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Curriculum Vitae

Academic

Leadership

2022– Dean, Division of Architecture + Design Rhode Island School of Design

Position Summary

→ Five-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
→ Manage division office with two staff
→ Assure academic excellence through approval of courses, grants and program materials
→ Evaluate faculty dossiers for reappointment, critical review, and promotion
→ Participate in fundraising events with Institutional Engagement
→ Evaluate capital and operating budget requests
→ Initiate and review academic policies as part of Deans Council

Highlights

→ Organized cross-departmental public exhibitions, events and workshops including at Salone del Mobile, ICFF New York, Venice Architecture Biennale
→ Initiated and supported cross-departmental elective courses
→ Participated in leadership development programs (Academic Impressions, AICU Mass/RI)
→ 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

2014–17, 2018–19 Department Head, Graphic Design Rhode Island School of Design

Highlights

→ 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 action plan
→ Twice oversaw design and development of department website, risd.gd
→ Formed identity for department, 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

Education

2004 MFA Graphic Design, Yale University School of Art
1995 BA Journalism (Visual Communication), Univ. of North Carolina

Courses

2020s Design & Politics; Web Programming; Typography 1; Design Studio 2; Senior Degree Project; Graduate Studio 1; Graduate Thesis 2
2010s The Web & Democracy; HTML Output; Call for Proposals; Digital Bits Workshop; Senior Degree Project; Graduate Studio 1; Relational Design; Typography 1 & 3; Design Studio 1, 2 & 4
2000s Expressive Form with HTML/CSS; Serendipity in the Digital Library; Data-Driven Design; Web Design; Senior Degree Project; Form & Communication; Visual Systems; Making Meaning; Graduate Open Research

Search Committees

Provost; Asst. Dean of Brown/RISD Programs and Program Manager; Chief Marketing Officer; Faculty search, Department of Furniture Design; Registrar; RISD Design Director & Creative Director

Notable Committee Service

Strategic Planning Committee; Financial Optimization Committee; Committee to Negotiate Contracts with Technical Support Union and Academic Support Staff Unions; Lifelong Learning Advisory Committee; Budget Finance Committee; Academic Policies Committee; Co-Chair, Brown/RISD Programs cross-institutional committee; Brown/RISD Dual Degree Oversight Committee; RISD Research Committee

External Academic Engagements

2024 Qatar University, authored new curriculum for NASAD Accredited BFA in Graphic Design
2023 VCUarts Qatar, class lecture and conversation
2023 Parsons Communication Design, senior project critic
2021 Hope High School, Providence, “Presentation of Expressive Typography,” lecture
2021 Drexel University, Graphic Design BS Program, program reviewer

2020 Fashion Institute of Technology, BFA in Graphic Design, program reviewer
2020 Parsons Communication Design, senior project critic
2017 Tama Art University, exchange program visit and lecture
2017 North Carolina State University, “Graduate Seminar,” class lecture and critique
2017 California Institute of the Arts, “Design Entrepreneurship,” class lecture and critique
2017 Fairchild Books (Cezzar), book manuscript review
2016 Focal Press/Routledge, book manuscript review
2016 Lebanese American University, Department of Design, program reviewer
2015 Met School Providence, class visit
2015 RISD Museum, Faculty Biennial, lecture to docents
2015 University of Massachusetts at Dartmouth, visiting critic, senior degree project
2015 University of California, Davis, class visit
2015 California College of the Arts, BFA Graphic Design Program, program reviewer
2014 Boston University, visiting critic, junior reviews
2013 Brown University Creative Scholars Group, adviser to Ian Gonsher
2013 Boston Architectural College, “Proposals and Presentations,” class talk
2012 University 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

Professional

The Design Office

2007–21 Founder and Director of a work and project space for designers

Organizational Overview

→ Co-working space that housed 70+ members and companies
→ Managed shared working library
→ Created custom software tools for designers
→ Published & distributed projects
→ Administered post-graduate fellowship program
→ Created BIPOC fellowship program
→ Created internship program geared toward local politics and community engagement
→ Created and hosted public events and workshops
→ Organized member-led professional development programming
→ Oversaw and created identity collateral
→ Designed and developed three websites over 14 years. Lastest at thedesignoffice.org
→ Donated furniture and equpment upon closing. More

Major Projects

→ *Fall Leaves:* 24′-tall poster printed in public over 1 hour and 15 minutes
→ *It’s Your Birthday, Hobo:* Crowdsourced photography collection
→ *Letterboxes:* 4″ kraft boxes to make letterforms; typeface
→ *Pictures of Type:* Website that collected photographs of engineering type
→ *Flatfile:* Wordpress theme for artists
→ *Charrette:* Wordpress theme for educators
→ *Contact Sheet:* Wordpress gallery plug-in
→ *Modern Pictograms:* Icon typeface, three websites and related print projects/products

→ Web to Print custom and open-source software
→ RISD Museum "Locally Made" Exhibition Identity and Print-on-Demand Daily Guide

Custom Flow Solutions

2009–12 Partner for company that created full-page "ready to use" automated charts and graphs for printed newspapers for Thomson Reuters and their affiliates

John Caserta Design

2005–12 Principal of a solo design practice that created information design systems and custom websites. *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 *The Chicago Tribune*, Design Director, Interactive News
1995–96 *The Atlanta Journal-Constitution*, News Graphics Staff

Affiliations

2020–24 Board of Directors, DownCity Design, Providence
2016–19 Member of Common Field
2015–19 AIGA Rhode Island Advisory Board
2012–21 Member of AIGA

Bibliography

Books Edited

2018 *Talk Listen Door*, edited with S. Verity and N. Schumann, The Design Office
2014 *for/with/in: Graphic Design for, with, and in the Browser*, The Design Office
2010 *Ira Rakatansky: As Modern As Tomorrow*, edited with Lynnette Widder, William Stout Publishers, San Francisco

Published Works

2025 "49," lettering, *Pencil Magazine*, Issue 2
2021 "What Leading Designers, Educators, and Writers Want to See in 2021," blurb, *Eye on Design*
2020 "Reimagining Elections," video essay, Common Cause R.I.
2019 "Letter to Graduating Students," essay, *RISD Yearbook*
2018 "What is The Design Office," essay, *Talk Listen Door*, pp. 22–25
2017 "Dear Class of 2017," essay, *Design Observer* and *RISD Yearbook*
2017 "Question the Classroom," essay, *Design & Culture*, Vol. 4, No. 1, pp. 75–78
2016 "Kingdoms of God," photographs with essay from L. Widder, *Manifest*, No. 2
2015 "Which 2016 Candidate Has the Worst Logo?," design review, *Politico*
2015 "Thesis Book Project," essay with images, *Design Observer*

2015 "Browser as design tool," essay, *for/with/in*
2015 Two browser-based images, original images, *Printed Web #3*
2014 "Documentary Icons," icons and essay, The Noun Project
2014 "The iPhone Is the New Model-T," essay, AIGA.org
2013 "Insights per Minute: On Obfuscation," audio editorial, *Design Observer*
2012 "Can One Size Fit All?," essay, The Noun Project Blog
2010 "Instructions," and "Khmer Rouge," photographs, *The Encyclopedia Project*, v.2
2009 "It's a Jungle Out There: What Do Meat Labels Mean?," diagram, *Meatpaper*, Issue Six
2007 "Keys," original photographs printed on letterpress with Dan Wood, *Tuesday: An Art Project*, Issue 1:2
2007 "Pig Slaughter, Montenero Val Cocchiara," photographs, *Meatpaper*, Issue Zero
2004 "Black and White, then, Color," essay, *Multi-purpose*, Winterhouse Editions, pp. 17–32
1999 "Consistency vs. Variety," essay, *Design*, Vol. 71, Society for News Design
1999 "Online Newspapers," essay, *Design*, Vol. 70, Society for News Design

Interviews

2025 *Publishing Through Digital Networks*, "John Caserta: Web to Print," by Hyun Guo, AABB Korea, pp. 48–61
2025 *Demystifying Technology Podcast*, "Teaching through the Lens of the Tool," by Tim Rodenbroeker
2021 Noun Project Blog, "Creator Spotlight: John Caserta," by Jeremy Elliott
2017 *Scratching the Surface Podcast*, "No. 36: John Caserta," by Jarrett Fuller
2016 "Physical and Digital Spaces of Daily Interaction," by Jonathan Pierini
2015 *Through Process*, "Episode 25: Go Be Brave: With L. Hitchcock & J. Caserta," by Mitch Goldstein

Press / Quoted

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 *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 Governor's 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 *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 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 *Quipsologies*, "Modern Pictograms" website
2014 *Box It Up*, "Letterboxes," Basheer Graphic Books, Singapore
2014 *Deskmag*, "Coworking in Providence, Rhode Island," Amanda Gray
2014 *Providence Phoenix*, "DesignWeekRI," 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 *Providence Phoenix*, "Locally Made," Philip Eil
2013 *Providence Phoenix*, "What to Do with the Superman Building?," Philip Eil
2013 *Pictos*, "Modern Pictograms," Index Books, Barcelona
2012 *Quipsologies*, "Locally Made"
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*, "Providential 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"
2003 *Digit*, "Smart Art"
2002 *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
2015–21 Providence Public Library, D.B. Updike Prize, juror
2020 Common Cause R.I., "Reimagining Elections," panel
2020 Youth Arts Movement, Zoom artist lecture
2020 Design × RI, "Design Week," portfolio reviewer
2019 XXXI NYC, "Web to Print," workshop and discussion
2019 Cooper Hewitt National Design Museum, "Maximizing the platform: Publishing strategies for discoverability and agility," panel
2018 RISD NY Alumni Club, "Design & Politics," lecture and panel
2017 Yale Odds & Ends Book Fair, "Bindery.js: Web to Book," lecture
2017 DesignWeekRI, "Creating Collaborative Community," panel
2017 Design × RI Hall of Fame Award, juror
2016 NCMPR (Comm College Marketing/PR) Dist. 1, "Growing in all directions," keynote lecture
2016 AIGA NY, "Designing the Future of Design Education," panel
2016 R.I. Commerce Corporation, "Make it Yours," lecture with Design Office
2015–17 National Screening Committee in Design, Fulbright-Hays Program, U.S. Department of State
2015 AIGA Biannual Design Conference, "Browser to Book," lecture and panel
2015 University of Massachusetts at Dartmouth, artist lecture
2015 University of Delaware, Visiting Designers lecture
2015 RISD, "Artisan-Toolmaker," panel
2015 California College of the Arts, "Browser as Tool," lecture
2014 DesignWeekRI, "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," panel
2013 RISD Museum, "Pedagogies 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 RI State Council for the Arts, Design Innovation Grant, juror
2011 Pecha Kucha, Providence, “Office Furniture,” lecture
2010 RISD Alumni Lecture Series, lecture with Ira Rakatansky
2010 Providence Preservation Society, “20th Century Buildings of Providence,” panel
2010 Queens College, CUNY, “Vernacular Architecture of the Alto Molise,” lecture
2010 Pecha Kucha, Providence, “Favorite Photographs of Ira Rakatansky Buildings,” lecture
2005 Center for Documentary Studies at Duke University, “Works in Progress,” lecture
2004 The American Press Institute, “Assessing Online Story Design,” panelist
2003 AltPick Awards, The Alternative Pick’s Awards for New Media Design, juror
2002–04 SNDies, Society for News Design’s monthly and annual competition, juror
2001, 2002 University of North Carolina at Chapel Hill, “Multimedia Bootcamp,” lecture
1999 University of California, Berkeley, “Online Journalism,” panel
1998 The Poynter Institute, “Visual Edge” photography conference, lecture
1997, 1998 Society for News Design’s annual conference, speaker and panelist
1997 AIGA Biannual Design Conference, “The Future of News,” lecture and panel

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Grants / Awards / Recognition

2018 AIGA 50 Books / 50 Covers, *Talk, Listen, Door* with The Design Office
2014 *Print* Regional Design Annual, winner, “Locally Made”
2014 R.I. State Council for the Arts, Design Innovation Grant, winner
2014 *Communication Arts* Typography Annual 4, winner, “Locally Made”
2012, 2014 RISD Professional Development Fund, grant recipient
2013 AIGA Best of New England, winner, “Design Office Poster & Bookmarks”
2012 Providence Revolving Fund Storefront Grant, “204 Westminster” signage, grant recipient
2007, 2011 RISD Part-time Faculty Association Technical Development Grant, grant recipient
2008 Graham Foundation for Advanced Studies in the Fine Arts, RISD, grant recipient, Ira Rakatansky book research
2008 Society for News Design Malofiej 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 Fellowship in the Arts, Italy
2004 Institute of International Education, Miguel Vinciquerra Fellowship for Research, fellowship recipient
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, 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 Society for News Design, winner, Page Design
1995 University of North Carolina at Chapel Hill, Stuart Sechriest Award, top graduate in Visual Journalism

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Group Exhibitions

2017 AIGA Rhode Island, "SeeUs"
2016 RISD Exposé, "Uncommissioned: Recent Works from The Design Office"
2015 Providence Preservation Society, "Most Endangered Properties 20th Anniversary"
2015 RISD Architecture Gallery, "Six Lines"
2009–18 RISD Faculty Biennial, RISD Museum
2011, 2012 Providence Preservation Society, "Most Endangered Properties"
2012 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 Graphic Design MFA Exhibition, "Multi-purpose," Yale School of Art

Viewable in browser at /cv.html