



LYNSEY STEINBERG

BOARD CERTIFIED MEDICAL ILLUSTRATOR

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CURRENTLY RESEARCHING AND IMPLEMENTING METHODS TO IMPROVE HEALTHCARE BY INCORPORATING EMPATHY WITH VIRTUAL REALITY. THIS INCLUDES STUDYING INNOVATION FOR THE BENEFIT OF HEALTHCARE INDIVIDUALS THROUGH EMPATHY, PERSPECTIVE, AND MOTIVATION. CURRENT FOCUS AREAS INCLUDE EMOTION AND BIOMETRIC TRACKING OF USER STRESS RESPONSES IN END-OF-LIFE CARE TRAINING EXPERIENCES IN COLLABORATION WITH AUGUSTA UNIVERSITY COLLEGE OF NURSING. THIS INCLUDES RESEARCH IN ALLEVIATING THE IMPACT OF DEATH ON A CAREGIVER'S RESPONSE IN A STRESSFUL ENVIRONMENT.

EXPERTISE

- MEDICAL ILLUSTRATION
- GAMIFICATION
- INTERACTIVE DEVELOPMENT
- DESIGN THINKING
- MOLECULAR MODELING
- VIRTUAL REALITY
- COMMUNITY ENGAGEMENT
- COLLABORATION
- GRAPHIC DESIGN
- MARKETING
- INNOVATION
- MOTIVATION
- 3D PRINTING
- 3D MODELING
- COMMUNICATION SKILLS

EDUCATION

- **DOCTORATE OF PHILOSOPHY IN COMPUTER SCIENCE, DOCTORAL STUDENT**
SCHOOL OF CYBER AND COMPUTER SCIENCES, AUGUSTA UNIVERSITY | AUGUSTA, GEORGIA | AUGUST 2022-CURRENT
- **MASTER OF SCIENCE IN MEDICAL ILLUSTRATION (MSMI)**
MEDICAL COLLEGE OF GEORGIA (MCG) | AUGUSTA, GEORGIA | 2010-2012
- **BACHELOR OF FINE ARTS (BFA) ILLUSTRATION**
SAVANNAH COLLEGE OF ART AND DESIGN (SCAD) | SUMMA CUM LAUDE | SAVANNAH, GEORGIA | 2005-2009
- **NON-DEGREE SEEKING COURSEWORK**
 - ROWAN COLLEGE AT BURLINGTON COUNTY | MOUNT LAUREL, NEW JERSEY | SPRING SEMESTER 2010
 - RELEVANT COURSEWORK: BIO 110 FUND ANATOMY & PHYS I
 - CAMDEN COUNTY COLLEGE | BLACKWOOD, NEW JERSEY | FALL SEMESTER 2009
 - RELEVANT COURSEWORK: BIO103 HUMAN BIOLOGY

SOFTWARE & PROGRAMMING

- ADOBE CREATIVE SUITE
- UNITY
- ADOBE AFTER EFFECTS
- MAXON CINEMA 4D
- ADOBE AERO (AR)
- CSS
- ADOBE MEDIUM (VR SCULPTING)
- FORMLABS (3D PRINTING)
- ADOBE CAPTIVATE (INTERACTIVITY)
- INSTA360 (360 CAMERA)
- CHIMERA (MOLECULAR MODELING)
- C# PROGRAMMING
- MICROSOFT OFFICE SUITE
- GAMESALAD (GAMIFICATION)
- PIXOLOGIC BRUSH (3D MODELING)
- HOROS (DICOM EDITOR)
- HTML5
- SKETCHUP

EXPERIENCE

● ASSISTANT PROFESSOR

DEPARTMENT OF MEDICAL ILLUSTRATION, AUGUSTA UNIVERSITY | AUGUSTA, GEORGIA | AUGUST 2022-CURRENT

- TEACHING FOCUS IN BUSINESS AND RESOURCES MANAGEMENT I, SELF-PROMOTION AND MARKETING, AND MEDICAL ILLUSTRATION TECHNIQUES I INSTRUCTION FOR FIRST AND SECOND-YEAR STUDENTS IN A GRADUATE-LEVEL PROGRAM. INCORPORATING COMMUNICATION SKILLS, LEADERSHIP SKILLS, BODY-LANGUAGE AWARENESS, GAMIFICATION, THE SCIENCE OF MOTIVATION, AND AN EMPATHETIC MINDSET.

ACHIEVEMENTS:

- DEVELOPING EFFECTIVE ENGAGEMENT WITH COLLABORATION IN THE COMMUNITY, CREATING CONNECTIONS WITH LOCAL INDUSTRY PROFESSIONALS FOR REAL-WORLD STUDENT EXPERIENCE. TWO EXAMPLES ARE THE AIKEN EQUINE BONE ROOM FOR THE SENIOR CLASS AND PHINIZY SWAMP INFOGRAPHIC PROJECT FOR THE JUNIOR CLASS.

● LEARNING INNOVATION SPECIALIST

CENTER FOR INSTRUCTIONAL INNOVATION | AUGUSTA UNIVERSITY | AUGUSTA, GEORGIA | 2019-CURRENT

- TO ADVANCE EXCELLENCE IN LEARNING THROUGH COLLABORATION WITH FACULTY, STAFF, AND STUDENTS.

ACHIEVEMENTS:

- IN COLLABORATION WITH THE COLLEGE OF NURSING, DEVELOPED A VIRTUAL REALITY TRAINING SIMULATION TO ALLOW NURSING STUDENTS IN PALLIATIVE CARE TO EXPERIENCE HOSPICE SCENARIOS FOR UNDERSTANDING AND ENHANCING EMPATHETIC MINDSETS.
- INTERDISCIPLINARY COLLABORATION FOR ACCESSIBILITY AND VISION DEFICIENT STUDENTS FOR 3D PRINTED MEDICAL HEART.
- LED THE COLLABORATION TO FORM A TASK FORCE THAT HAS PROVIDED AU HEALTH WITH 1,000 3D-PRINTED FACE SHIELDS AND 500 FACE MASKS MOLDED FROM SILICONE. BRINGING TOGETHER OVER 60 INDIVIDUALS AND EXTERNAL INDUSTRY COMPANIES TO PRODUCE REUSABLE PPE FOR FRONT-LINE HEALTHCARE WORKERS.
- DEVELOPED THE AUGUSTA UNIVERSITY STUDENT INNOVATE COMPETITION WITH FELLOW TEAM LEADERS DR. VAHE HEBOYAN AND ASSOCIATE VICE PRESIDENT OF INTERDISCIPLINARY RESEARCH SCOTT THORP FROM 60 STUDENTS TO 340.
- LED THE INITIATIVE TO BRING TOGETHER AN INTERDISCIPLINARY TEAM TO DESIGN A HAND SANITATION ADD-ON ELEMENT CALLED HAPPY HANDS THAT USES POSITIVE REINFORCEMENT TO ENCOURAGE GOOD HAND HYGIENE AT AUGUSTA UNIVERSITY.

EXPERIENCE CONTINUED

- FEATURED IN OVER TEN ARTICLES OR PUBLIC NEWS MEDIA INTERVIEWS FOR COLLABORATIVE WORK AT AUGUSTA UNIVERSITY. INCLUDING A PUBLICATION IN EDTECH MAGAZINE FOR CHANGING HEALTHCARE THROUGH VIRTUAL REALITY SIMULATIONS.
- INTERDISCIPLINARY COLLABORATION TO COORDINATE FOR MASTERS STUDENT TO DEVELOP TOXOCARIASIS VIRTUAL REALITY PLATFORM IN GAMIFICATION FOR HAND WASHING HYGIENE HEALTH.

● MOBILE WEB APPLICATION DEVELOPER

INSTRUCTIONAL DESIGN AND DEVELOPMENT | AUGUSTA UNIVERSITY | AUGUSTA, GEORGIA | 2012-2019

- INSTRUCTIONAL DESIGN AND DEVELOPMENT IS A DIVISION OF INFORMATION TECHNOLOGY SERVICES AT AUGUSTA UNIVERSITY. THE DEPARTMENT'S PURPOSE WAS TO CREATE HIGH-END MOBILE, DESKTOP, AND MULTIMEDIA APPLICATIONS.

ACHIEVEMENTS:

- CREATED OVER 20 PUBLISHED MEDICAL ILLUSTRATIONS.
- DEVELOPED CATHETER 2D ANIMATION WITH AFTER EFFECTS FOR TRAINING MATERIALS FOR THE HOSPITAL STAFF.
- CREATED THREE MOTION GRAPHIC ANIMATIONS WITH AFTER EFFECTS FOR AUGUSTA UNIVERSITY'S PRESIDENT FOR THE VISION 2020 PLAN.
- CREATED 72 MEDICAL OCCUPATIONAL AND PHYSICAL THERAPY 3D ANIMATIONS WITH CINEMA 4D FOR IPHONE SERIES OF MOBILE APPLICATIONS ON INTERACTIVE SKELETONS AND RESOURCE GUIDES FOR STUDENTS.
- COLLABORATED ON THE TEAM PRODUCTION OF 9+ INTERACTIVE APPLICATIONS (ASSET DEVELOPMENT FOR UNITY, UI DESIGN, CUSTOM WIDGETS WITH HTML/CSS).
- COLLABORATED ON 6+ IBOOK CUSTOM MEDICAL TEXTBOOKS.
- EARNED LEVEL 2 CERTIFICATION OF GAMIFICATION WITH SENTENTIA AND THE SCIENCE OF MOTIVATION.

● MARKETING AND DESIGN FREELANCE

Freelance Design | Aiken, South Carolina | 2012-2021

- OWNER OF A FREELANCE MARKETING AND DESIGN COMPANY. CONTRACTED WITH OVER 40+ COMPANIES FOR BRAND DEVELOPMENT IN LOCAL OR EQUESTRIAN INDUSTRY-FOCUSED AREAS. THIS INCLUDED: LOGO DESIGN, PACKAGE DESIGN, PRODUCT DEVELOPMENT, PROTOTYPING, ADVERTISEMENT DESIGN, COMMERCIAL MEDIA, DRONE VIDEO DEVELOPMENT, MARKET ANALYSIS, SOCIAL MEDIA MARKETING, CUSTOMER SERVICE, CUSTOM HTML/CSS WEBSITES, PATENT DEVELOPMENT, DESIGN THINKING, AND PRODUCT INNOVATION.

ACHIEVEMENTS:

- CREATED CUSTOM TRAINING MATERIALS FOR A CONTRACT WITH THE PHARMACEUTICAL COMPANY NOVARTIS.
- DEVELOPED TRAINING MATERIALS FOR VACS 3S PHARMACEUTICALS.
- WON "BEST POSTER" AT A RESEARCH CONFERENCE FOR ILLUSTRATION OF "VACS3S MECHANISM OF ACTION."
- CREATED CUSTOM-BRANDED WEBSITES AND MATERIALS FOR 20+ ELITE ATHLETES.
- CUSTOM BRAND DEVELOPMENT FOR MULTIMILLION-DOLLAR EPIGENETIC SUPPLEMENT COMPANY.
- CUSTOM DEVELOPMENT AND DESIGN FOR NEW PRODUCT INNOVATION IN EQUESTRIAN INDUSTRY.

AWARDS & CERTIFICATIONS

- PIN AWARD COMMUNITY RESEARCH
 - CULTIVATING CHANGE THROUGH CRISIS | COVID-19 RESPONSE AWARD | 2021
- AUGUSTA UNIVERSITY RESEARCH INSTITUTE | SIGNIFICANT CONTRIBUTIONS TO COVID-19 RESPONSE | 2020
- GRADUATE RESEARCH DAY JUDGE | 2018-2022
- GAMIFICATION LEVEL II CERTIFICATION
 - SENTENTIA GAMIFICATION CERTIFICATION.
 - RECOGNIZED AND APPROVED BY HRCI, SHRM, AND ATD
- BOARD CERTIFICATION | 2018-PRESENT
- GOLD AWARD EDUCATION APP | 2015
 - EDTECH DESIGN 100 APP DESIGN
 - OT KINESIOLOGY APPLICATION.
- ECGBL 2ND PLACE, EDUCATIONAL GAME | 2014
 - CHINESE LANGUAGE LEARNING APPLICATIONS.

COURSEWORK

- | | | |
|------------------------------|----------------------------------|--------------------------|
| • INTRODUCTION TO RESEARCH | • LIFE DRAWING I, II, III | • MASTERS THESIS TOPIC |
| • COMPUTER SCIENCE 1301 | • HISTORY OF ILLUSTRATION | • NEUROANATOMY |
| • COMPUTER SCIENCE 1302 | • SURGICAL OBSERVATION | • PATHOLOGY |
| • BUSINESS MANAGEMENT | • COLOR THEORY | • SURGICAL TECHNIQUES |
| • ELECTRONIC MEDIA I & II | • MATERIALS AND TECHNIQUES I, II | • 2D DESIGN |
| • HUMAN ANATOMY | • SELF-PROMOTION | • 3D DESIGN |
| • INVESTIGATION OF A PROBLEM | • MATTE PAINTING VISUAL EFFECTS | • CREATIVE ENVIRONMENTS |
| • ADVERTISING ILLUSTRATION | • PORTFOLIO FOR ILLUSTRATORS | • DIGITAL ILLUSTRATION |
| • EQUINE ANATOMY | • MULTIMEDIA | • EDITORIAL ILLUSTRATION |

ORGANIZATIONS

- AUGUSTA UNIVERSITY VIRTUAL REALITY AND GAME DESIGN CLUB | 2022
- AUGUSTA UNIVERSITY PHYSICS CLUB | 2022
- AUGUSTA UNIVERSITY | GIRLS WHO CODE CLUB | 2022
- ASSOCIATION OF MEDICAL ILLUSTRATORS | 2010 - CURRENT
 - MENTOR FOR MENTEES 2014-CURRENT
 - MARKETING AND SOCIAL MEDIA COMMITTEE | 2013
- FEDERAL AVIATION ASSOCIATION (FAA) | 2020-2022.

NON-PEER REVIEWED WORK

- **2021**
 - **INCREASING INFECTION-FREE SURGERY AND HAND HYGIENE COMPLIANCE INSIDE THE OPERATING ROOM.**
 - ANISH SANGARI, BS 1; NITISH SOOD, BS 1; LYNSEY EKEMA, MSMI CMI 2; WILLIAM GRAY 3; J. ANDREW HAUGER, PHD 4

PUBLISHED MEDICAL ILLUSTRATIONS

- **MAY 15, 2018.**
 - PERIVASCULAR ADIPOSE TISSUE AND VASCULAR PERTURBATION/ATHEROSCLEROSIS.
 - ARTERIOSCLEROSIS, THROMBOSIS, AND VASCULAR BIOLOGY. PMID: 32878476
- **MAY 15, 2018.**
 - RADIATION-INDUCED CORONARY HEART DISEASE.
 - BMJ JOURNAL PUBMED PMID: 29764968.
- **MAY 1, 2018**
 - HYPERTENSION INDUCED MORPHOLOGICAL AND PHYSIOLOGICAL CHANGES IN CELLS OF THE ARTERIAL WALL.
 - AMERICAN JOURNAL OF HYPERTENSION. PMID: 29788246
- **MARCH 28, 2018**
 - THE REGULATION OF ALDOSTERONE SECRETION BY LEPTIN: IMPLICATIONS IN OBESITY-RELATED CARDIOVASCULAR DISEASE.
 - CURRENT OPINION IN NEPHROLOGY AND HYPERTENSION. PMID: 29135585
- **MARCH 13, 2017**
 - AQUAPORINS.
 - SPRINGER. VOLUME 969 OF ADVANCES IN EXPERIMENTAL MEDICINE AND BIOLOGY.
- **JUNE 21, 2016**
 - PERSPECTIVES FOR IMMUNOTHERAPY: WHICH APPLICATIONS MIGHT ACHIEVE AN HIV FUNCTIONAL CURE?
 - ONCOTARGET
- **APRIL 23, 2016**
 - REMOTE MAGNETIC NAVIGATION-GUIDED CATHETER ABLATION OF ATRIOVENTRICULAR NODAL REENTRANT TACHYCARDIA IN AN ADULT PATIENT WITH PRIOR SURGICAL CLOSURE OF PERIMEMBRANOUS VENTRICULAR SEPTAL DEFECT DURING INFANCY.
 - THE JOURNAL OF INNOVATIONS IN CARDIAC RHYTHM MANAGEMENT
- **APRIL 2, 2015**
 - DISCOVERING A SURGICAL FIRST: RUSSELL M. NELSON AND TRICUSPID VALVE ANNULOPLASTY.
 - BYU STUDIES QUARTERLY 54, NO. 1

PUBLISHED MEDICAL ILLUSTRATIONS CONTINUED

- **AUGUST 2014**

- NEURAL CORRELATES OF VISUOSPATIAL CONSCIOUSNESS IN 3D DEFAULT SPACE: INSIGHTS FROM CONTRALATERAL NEGLECT SYNDROME.
 - CONSCIOUSNESS AND COGNITION

- **FEBRUARY 2014**

- MITOCHONDRIAL DAMAGE-ASSOCIATED MOLECULAR PATTERNS AND VASCULAR FUNCTION.
 - EUROPEAN HEART JOURNAL (2014) 35, 1172-1177

- **APRIL 4, 2014**

- **THERAPEUTIC IMPLICATIONS OF PEPTIDE INTERACTIONS WITH G-PROTEIN COUPLED RECEPTORS IN DIABETIC VASCULOPATHY.**
 - ACTA PHYSIOLOGICA

- **2014**

- **SPLIT PERONEUS BREVIS TENDON: A CASE REPORT OF AN UNUSUAL CAUSE OF ANKLE PAIN AND INSTABILITY.**
 - DIAGNOSTIC RADIOLOGY, FLORIDA HOSPITAL-ORLANDO

- **2014**

- **VOLASERTIB FOR AML: CLINICAL USE AND PATIENT CONSIDERATION.**
 - ONCO TARGETS THER. PMID: 26229484

PUBLIC SPEAKING

- **2022**

- GUEST LECTURER - "3D PRINTING IN MEDICAL ILLUSTRATION"
 - MEDICAL UNIVERSITY OF SOUTH CAROLINA
- "INNOVATION COMPETITIONS MOTIVATE AND ENGAGE STUDENTS IN EXPERIENTIAL LEARNING"
 - USG TEACHING AND LEARNING CONFERENCE

- **2021**

- SEMINAR PRESENTATION- "OFD SUMMER WEBINAR: MOTIVATION AND GAMIFICATION "
 - USG TEACHING AND LEARNING CONFERENCE
- GUEST LECTURER - "3D PRINTING IN MEDICAL ILLUSTRATION"
 - MEDICAL UNIVERSITY OF SOUTH CAROLINA

- **2020**

- GUEST SPEAKER - "KINETIC ANIMATIONS"
 - AUGUSTA UNIVERSITY, MOTION GRAPHICS COURSE (ART 3565)

- **2019**

- GUEST SPEAKER - "SCIENCE OF MOTIVATION"
 - AUGUSTA UNIVERSITY, PERSUASION COURSE (COMM 3250)

PUBLIC SPEAKING CONTINUED

- **2019**
 - ANNUAL GUEST LECTURER - "SCIENCE OF MOTIVATION AND GAMIFICATION"
 - AUGUSTA UNIVERSITY, HEALTHCARE MANAGEMENT (MGMT 4530)
 - AUGUSTA UNIVERSITY, LEG & POLICY ENV OF HEALTHCARE (MGMT 3530)
- **2016**
 - ANNUAL GUEST LECTURER - "WEBSITE DEVELOPMENT AND MARKETING"
 - AUGUSTA UNIVERSITY, BUS. & RES. MGMT. II (MILL 8021)
- **2016**
 - ASSOCIATION OF MEDICAL ILLUSTRATORS CONFERENCE SPEAKER
 - ATLANTA, GEORGIA
- **2014**
 - KEYNOTE SPEAKER FOR PHI KAPPA PHI CONFERENCE
 - AUGUSTA UNIVERSITY

GALLERY SHOWS

- **2018**
 - ASSOCIATION OF MEDICAL ILLUSTRATORS SALON SHOWCASE
 - NEWTON, MASSACHUSETTS
- **2016**
 - ASSOCIATION OF MEDICAL ILLUSTRATORS SALON SHOWCASE
 - ATLANTA, GEORGIA
- **2014**
 - ASSOCIATION OF MEDICAL ILLUSTRATORS SALON SHOWCASE
 - MAYO CLINIC, ROCHESTER, MINNESOTA
- **2013**
 - ASSOCIATION OF MEDICAL ILLUSTRATORS SALON SHOWCASE
 - SALT LAKE CITY, UTAH