

# Ana Rita Morais

George Brown College

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## Education

DOCTORATE OF PHILOSOPHY  
COMMUNICATION & CULTURE  
TORONTO METROPOLITAN UNIVERSITY

2013-2020

Title: "me-dérive: toronto: Remediating the [AR]chival Impulse"; committee: Anne MacLennan (Supervisor), Jan Hadlaw, Janine Marchessault

MASTER OF ARTS  
COMMUNICATION & CULTURE  
YORK UNIVERSITY

2010-2012

Title: "New Technologies and the Transition to Personal Public Spheres: Exploring the Circuit of the Mobile Device Use Model"; committee: Barbara Crow (Supervisor), Ana Viseu, Isabel Pedersen

HONORS BACHELOR OF ARTS  
CUM LAUDE  
YORK UNIVERSITY

2005-2010

Major: Mass Communications and Professional Writing

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## Professional Experience

CHAIR, SCHOOL OF DESIGN  
GEORGE BROWN COLLEGE

2017-PRESENT

Reporting to Dean, Centre for Art, Design and Information Technology

DIRECTOR  
THE ARQUIVES

2017-PRESENT

Board of Directors

CURRICULUM DEVELOPMENT  
HXOUSE

2017-2021

Working with HXOUSE team and George Brown College Special Projects team

COORDINATOR  
SCHOOL OF MEDIA & PERFORMING ARTS  
GEORGE BROWN COLLEGE

2016-2018

Program Coordinator for Media Foundation, reported to Chair

FACULTY  
SCHOOL OF DESIGN  
SCHOOL OF MEDIA & PERFORMING ARTS  
GEORGE BROWN COLLEGE

2015-2018

Reported to Chair, School of Media and Performing & Arts and School of Design

CONTRACT FACULTY  
SCHOOL OF CREATIVE INDUSTRIES  
TORONTO METROPOLITAN UNIVERSITY

2016-2018

Reported to Chair, School of Creative Industries at Toronto Metropolitan University

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## Teaching Experience

FACULTY  
SCHOOL OF MEDIA & PERFORMING ARTS  
GEORGE BROWN COLLEGE

2015-2019

Media Foundation (G112) Program  
Courses: Media History; Media Research; Interaction Fundamentals; Digital Portfolio

FACULTY  
SCHOOL OF DESIGN  
GEORGE BROWN COLLEGE

2015-2019

Interaction Design (G113) Program;  
Course: Human Computer Interaction

LECTURER  
SCHOOL OF CREATIVE INDUSTRIES  
TORONTO METROPOLITAN UNIVERSITY

2016-2017

Course: Creative Industries Research Methodologies

TEACHING ASSISTANT  
TORONTO METROPOLITAN UNIVERSITY

2013-2017

Courses: Strategic Storytelling in Industry; Power, Change and Technology; Business of Creative Media; Introduction to Professional Communication; Research Methods & Information Gathering

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## Curriculum Development

**CURRICULUM LEAD**  
BACHELOR OF BRAND STUDIES  
SCHOOL OF DESIGN  
GEORGE BROWN COLLEGE

2017-2019

Lead development of four-year Honours Bachelor of Brand Design from ideation to development of curriculum, including internal and external reviews and benchmarks.

**CURRICULUM DEVELOPMENT**  
DESIGN CHALLENGES  
HXOUSE

2017-2021

Helped orchestrate series of design challenges, including one-day, one-week and three-week intensive with more than 150+ total participants in partnership with HXOUSE and Launchpad.

**CURRICULUM DEVELOPMENT**  
MEDIA FOUNDATION  
SCHOOL MEDIA & PERFORMING ARTS  
GEORGE BROWN COLLEGE

2016-2018

Designed and developed several critical courses in the program as Coordinator, including Media History, Media Research, Interaction Fundamentals and Digital Portfolio.

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## Research Experience

**PRINCIPAL INVESTIGATOR**  
OFFICE OF RESEARCH & INNOVATION  
GEORGE BROWN COLLEGE

2020-PRESENT

Funded by NSERC, the "Design Thinking to Optimize Pre-Surgical Care (PEACE): Using Big Data for Holistic and Integrated Patient Care" project will create an e-health platform for pre-surgical patient care at Sunnybrook Health Sciences Centre in collaboration with healthcare professionals, interactive designers, patients and caregivers to support sustainable and progressive patient care.

**RESEARCHER**  
DESIGN CENTRE FOR SMART ECONOMY  
GEORGE BROWN COLLEGE

2016-PRESENT

Position has allowed me to work with a team of researchers, administrators, and faculty members to contribute to the expansion of applied research at the Centre for Arts, Design & Information Technology in fulfillment of the NSERC Innovation Enhancement and CFI grants (\$4.7M) awarded to the School of Design in 2016.

**RESEARCH ASSISTANT**  
DR. C. MIDDLETON  
TORONTO METROPOLITAN UNIVERSITY  
2016-2018

Explored the intersection of seniors and smartphones in a project entitled "Navigating the Confusopoly: an Investigation of the Effectiveness of Canada's Wireless Code of Conduct for Older Canadians".

**RESEARCH ASSISTANT**  
DR. A. LEVANT  
WILFRID LAURIER

2017

Delivered a scan of the thematic and published collections of smartphone and mobile writing. Findings and recommendations were used to develop design undergraduate level publication.

**RESEARCH ASSISTANT**  
DR. A. LEVANT  
WILFRID LAURIER

2015-2016

This position was part of the "Activity Theory Project," a SSHRC-funded two-year inquiry, that aimed to trace the development of Activity Theory, an interdisciplinary methodological approach to the study of the origin and development of the mind, identity and the self.

**RESEARCH ASSISTANT**  
DR. B. CROW  
YORK UNIVERSITY

2011-2012

Research assistant for "Seniors and Cells" project sponsored by the SSHRC-Partnership Development Grant under project title "Active Ageing, Mobile Technologies" (2011-2014). My responsibilities including recruiting, interviewing, compiling data, to uncover ways in which older Canadians tactically negotiate variety of barriers to access and make decisions about their media use.

**RESEARCH ASSISTANT**  
DR. A. MACLENNAN  
YORK UNIVERSITY

2010-2011

The SSHRC-funded "Remembering Radio," project, strives to reclaim early memories of radio in the lives of everyday Canadians, with hopes to discover more about the role of radio in the homes of ordinary Canadians from its inception. As a senior researcher, my responsibilities included recruiting participants, interviewing, and transcribing.

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## Presentations

(2022) "The Future of Design Education is Human," DesignThinkers, (October 28, 2022) at Meridian Hall, Toronto, ON.

(2022) "CAFA Changemaker Award," CAFA, (October 15, 2022) at Royal York Hotel, Toronto, ON.

(2022) "Exploring DEI and its Impact on Design," DesignMeets, (September 29, 2022) at George Brown College, Toronto, ON.

(2022) "Design at the Intersection of Accessibility and Inclusion," (Panel Discussion with C. Dawson, B. Francey, D. Rafael, J. Silang, J. Carrillo) at YES! School of Design Year End Show (May 3, 2022) Online.

(2022) "Design During & After the Pandemic," (Panel Discussion with J. Yee, E. Li, C. Lange, K. Ortuoste, A. Singh) at YES! School of Design Year End Show (May 5, 2022) Online.

(2021) "Diversity in Canada? A Canadian Discussion," (Panel Discussion with A. Bains, M. Rutledge, & S. Small) at Advertising & Design Club of Canada (ADCC) Awards Week (June 2, 2021) Online.

(2021) "Elevating BIPOC Voices in Design Education," (Panel Discussion with T. Allen, J. Silang, J. Kwok, K. Moyana, M. Zegeye, J. Daley) at YES! School of Design Year End Show (May 5, 2021) Online.

(2021) "Design in a pandemic," (Panel Discussion with Faculty, Students and Alumni) at YES! School of Design Year End Show (May 4, 2021) Online.

(2021) "me-dérive: toronto — Participatory Archiving x AR," Civic Tech Toronto Civic Hacknight #277 (February 9, 2021) Online.

(2021) "Remediating the [AR]chival Impulse," Archive/Counterarchive Working Paper Series (January 26, 2021) Online.

(2020) "in & around design: ana rita morais," Advertising & Design Club of Canada (ADCC) (December 10, 2020) Online.

(2018) "Locative Media en Plein Air," (Workshop with B. Oppegaard, I. J. Erdal, J. Frith & K. Oie) at International Communication Association (ICA) 15th Annual Mobile Preconference (May 23, 2018) at National Technical Museum, Prague, Czech Republic.

(2018) "The Philosophy of Education and Future Ways of Living," (Engagement Panel) at

Toronto Digifest (April 25–28, 2018) at Corus Quay Toronto, ON.

(2017) "Talking Accessibility," Ively Lecture Series, (December 5, 2017) at 401 Richmond: The Tell, Toronto, ON.

(2017) "me-dérive: [toronto]: An Augmented Reality Archive without Walls and Margins," Toronto Film and Media Seminar, (October 13, 2017) at TIFF Bell Lightbox, Toronto, ON.

(2017) "me-dérive: [toronto]: An Augmented Reality Archive without Walls and Margins," Canadian Communication Association, Congress of the Humanities and Social Sciences, (May 30–June 2, 2017) at Ryerson University, Toronto, ON.

(2017) "Designing Privacy," Department of Unusual Certainties & Pantopicon: Toronto Design Offsite Festival (January 18, 2017) at CIVIS, Toronto.

(2016) "me-dérive: [toronto]: Augmented Reality and the Dispositif of the Digital Urban Archive," Activist Media Archives: De/Materializing Bodies Symposium (November 12, 2016) at Ryerson University, Toronto, ON.

(2016) "The New Urban Agenda and Global Universities," World Cities World Class (WC2) Symposium (August 8–12, 2016) at Technische Universität Berlin, Berlin, Germany.

(2016) "Past, Present, and Future of Locative Media," (Workshop with J. Frith, R. Wilken & J. Farman) at International Communication Association (ICA) Mobile Preconference: The All-Powerful Mobile (June 8, 2016) at Fukuoka Art Museum, Fukuoka, Japan.

(2015) "me-dérive: [toronto]: An Augmented Reality Digital Archive," Ryerson Changemaker Showcase (November 16, 2015) at Ryerson University, Toronto, ON.

(2015) "Streetmuseum In Screenspace: Exploring Urban Museums and Cultural Archives Through Augmented Reality Applications," The Space and Place Project (September 3–5, 2015) at Mansfield College, Oxford, UK.

(2015) "RECODE Grant: Augmented Reality and the Digital Urban Archive," World Cities World Class (WC2) Symposium (August 10–14, 2015) at City University London, London, UK.

(2015) "Instamovement: Visualizing #BlackLives-Matter as Citizen Journalism on Instagram," Social Media & Society International Conference (July 27–29, 2015) at Ryerson University, Toronto, ON.

(2014) "Exploring (Un)Knowns Online: Critical, Reflexive Methodological Explorations Of Digital Knowledge," Future Communications: York-Ryerson University Symposium (November 14, 2014) at York University, Toronto, ON.

(2015) "Augmented Reality and the Digital Urban Archive: Examining the Repertory, Interface And Navigation Of Contemporary Museum Applications As New Ways Of Seeing," Canadian Communication Association, Congress of the Humanities and Social Sciences, (June 3–5, 2015) at University of Ottawa, Ottawa, ON.

(2014) "Instanews: Photojournalism In The Instagram Era," \*(Best Poster Award) Social Media & Society International Conference (September 27–28, 2014) at Ted Rogers School of Management, Ryerson University, Toronto, ON.

(2014) "Instaethics: Visual Repertory of Mobile Photography in Conflict Zones," Canadian Communication Association, Congress of the Humanities and Social Sciences, (May 28–30, 2014) at Brock University, St. Catharines, ON.

(2014) "From Apparatus to Application: The Visual Repertory of Mobile Photography," Future Communications: York-Ryerson University Symposium (December 13, 2013) at York University, Toronto, ON.

(2013) "Navigating the Circuit of Mobile Device Use Model," 35th Annual Humanities and Technology Conference, (November 7–9, 2013) at St. Thomas University, Miami Gardens, FL.

(2013) "New Media Technologies and the Transition to Personal Public Spheres: the Circuit of Mobile Device Use Model," MIT 8: Public Media, Private Media (May 3–5, 2013) at the Massachusetts Institute of Technology, Cambridge, MA.

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## Publications

(2018) "Mobile Internet," (Co-authored J. Obar) In B. Warf (Ed.), Sage Encyclopedia of the Internet, Vol. 3 (pp. 645–648).

(2018) "Towards a New Visuality of 'Mobile Infography': Examining Contemporary Visual Applications as New Ways of Seeing," In M. S. Daubs & V. Manzerolle (Eds.), *Mobile and Ubiquitous Media: Critical & International Perspectives* (pp. 109–125). New York: Peter Lang.

(2017) "Review: Galit Wellner's A Postphenomenological Inquiry of Cell Phones: Genealogies, Meanings, and Becoming," *Mobile Media and Communication*, 5(3): 278–280.

(2016) "Signal Social CEO Index: Social Media Use Among Canadian Chief Executive Officers (CEOs)," Prepared by Infoscape Research Lab, Ryerson University (G. Elmer, A. DiGioseffo & A. R. Morais) and Signal Leadership Communication (B. Pickard & J. Mandel), September 2016.

(2016) "Streetmuseum In Screenspace: Exploring Urban Museums and Cultural Archives Through Augmented Reality Applications," *The Space and Place Project 6 Proceedings. InterDisciplinary*.

(2014) "Review: Imar de Vries' Tantalisingly Close," *Mobile Media and Communication*, 2(3): 371–372.

(2011) "Grey All the Way," (With B. Crow & A. Mitchell), *No More Potlucks*, Issue 18: amour.

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## Lectures

(2021) "Remediating the [AR]chival Impulse," BDES2401: Real World Project Lab (January 26, 2021) at George Brown College, Toronto, ON.

(2020) "Post-Secondary Teaching," CMCT7005: PhD Field Seminar: Disciplinary Practices (August 17, 2020) at York University, Toronto, ON.

(2018) "The [AR]chival Impulse: A Look at Augmented Reality through Research-Creation," BDES1001: Digital Systems & Software (November 22, 2018) at George Brown College, Toronto, ON.

(2016) "Using Urban Data for Research Creation," Institute without Boundaries (IwB) (November 22, 2016) at George Brown College, Toronto, ON.

(2016) "Secondary Analysis of Public and Big Data," CRI 710: Creative Industries Research Methodologies (November 17, 2016) at Ryerson University, Toronto, ON.

(2016) "Transmedia Storytelling in Organizations," CMN 324: Strategic Storytelling in Industry (March 4, 2016) at Ryerson University, Toronto, ON.

(2015) "Interrogating Media History Through Software," HIS 500: History and New Media (November 3, 2015) at Ryerson University, Toronto, ON.

(2014) "Instagram As A Tool For Photojournalists: Exploring Mobile Photography In Conflict Zones," JRN 100: Info & Visual Resources for Journalists (November 11, 2014) at Ryerson University, Toronto, ON.

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## Review Activities

(2018) *Journal of Communication Inquiry* Journal Blind Review, Sage Journals, April.

(2018) International Communication Association (ICA) Conference Blind Review, November.

(2016) Intersections | Cross-Sections Communication and Culture Graduate Student Conference, York-Ryerson University Blind Peer Review. January.

(2016) International Communication Association (ICA) Conference Blind Review, November.

(2014) *Time and Society* Journal Co-Reviewer (with Dr. Paul Moore). Sage Journals.

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## Exhibition

(2022) "YES! 2022-23 YEAR END SHOW" (May 3–6, 2022) at George Brown College (Virtual), Toronto, ON.

(2021) "YES! 2020-21 YEAR END SHOW" (May 3–7, 2021) at George Brown College (Virtual), Toronto, ON.

(2018) "Remediating the [AR]chival Impulse," (December 18, 2018–February 22, 2019) at Design Exchange, Toronto, ON.

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## Service & Community Involvement

### GEORGE BROWN COLLEGE

(ONGOING) Heads Of Media Arts and Design Represent George Brown College in tri-annual meeting of Deans/Chairs of Arts & Design programs across the province.

(ONGOING) Degree Steering Committee Committee guiding college through degree creation process based on Ministry of Training, Colleges and Universities initiative to introduce degrees at college level.

(2018) Moderator Women x Design Panel Event (October 11, 2018).

(2018) Advisor, International Charrette Advisor to "Culture" clusters group in International Charrette (February 2018).

(2018) Facilitator, Future Ways of Living III Facilitator to "Cultural Heritage" group in Future Ways of Living III Charrette (May 2018).

### EXTERNAL

(ONGOING) Pay Design Interns Toronto.

(ONGOING) Media Architecture Biennial, Organizing Committee.

(ONGOING) Director, The ArQuives (formerly Canadian Lesbian and Gay Archives).

(2021) Moderator, Anthony Burrill on Work Created in Lockdown: YES! Speaker Series (May 3, 2021) George Brown College. Online.

(2017) Moderator, Women in the Creative Industries: Panel Event (February 9, 2017) Toronto Metropolitan University.

(2017) Workshop Facilitator, Design Day: Reach Ahead Workshop for Secondary Students (May 4, 2017) George Brown College.

(2016) Blind Peer Reviewer, Intersections | Cross-Sections Communication and Culture Graduate Student Conference, York-Ryerson University.

(2016) Jury Member, George Brown Thesis Presentations, Digifest Toronto.

(2015-2016) PhD Student Representative, Communication and Culture Executive Committee, Ryerson University.

(2015-2016) Design Chair, Intersections | Cross-Sections Communication and Culture Graduate Student Conference, York-Ryerson University.

(2015) Workshop Facilitator, Communication and Culture SSHRC Proposal Writing Workshop, York University.

(2013) Volunteer, Toronto Rape Crisis Centre, Toronto.

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## Associations

SEDA-Accredited Professional Development in Teaching Program SEDA UK Professional Development.

World Class World Cities (WC2) Scholar Global Cultures PhD Representative, World Class World Cities (WC2).

Archives Association of Ontario (AAO) Member.

International Association for Media and Communication Research (IAMCR) Member.

International Communication Association (ICA) Member.

Canadian Communication Association (CCA) Member.

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## Scholarships & Awards

(2021) RGD Educator Award (Eastern Canada)

(2020) NSERC CCSIF \$360,000

(2015-2018) SSHRC Doctoral Fellowship \$75,000

(2016) RECODE Ryerson Grant \$10,000

(2014) Ontario Graduate Scholarship \$15,000

(2014) Rogers-Ontario Graduate Scholarship Fellowship \$5,000

(2013) Ryerson Graduate Scholarship \$15,000

(2010) SSHRC Joseph-Armand Bombardier CGS Grant \$17,500

(2010) York University Graduate Scholarship \$4,000

(2005) York University Entrance Scholarship \$2,000