Project critic	
2017	Tama Art University, Exchange Program visit and lecture	
2017	N.C. State class lecture & critique, “Graduate Seminar”	
2017	CalArts class lecture & critique, “Design Entrepreneurship”	
2017	Review of book manuscript for Fairchild Books (Cezzar)	
2016	Review of book manuscript for Focal Press/ Routledge	
2016	Program Reviewer for Department of Design, Lebanese American University	
2015	Met School Providence, Class visit	
2015	Lecture to RISD Museum Docents, Faculty Biennial	
2015	Univ. of Massachusetts at Dartmouth, Visiting Critic, Senior Degree Project	
2015	Univ. of California at Davis, Class visit	
2015	Program Reviewer for BFA Graphic Design Program, California College of the Arts	
2014	Boston University, Visiting Critic, Junior Review, Jan	
2013	Brown University, Creative Scholars Group, Ian Gonsher adviser	
2013	Boston Architectural College, “Proposals and Presentations”	class talk
2013	RISD Painting Department: Junior Year Reviews, Holly Hughes	
2013	RISD Advanced Architecture Studio: Computing Drawing, Carl Lostritto	
2012	Univ. of Connecticut, Visiting Critic, Senior Degree Project	
2012	Boston University, Visiting Critic, Senior Degree Project	
2010,11	Roger Williams University, Professional Practice Lecture	
2009	Clark University. Presentation of my work	

Grants / Awards / Recognition

2018	AIGA 50 Books / 50 Covers, Talk, Listen, Door w/The Design Office.	
2012,14	RISD Professional Development Fund	
2014	Prati Regional Design Annual. Winner, “Locally Made”	
2014	R.I. State Council for the Arts. Winner, Design Innovation Grant	
2014	Communication Arts Typography Annual 4. Winner, “Locally Made”	
2013	AIGA Best of New England. Winner, “Poster & Bookmarks”	
2012	Providence Revolving Fund Storefront Grant, “204 Westminster”	signage
2007,11	RISD Part-time Faculty Association Technical Development Grant	
2008	Graham Foundation for Advanced Studies in the Fine Arts, RISD, for Ira Rakatansky research	
2008	Society for News Design Malofej Awards. Best of Show, “Sector Snapshot”	
2008	AIGA 365: 29. Winner, Information Design. “The Normandy Campaign”	
2004	AIGA 50 Books / 50 covers. Winner. Multi-purpose	
2004	J. William Fulbright Foreign Scholarship Fellowship in the Arts	
2004	Institute of International Education, Miguel Vincipuerra Fellowship for Research	
2003	Knight-Batten Awards for Innovations in Journalism. Winner, “When Evil Struck America”	
2001	Communication Arts Interactive Design Annual 7. Winner, Information Design, “Biomechanics of Weightlifting”	
2001	Flash Film Festival, New York. Winner, Technical merit, “NCAA Brackets”	
1998	How Magazine, International Design Annual. Merit award for multimedia	
1997	Editor & Publisher. Best Overall News Site, “Chicago Tribune”	
1997	Editor & Publisher. Best Design, “Lost Mariners”	
1997	Newspaper Association of America. Best Online Newspaper, “Chicago Tribune”	
1997	The Society for News Design. Winner, Page Design	
1995	UNC-Chapel Hill. Stuart Sechrist Award for the top graduate in Visual Journalism	

Group Exhibitions

2017	AIGA Rhode Island, “SeeUs”	
2016	RISD Expose, “Uncommissioned: Recent works from The Design Office”	
2015	Providence Preservation Society. “Most Endangered Properties 20th Anniv.”	
2015	RISD Architecture Gallery. “Six Lines”	
2009–18	RISD Faculty Biennial, RISD Museum	
2011,12	Providence Preservation Society. “Most Endangered Properties”	
2011	Mota Italic Gallery. “New Vintage Digital Vernacular Letters”	
2007–11	AS220, Providence. Photo Lottery Biennial	
2007	Newspace Center for Photography, Portland, OR. “Among Us and Curious”	
2007	Missy McLamb Gallery, Pittsboro, NC. “Progeny”	
2005	Town Square Meeting Hall, Montenero, Italy. “Untitled Art Show”	
2004	S.F. Center for the Book. “Reading the Future: Experimental Books from Yale”	
2004	“Multi-purpose,” Graphic Design MFA Exhibit, New Haven, CT	

Affiliations

2020–24	Board of Directors, DownCity Design (Providence)	
2016–19	Member of Common Field	
2015–19	AIGA Rhode Island Advisory Board	
2012–	Member of AIGA	
	Citizen of Italy & USA	

Viewable in browser at johncaserta.com/cv.html

About

Interim Dean of Architecture + Design and formerly Department Head of the Graphic Design Department at Rhode Island School of Design. Founded The Design Office, a workspace for designers, in 2007, and ran it until its closing in 2021. Hear an interview that covers my teaching and design career. Read an overview of my work from The Noun Project. This site is updated regularly and outputs to a [book](#) with Bindery. Get in touch via [email](#).